

Vietnam's Vinamilk expands into China's dairy market with partnerships

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Vietnam's leading dairy brand Vinamilk announced a cooperation memorandum with leading Chinese partners during the Hanoi investment, trade, and tourism promotion conference in Guangzhou.

Prior to this collaboration, the Chinese partners visited Vinamilk's facilities in Vietnam and expressed trust in Vinamilk's capabilities after sampling Vinamilk's products tailored for the Chinese market. This remarkable partnership sees Vinamilk producing customised yogurt products, tailored to meet the Chinese market's quality standards and preferences. Concurrently, Chinese partners will oversee importation, distribution network, regulatory compliance, and trade promotions.

"Yogurt holds a vital place in the Chinese consumers' diet. Since the protocol allowing the export of Vietnamese dairy products to China was established, I've been eager to collaborate with Vinamilk to introduce the brand's yogurt products to China," said Ye Canjiang, Chairman and General Manager of Guangzhou Jiangnan Fruit and Vegetable Wholesale Market Management Company Limited, the leading wholesale market management company in Guangdong. Another partner, who is an expert in food import and distribution and plays a pivotal role in establishing the presence of Ong Tho (Vinamilk's sweetened condensed milk) in China, also conveyed their trust in this collaboration.

"Yogurt has stringent storage requirements and short shelf-life," Vo Trung Hieu, Vinamilk's International Business Director, emphasized. "With this collaboration, we can significantly reduce the time it takes for Vinamilk's yogurt products to reach consumers while ensuring optimal preservation conditions. I firmly believe that Vinamilk's yogurt products will swiftly reach the world's most populous market and receive a positive reception."