

# China Food and Beverage Industry Newsletter

September 2009

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## **HK takes over as top slot among world's wine markets**

2009-10-06

Hong Kong took the top slot among the world's major wine markets at weekend auctions where Sotheby's sold \$8 million worth of fine wine.

Hong Kong has grown as a wine hub, taking over from London and New York, after the city abolished wine duties. And auction houses such as Sotheby's and Christie's have been pushing Asian buyers for new business as prices drop in the wake of the global economic downturn and as luxury spending dwindles.

Sotheby's said two Hong Kong sales over the weekend of wines from the cellars of two unnamed American collectors fetched \$7.9 million, around 28 percent above the pre-sale high estimate.

"Asian buyers represented 99 percent of buyers in this two-day sale," said Serena Sutcliffe, head of Sotheby's international wine department.

"Hong Kong has become Sotheby's most important wine center, ahead of very successful auctions in New York and London," she added.

The top lot on Sunday was a Chateau Petrus 1982 6-litre Imperial that fetched around \$93,000, a world auction record for that size of Petrus vintage. Meanwhile, a 12-bottle

case of 1995 Domaine de la Romanee-Conti fetched \$93,077, while a case of 2002 Domaine de la Romanee-Conti fetched \$85,000.

Last month, US wine merchant Acker Merrall & Condit sold \$6.4 million worth of fine wine in a Hong Kong sale that Acker President John Kapon said indicated Hong Kong's role as "arguably the fine wine world's most important market".

Christie's said Asian buyers accounted for 61 percent of its global wine sales in New York, London and Hong Kong this spring, up from just 7 percent in 2005. Of these, buyers from China grew over 200 percent between fall of last year and this spring.

David Elswood, Christie's international head of wine, said that with the US market still weak, its nascent Hong Kong sales were encouraging. Average lot values of wines sold in Hong Kong were now relatively high at around \$19,000, though sales volumes were not yet up to the same level as the West.

But the Asian market for wine was also "in danger of overheating", Elswood said, after 18 months of hyperactivity and instances of inflated prices for top wines paid by overzealous Asian buyers that could be acquired more cheaply in the West.

"It needs to level off," he said.

**Danone, Wahaha reach a settlement in beverage dispute**

2009-10-5

Chinese beverage giant Wahaha Group announced that it had settled a legal dispute with Groupe Danone SA, with the French food and beverage group agreeing to sell its 51 percent stake in the Danone-Wahaha joint venture to its Chinese partners.

The two companies reached an "amicable settlement" with "the support of both the Chinese and French governments", Hangzhou-based Wahaha Group said in a statement.

Neither Danone nor Wahaha discussed a price tag for the sale.

China's Caijing Magazine reported that the sale fetched 300 million euros (\$438 million). That would be less than a fifth of the \$2.6 billion that Wahaha lawyers said Danone demanded when arbitration to end the dispute began last year.

The agreement is still subject to approval from the Chinese government, said a spokesman for Wahaha.

According to a press release posted at Danone's website, Danone and Wahaha will conclude their existing joint venture relationship.

All legal proceedings related to the disputes between the two partners will be ended when the agreement is approved and conditions of the settlement are met, according to the press release.

A spokesman for the Ministry of Commerce said that the government had taken part in discussions between Danone and Wahaha, declining to provide more details.

The settlement ends a lengthy row over Danone's complaint that Wahaha Group was running separate businesses selling Wahaha-branded drinks.

Danone complained that the actions competed directly with their 39 joint ventures, which Danone alleged was a violation of the joint venture agreements.

Wahaha's multimillionaire founder and chairman, Zong Qinghou, had portrayed his company's quest to control its brand name as a patriotic cause.

Wahaha, which means "laughing children" in Chinese, is one of China's best-known national brands for bottled water and other beverages.

"The collaboration between Danone and Wahaha helped to build a strong and respected leading enterprises in the Chinese beverage industry," said Frank Riboud, CEO and chairman of Danone.

"We are confident that Wahaha will continue its successes led by its future new management crew," Riboud said.

Riboud said that since Danone entered the Chinese market in 1987, the company has been highly committed to its Chinese business and will accelerate its growth in the country despite the end of the joint venture.

Danone established its joint venture with Wahaha in 1996 to produce bottled water, tea and juices under the Wahaha brand.

Since May 2007, Danone has filed more than 21 lawsuits seeking control of the \$2.4 billion brand of Wahaha beverages in several different countries, including the British Virgin Islands, Sweden, France, Italy and the United States. However, Danone has won no victories in its legal battle.

## **PepsiCo under commercial bribery investigation**

Guangzhou Pepsi Cola Beverage Co., Ltd., a subsidiary of PepsiCo, was involved in a commercial bribery case and was fined 700,000 yuan (around 102,550 U.S. dollars), according to the latest work report from the anti-commercial bribery office of Foshan city in Guangdong province. PepsiCo (China) Limited only stated that the case was still under investigation.

The work report said that Guangzhou Pepsi Cola Beverage Co., Ltd. had offered bribes of 247,700 yuan to 47 chain stores and supermarkets, asking them to display the company's "Tropicana" following Pepsi's requirements. Pepsi Guangzhou got revenue of 3.05 million yuan and enjoyed a profit of 650,000 yuan.

China's official judicial explanation concerning commercial bribery pointed out that commercial bribery referred to "bribery by business entities and their employees in order to buy or sell products and services." "Using bribes to gain advantage over competitors for business purposes" is one of the most distinctive characteristics of commercial bribery.

PepsiCo China didn't give any direct response. "The case is still under investigation and please wait for our official statement," said Christina Li, director of PepsiCo China Public Relations.

In July, nearly 38 tons of frozen concentrated orange juice that PepsiCo allegedly imported from Louis Dreyfus Citrus Trading LDA in Brazil was found with excessive yeast.

2009-09-25

## **Chicken producers up in arms against cheap US imports**

2009-09-23

Calls are growing for action against imports of cheap chicken from the United States which some claim benefit from state subsidies.

In particular, a type of chicken known as poulard -- young hens that have been spayed to fatten them -- are being targeted.

She Feng, general manager of Beijing-based Huadu Foodstuff, the biggest chicken provider for the Beijing 2008 Olympic Games, said: "They are too cheap. They are eating into our profits greatly."

China announced dumping and subsidy probes on chicken and auto products from the US on Sept 13, two days after US President Barack Obama imposed tariffs on tires from China.

Chinese industries complain that they're being hurt by "unfair trade practices", the Ministry of Commerce said on its website. The dumping investigation relates to poultry alone, a spokesman said in Beijing.

Ma Chuang, deputy secretary-general of the China Animal Agriculture Association,

said investigations into the issue had been going on for nearly six months and the results were sent to the Ministry of Commerce formally in August.

"We did it on the basis of complaints from domestic companies and relevant investigations," said Ma.

Over the past three years, Chinese poulard producers have seen their profits decline, with the situation worsening since the second half of 2008. During that period, imports of poulard rose sharply, Ministry of Commerce data shows

China imported 790,000 tons of poulard products in 2008, of which more than 73.4 percent was from the United States. In the first half of this year, more than 300,000 tons -- 89 percent of imported poulard products -- were from the US.

Ma said US poulard was 300 to 500 yuan cheaper than domestic poulard per ton.

Luan Wentong, vice-chairman of Shandong Industrial and Commercial Federation, told the local lawmakers of Shandong province in February this year that imports of cheap poulard were forcing more than 6,800 local producers to struggle for survival.

Shandong province is the main domestic base for poulard production, forming 20 percent of the industry and 50 percent of the nation's exports.

According to data collected by Luan, imported chicken thighs cost 5,000 yuan per ton after freight and 7,000 yuan at the market, while the average cost of domestic processing companies is 9,000 yuan per ton.

Ma said subsidy support from the US government for soy and maize reduced the feed cost of poulard products. Feed makes up 70 percent of the entire cost of raising poulard. Ma added other benefits including credit support were also implemented by the US government to stimulate exports.

In June, China said it had asked the World Trade Organization to set up an experts panel to investigate US restrictions on imports of Chinese poultry products. Beijing told the WTO's dispute settlement body that Washington had imposed protectionist measures in completely banning Chinese chicken products entering the US market.

The US said it was examining whether Chinese poultry was safe for human consumption.

"Chinese poultry companies have been struggling over the past couple of years amid bird flu and a flood of imports, and the financial crisis is making that worse," Ma said.

**Danone backs micro-lending program for rural communities**

2009-09-21

Yu Changfu felt desperate when his house collapsed in the magnitude 8 earthquake in Sichuan province in May last year. He had no money left to earn a living after rebuilding his home.

So he turned to a micro-loan program for small borrowers called the Grameen-CPAD-Danone Micro-Credit Initiative.

The 41-year-old farmer in Mianzhu, one of the hardest hit cities in the devastating quake, borrowed 10,000 yuan earlier this year to raise pigs and rabbits and buy a machine to mill rice.

Last month, he sold several pigs, earning more than 2,000 yuan. "I have confidence in repaying the loan and starting a new life," he said with a smile.

To express his gratitude, Yu had a silk banner made and presented it to Eric Lam, program leader of the Danone China Social Program, during Lam's recent visit to Yu's new home in Mianzhu.

Based in Paris, French food and beverage producer Group Danone (known as Dannon

in the United States), has dedicated its corporate social responsibility agenda in China to poverty relief in rural areas.

Grameen Trust is a sister agency of Grameen Bank, the famous Indian bank that pioneered micro-loans for poor borrowers without collateral. The bank's micro-loan programs now are being implemented in developed and emerging countries around the world.

After last year's Sichuan earthquake, Danone and Grameen Trust told China's State Council Leading Group Office of Poverty Alleviation and Development (CPAD) that the company and trust wanted to help assist with reconstruction.

On July 30, 2008, Danone, Grameen Trust and CPAD signed an agreement to establish the Grameen-CPAD-Danone Micro-Credit Initiative with a donation of 20 million yuan from Danone.

Grameen Trust provides technical backing for the initiative and CPAD offers policy guidance. The China Foundation for Poverty Alleviation (CFPA), an organization under CPAD, is in charge of its implementation.

"The initiative is aimed at providing sustainable credit support to poor farmers and other people affected by the earthquake, so that they can earn a living and improve

their living standards," said Liu Dongwen, CFPA deputy executive director.

Six cities and counties have been chosen for the trial initiative. They are: Mianzhu and Shifang cities in the quake zone, Kulun county in Inner Mongolia autonomous region, and Wuyi, Wanquan and Pingquan counties in Hebei province.

"Within three years, the initiative is expected to provide loans of 168 million yuan for 24,000 farmers each year. In the long run, the initiative will be spread to more poor regions," Liu said.

CFPA piloted the initiative in Mianzhu at the beginning of this year, establishing the Mianzhu Branch Office of CFPA Microfinance Management Co Ltd.

In March, the initiative was formally introduced across China. By the end of August, it had provided loans surpassing 16 million yuan.

"Nearly 6 million yuan was devoted to Mianzhu, benefiting 338 farmers. And 298 families have rebuilt their houses in Sichuan, while 40 families restarted their businesses or expanded their business coverage," Liu said.

Li Chenghai, 47, is a farmer in Shuangtu village in Zundao town in Mianzhu.

Before the earthquake, he ran a home decoration company with a friend in Mianzhu. Since he had not repaid a loan borrowed from a local credit cooperative, he could not obtain a new loan to rebuild his home damaged in the quake.

Li Chenghai obtained a loan of 10,000 yuan from the CFPA program bank branch. Now he is helping other villages rebuild their homes for a small fee.

"I will use the payment to repay my loan. And I am optimistic in life," Li said.

The micro-loan program does not require a mortgage or other collateral from the borrower, said Li Jiaying, a customer manager at the Mianzhu Branch Office of CFPA Microfinance Management Co Ltd.

"He or she only needs to find a warrantor. After one files the application, he or she can get the loan between three and seven days," Li Jiaying said.

Li Jiaying, 33, is a farmer in Qinjiakan village in Zundao town in Mianzhu who applied for the customer manager job after hearing about the initiative.

Since the initiative launched in March, Li Jiaying has helped 188 farmers obtain loans altogether valued at more than 3 million yuan.

The CFPA's Liu said the loans have ranged from 5,000 yuan to 30,000 yuan.

He said that the initiative soon will be implemented in other earthquake-hit regions in Sichuan.

## **Italian gelato makers whip up Asian treat**

2009-09-21

Italian gelato makers, besides bucking the recession to increase sales in their home market, are going global by training Chinese and Japanese vendors to make an ice cream product that must be consumed fresh or perish.

The Italian market for fresh-served ice cream grew about 2 percent last year to 1.9 billion euros (\$2.8 billion) as the economy contracted 1 percent, according to Confartigianato, the Rome-based trade association for gelato makers. Exports of ice cream, both fresh gelato and industrial versions, jumped 43 percent last year to more than 200 million euros.

"Lots of Italian ice cream makers have already made good abroad, especially in central and eastern Europe," said Giancarlo Timballo, head of the ice cream professionals' association. "China and Japan are the new frontier."

Rising disposable income in Asia has fueled demand for Italian-style ice cream in the region, and natural food trends have boosted interest in traditional gelato, which is made from fresher ingredients than industrial ice cream. Hungary, Austria, Germany, the Netherlands and Spain now have gelato makers' associations to insure quality for the growing number of outlets in their countries.

The Italian School of Gelato has opened branches in Kiev, Warsaw, Prague and Bucharest, and Shanghai's Chamber of Commerce will host a delegation of master "gelatieri", or ice cream makers, to train locals in China, Timballo said. Giolitti, Rome's best-known ice cream parlor, has opened three franchises in Seoul and is seeking opportunities in Asia.

Marco Polo is believed to have returned from China in the 13th century with a recipe for a dessert resembling sherbet, according to the International Dairy Foods Association (IDFA) in Washington. More than 1,500 years earlier, Alexander the Great reportedly ate snow mixed with honey and nectar, and the Roman emperor Nero had slaves collect snow from Mount Vesuvius for his ice desserts, the IDFA says. Milk-based ice cream was reportedly first concocted in 16th century Florence.

No matter the historical origin, there's little question that Italy is setting the pace in ice cream making today. Companies such as Bologna-based Carpigiani Group dominate the world market for machinery related to producing fresh ice cream, from batch freezers to whipped-cream dispensers.

Gelato University

Carpigiani has 300 service centers and 11 branches in more than 100 countries,

including sites in India, China and Japan. Its sales have quadrupled in less than a decade to about 150 million euros a year. Its Carpigiani Gelato University annually trains 6,000 future gelato makers from around the globe and has developed local flavors for foreign markets such as soybean ice cream for China. Frigomat, founded in 1969, has grown from a local company to an international exporter with offices in Algeria, Australia, Argentina and Indonesia.

"In the last few months, we are starting to see some good results from countries like Germany, the UK, and France," said Carpigiani Chief Executive Officer Gino Cocchi. "China has also started moving in the last three to six months, and it could get better for us there within a year."

Still, the best gelato is found in Italy, which has more than 35,000 ice cream shops, many producing gelato the traditional way. Fruit flavors have only fruit, ice and sugar, while the milk-based flavors have less air injected than typical American ice creams, making them denser and creamier.

"If you want to eat real, homemade gelato, you have to come to Italy," said Nazzareno Giolitti, whose family has been making ice cream at their store on Via Uffici del Vicario near the Parliament in Rome for more than 70 years. "Foreigners come here to learn about ice cream. And now we must go to their countries to teach them how to do it."

Extensive training is part of the formula. After an initial course, a would-be gelato maker has to spend four years as an apprentice before earning the title of "maestro". Base salaries for apprentices are about 1,200 euros (\$1,695) a month. Setting up a "laboratory", as the traditional stores are known, can cost about 150,000 euros for the equipment and space, Timballo said.

US President Barack Obama's daughters Sasha and Malia, who got an impromptu gelato-making class at Giolitti during a July visit to Rome, may be hard-pressed to find similar ice cream back home. Italian-style ice cream has been slow to penetrate the \$22 billion US market, partly because it's not fatty enough for US regulators.

For a product to be marketed as ice cream in the US, it must contain at least 10 percent milk fat, according to the IDFA. Italy's traditional fruit-flavored gelatos have virtually no fat; even the milk-based flavors don't have enough for US requirements.

Americans also buy about 90 percent of their ice cream at the supermarket. Italian gelato is made to be eaten fresh and can only be stored a few days before serving.

"You can't get pure flavors like this in the US," said New Yorker Katie Broderick as she dug into a peach-champagne-chocolate gelato at Giolitti. "I feel like I'm biting into a real peach. There must be some secret."

**Carlyle buys minority stake in China dairy maker Yashili**

2009-09-21

HONG KONG: The Carlyle Group said on Sunday that the US private equity giant had bought a minority stake in Yashili to help the leading Chinese infant formula maker improve its research and production.

Washington-based Carlyle obtained a 17.3 percent stake in Yashili, headquartered in the southern Chinese province of Guangdong, according to an e-mailed statement from Carlyle, which disclosed no further financial details of the deal.

Carlyle's deal came after rivals including Kohlberg Kravis Roberts & Co (KKR), Sequoia Capital and other funds invested more than \$1 billion combined in China's domestic dairy industry, which was badly hit by a food safety scandal last year.

The deal signified the growing interest of global private equity funds in China's consumer sector despite the international financial crisis.

More than a dozen Chinese dairy firms including market leader China Mengniu Dairy Co were found to have sold milk containing melamine during last year's tainted milk scandal, putting the Chinese government under pressure as families questioned poor quality controls.

With foreign investors buying stakes in Chinese dairy makers in the past few months, Chinese officials said the domestic dairy industry had shown opportunities for growth again.

"China's dairy industry presents a great opportunity for investment. We are pleased to see a value-adding partnership of this kind that draws on international resources to raise product standards," said Song Kungang, chairman of the China Dairy Association, commenting on the Carlyle-Yashili deal.

#### Quality Control

In August, US venture capital firm Sequoia Capital said it invested \$63 million in China-focused American Dairy Inc, a strong and direct competitor of Yashili in China's fast growing baby formula market.

In July, Hopu, a \$2.5 billion fund set up by influential China dealmaker Fang Fenglei, teamed up with a domestic firm to buy 20 percent of Mengniu for \$800 million.

In June, KKR said it completed a series of investments in Ma Anshan Modern Farming Co Ltd, a leading dairy farm company headquartered in central China.

"We see great scope to contribute to China's rapidly growing infant formula industry through this investment," said Patrick Siewert, senior director of Carlyle Asia Partners.

"The infant formula market in China is undergoing a positive transformation and is set to continue its strong growth trend."

After the deal, Carlyle will help Yashili hire an industry veteran as chief quality officer for the dairy maker and it also plans to strengthen quality control of dairy production through measures under international standards, Carlyle said in the statement.

In June, Carlyle said it raised \$1.04 billion for its fourth Asian growth capital fund, a 46 percent increase from the previous fund size, to focus on investments in high-growth private companies in China, India and other Asian markets.

### **Traditional mooncakes now find virtual outlets**

The number of online mooncake shops has risen sharply as Chinese young people turn to them when seeking presents to celebrate the Mid-Autumn Festival.

They have discovered the Internet offers a personalized service, cheaper prices and faster delivery than traditional outlets.

Shi Jian, 33, general manager of Zhejiang-based Stone Master Food Shop, said he was delighted to see sales triple compared with last year as the Mid-Autumn Festival, which falls on Oct 3 this year, draws near.

Shi launched his virtual mooncake business two years ago and in August developed a customized service costing 98 yuan. This involves printing photos provided by customers on packing boxes and including their personalized messages to relatives and friends.

As an added twist, the packing box with its photo can be folded into a neat frame after its contents have been eaten.

"A lot of customers told me the frame design was a very thoughtful and touching gesture for their loved ones far away," said Shi. He plans to be more creative next year when he intends to allow customers to choose the shape of their cakes. He is hoping sales will triple again.

Many of Shi's online competitors have already filled the market with customized shapes, labels and ingredients. Popular cartoon characters such as Doraemon and Big Big Wolf smile brightly from their designs. Special ingredients have also been used for the fillings, such as nuts, eggs, red date paste, bean paste and

lotus paste.

From Sept 1 to 6, sales of mooncakes at taobao.com, the most successful consumer-to-consumer online retail marketplace in China, reached 6 million yuan, 20 percent up on last year. The age of customers ranged between 20 and 40.

Li Yujie, 27, who is studying for a doctorate at Renmin University of China in Beijing, bought a box of mooncakes for her family in Sichuan province last week. She said the cheaper price and direct delivery service were what attracted her to going online.

According to statistics from taobao.com, mooncakes priced below 10 yuan were most popular, with 6,000 deals made in one month. Sales at the high-end bracket priced over 300 yuan brought in only 16,000 yuan from just 30 sales.

Although young people are attracted to online sales outlets, experts have warned of the risks of buying mooncakes through the Internet, where the quality and origin cannot be guaranteed as easily as they can in ordinary shops.

"Mooncakes have a short storage life, especially ones with nuts and lotus paste," said Sun Jianqin, director of the nutritional department of East China Hospital.

Stone Master Food Shop's Shi added: "Different ingredients have different delivery requirements, some of which cannot be guaranteed by the usual delivery service. The contents might get contaminated so strict guidelines must be followed by the third party such as taobao.com, which benefits our business as well."

Taobao requires every retailer to register as an enterprise legally before opening to the public online and to have a quality and safety assurance issued by the

government.

Shi admitted there were many shops online that lacked official approval.

"It doesn't matter. As an online buyer, I know how to choose goods of good quality and protect my rights," the Renmin University student Li said.

One boon for the online retailer is that some organizations have started to buy customized mooncakes for their staff this year.

A futures company in Zhejiang province has just booked nearly 300 boxes of mooncakes from Stone Master, hoping to have their logo, images, messages and slogans on the packing.

"Perhaps I should promote car-shaped cakes next year, to attract vehicle companies as well as ordinary consumers," pondered Shi.

2009-09-15

**Tetra Pak: Beijing plant now one of the company's largest**

2009-09-10

Established in 1951, Sweden-based Tetra Pak made its name by introducing hygienic tetrahedral paper packages for use in milk distribution to the mass market. It was a pioneer in the use of this fledgling technology and has since become a global player.

Tetra Pak expanded its businesses into liquid food processing equipment, plant engineering, and cheese manufacturing equipment back in 1991. Today, Tetra Pak has 41 sales companies, 43 plants for packaging materials, and 10 packaging machine assembly factories across the world.

With 21,640 employees, Tetra Pak achieved a net sales revenue of 8.83 billion euros in 2008, with its products sold in more than 150 countries and regions. It provided the world's consumers with 70.5 billion liters of liquid food products.

Early in 1979, Tetra Pak entered the Chinese market. Since then Tetra Pak has been firm in its belief in its ability to grow its customer base, whilst leading the market in its bid to safeguard food safety and hygiene standards.

Over the last 30 years, Tetra Pak has been vigorously promoting the development of China's liquid food market and has witnessed dramatic changes to China's dairy

industry, particularly since the 1990s.

In order to provide strong support for China's liquids processing industry, Tetra Pak has continuously increased its investment in the country and has set itself a long-term target of building more factories and introducing more cutting-edge technology. To this end, it has relied heavily on its worldwide resources and its ability to provide innovative problem-solving solutions.

Tetra Pak now has more than 10 branches in a number of China's cities, including Beijing, Shanghai and Hong Kong, as well as packaging material plants in Beijing, Foshan and Kunshan and Hohhot, with a total designed capacity of approximately 50 billion packs a year.

China is a very important market for the company and it is particularly committed to the development of its facilities in Beijing. It initially opted to establish a presence in the capital's BDA site due to its perception of the quality of the environment and the excellent support for businesses on offer.

In August 2004, it invested more than 600 million yuan in its Beijing factory, giving it a capacity to produce 8 billion packs per year. Throughout this time, the company maintains it received excellent support from the BDA authorities, a major factor in its rapid development.

Tetra Pak then invested an additional 300 million yuan in the further expansion of its factory in Beijing over the next two years. This doubled its production capability to 16 billion packs per year. The Beijing factory is now one of the largest production bases for Tetra Pak.

In February 2007, Tetra Pak established an advanced design conversion center in Beijing, a testament to its belief in the BDA's high-quality services.

Tetra Pak's founder Ruben Rausing has a motto for the company - "A package should save more than it costs". In keeping with this philosophy, the company has long abided by the "4R principal" - renewing, reducing, recycling, and responsibility. From raw material to product design, from production to recycling, all of its activities are based on the concept of environmental protection, an essential element in the factories' successes.

Addressing the significance of the BDA's green credentials, Dmitry Smolin, director of Tetra Pak's Beijing Factory, says: "I come from Russia and have been working in Beijing for nearly two years. I would like to say I love the BDA. I genuinely appreciate its environment and infrastructure. I would number it among the best industrial parks I have ever seen.

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"BDA's hi-tech designs make it hard for you to believe that you are actually in an industrial park. Additionally, its convenient transportation facilities and ideal location make easily accessible for both the city's downtown area and the airport.

"Without the support of the BDA, Tetra Pak (Beijing) could never have made so many achievements. If such an enterprise can be compared to milk packaging, I believe BDA resembles nothing so much as a Tetra Pak carton for milk - as it provides all-around protection, support and servicing."