

Yili steps in as exclusive supplier of official dairy products for Hangzhou Asian Games in China

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Yili Group and the Hangzhou Asian Games Organising Committee (HAGOC) recently held a press conference themed "Ride the Wave Passionately" on the bank of the Qiantang River, announcing that Yili has become the exclusive supplier of official dairy products for the Hangzhou Asian Games.

Yu Xuekun, head of the Legal Affairs Department of the Asian Games Organising Committee, Ye Hong, deputy director of the Market Development Department, Zhang Jianqiu, senior executive president of Yili Group, Zhong Qixin, head coach of the speed team of China Climbing Team, and two athlete representatives were invited to the event to witness Yili's collaboration with the Hangzhou Asian Games.

The 19th Asian Games will open in Hangzhou in September, another international sports event after Beijing 2022 Olympic Winter Games.

Yili has announced a pure milk package customised for the Games. This customised product uses AIGC technology to assist the packaging design, making the traditional beauty fully collide with cutting-edge technology, not only bringing a new visual experience to consumers, but also leading the innovative development of China's food industry into the AI era.

Yili has also launched new customised products for the Asian Games, including Satine, Gemice, Xinhua and Shuhua. Yili's customised pure milk for the Asian Games will be available first in East China and on the Taobao/Tmall platform. The Satine and Shuhua products packaged with kraft paper in line with the concept of green Asian Games will be exclusively available at Tmall Supermarket.