

Yili's Joyday ice cream partner for FIBA Basketball World Cup 2023

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Yili's ice cream brand Joyday is the official global ice cream partner of the FIBA Basketball World Cup 2023, marking the first partnership between Yili and FIBA for the FIBA Basketball World Cup 2023 to provide support for the health of global consumers. The tournament took place in Manila (the Philippines), Jakarta (Indonesia), and Okinawa (Japan).

During the tournament, Joyday held a variety of activities for basketball fans, including the halftime show, basketball shooting games, and ice digging challenges, at the Indonesia Arena and the Senayan Park Mall (Spark) in Jakarta. Joyday also offered ice cream in various flavours at the event venue of the FIBA Basketball World Cup 2023, providing the audience with a unique and enjoyable spectator experience.

Joyday also offered its products to audiences in Manila at Mall of Asia Arena, Philippines. Eric, a local basketball fan, said this was the first time he had Joyday in the Philippines. Eric enjoyed eating Joyday ice creams when visiting Indonesia and hopes that more Filipinos can also try Joyday ice creams.

Joyday is Yili's first ice cream brand launched in Southeast Asia in 2018. In 2021, the first phase of Yili's Indonesian dairy production base was officially put into operation, which boosted the production capacity for Joyday. Upon completion of its second phase, the production base will become the country's largest ice cream factory with a daily production capacity of 4 million ice cream products.

The collaboration between Yili and FIBA is expected to contribute to the advancement of basketball, as well as the promotion of sports and the encouragement of healthy lifestyles. Looking ahead, Yili will continue to support sports events at all levels.