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Yili expands its world-class quality through Innovation

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Chinese dairy leader Yili announced an upgrade of its European R&D centre and a rechristening of the centre to Yili Innovation centre Europe at a press conference held at Netherlands-based Wageningen University.



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Chinese dairy leader Yili announced an upgrade of its European R&D centre and a rechristening of the centre to Yili Innovation centre Europe at a press conference held at Netherlands-based Wageningen University.

The announcement received wide attention from industry insiders. At the event themed "Innovation Brings Empowerment and Connects to the World", Yili Group executive president Zhang Jianqiu said that with the upgrade, Yili Innovation centre Europe will deepen its cooperation with Wageningen University in terms of research and development, talent exchanges, resource sharing and continued collaboration on future projects, helping the dairy leader become a world-class trendsetter and innovator.

At a summit focused on the topic of world-class quality based on international standards, professors and researchers from Wageningen University, one of Europeâ??s leading universities in the field of life sciences, dairy laboratory Qlip and invited Chinese mothers expressed their opinions on the current trends taking place across the global dairy industry as well as Yiliâ??s ongoing commitment to world-class standards, innovation and R&D.

Partners with top-level university to boost development of a global dairy industry

Wageningen University, one of the worldâ??s top 100 universities and one of the leading universities in life sciences and agriculture, has been collaborating with Yili for four years.

Yili also plans to collaborate with additional universities, research institutions and other partners as well as invite more experts in the field to join its R&D team.

The Chinese dairy leader has it in their roadmap to further explore cutting-edge technologies in terms of healthy products with a focus on life science, nutrition and health, food safety and technologies.

The upgrade will help Yili keep up with latest global development trends and better serve the Chinese market.

Partners with top-level laboratory to create highest industry standards

Qlip, the worldâ??s largest dairy testing lab, is well-known for stringent testing and evaluation standards, foresight and authoritativeness.

Its internationally-proven quality standards are the worldâ??s strictest. Qlipâ??s executives had earlier toured Yili pastures, commenting that Yili has been in full compliance with all international standards.

Yiliâ??s cooperation with Qlip is another testament to its world-class standards, paving the way towards witnessing the Chinese firmâ??s transformation into an international dairy leader.

Yiliâ??s not only showing high attention to R&D, ongoing commitment to high quality, but also the global communityâ??s recognition of its innovative competence and endless pursuit of world-class standards.

Yili Innovation centre Europe also serves as testament to Yiliâ??s efforts in establishing partnerships worldwide, setting and enhancing world-class standards and working towards the development of a fully globalized international dairy industry via innovation.

Yili aims to collaborate with partners, enhance efforts at innovation and speed up the expansion roadmap beyond the home market to enable everyone, everywhere on this planet, to live a healthier life.