

Vietnam-based Vinamilk eyes international business diversification

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Following Gulfood Dubai 2023, the world's largest food exhibition that took place earlier this year, Vietnam-based dairy firm Vinamilk has announced plans to participate in other trade promotion events such as Japan Foodex Fair, and FHA Singapore Fair, International SME Fair in Guangzhou, China to seek new export opportunities, as well as developing new sales channels in existing ones.

Underlining Vinamilk's expansion plans, the dairy manufacturer has secured a total value of \$100 million for the company's six-month export plan, in which the Middle Eastern region has accounted for 85%.

The Middle East has been one of Vinamilk's key export markets since 1997. In some Middle Eastern countries, Vinamilk's baby products, especially Dielac milk powder and RiDielac baby nutrition powder have been very well-received and trusted by consumers across the region.

Vinamilk's main export products, such as Dielac milk powder, Ridielac nutritional powder, condensed milk, Probi drinking yogurt, and coconut drink, have been introduced to new markets across the region.