

Snowsky Salt and Faesol partner to explore Singaporean salt market

31 May 2024 | News

The cooperation aims to promote low-sodium salt in the Singaporean market and jointly develop and promote the Snowsky plus iLite double-brand salt products



The cooperation aims to promote low-sodium salt in the Singaporean market and jointly develop and promote the Snowsky plus iLite double-brand salt products

Hunan Snowsky Import and Export Trade Co., Ltd., a subsidiary of Snowsky Salt Industry Group Co., Ltd. (Snowsky Salt), signed a strategic cooperation agreement with the Singaporean company Faesol at the China (Hunan)-Singapore Investment and Trade Cooperation Forum in Singapore on Tuesday.

The cooperation aims to promote low-sodium salt in the Singaporean market and jointly develop and promote the "Snowsky plus iLite" double-brand salt products.

K-Salt, a low-sodium salt product jointly launched by Snowsky Salt and Faesol, has entered local catering and supermarket channels in Singapore for sales and has also achieved online and offline sales in the Malaysian market. Based on the success in the Singaporean and Malaysian markets, Snowsky Salt plans to expand further into other Southeast Asian nations.

Established on December 16, 2011, Snowsky Salt focuses on the research development, production, and sales of salt and salt chemical products. It was successfully listed on the Shanghai Stock Exchange on March 26, 2018, and is known as "the first share of China's salt reform."