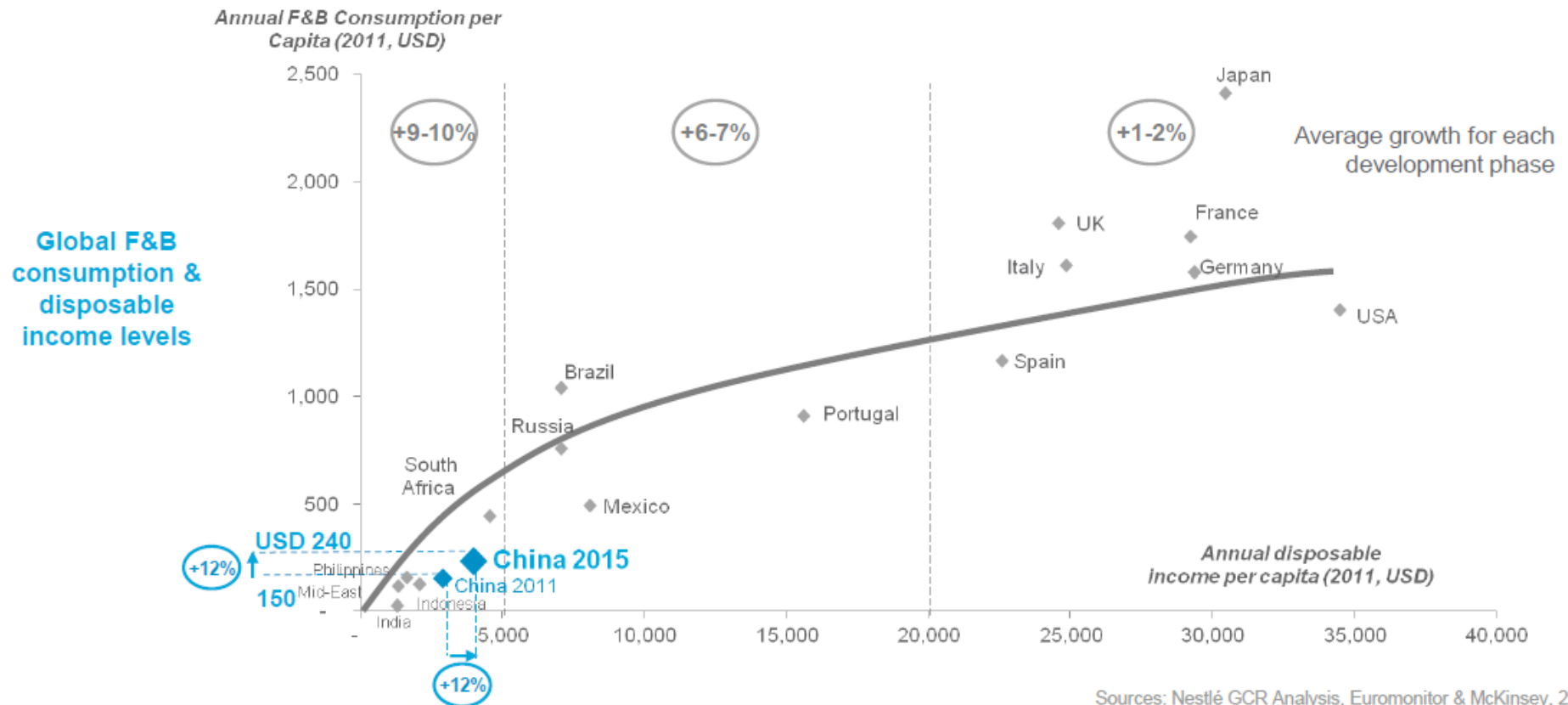


GZS, 5. 11. 2013

Priložnost na kitajskem trgu za slovensko industrijo hrane in pijače

Zlatan Randelović

Food consumption in China



Rapid growth of Nestle in China

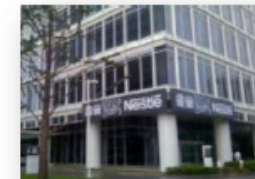
Nestlé history: long presence in China but rapid development since the 1990's



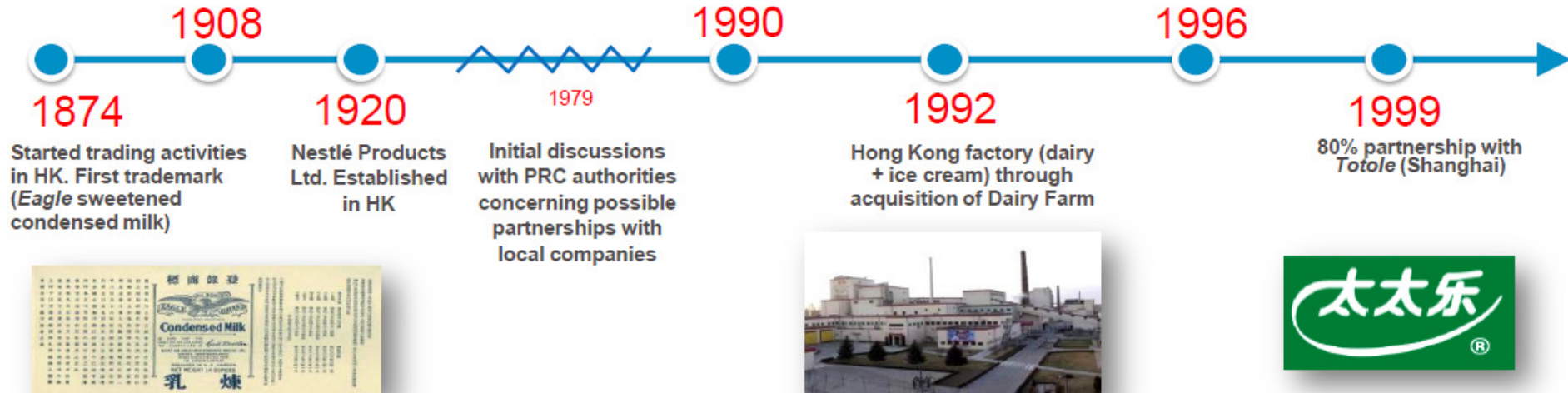
Nestlé sales office opened in Shanghai



Nestlé Shuangcheng factory started production (Heilongjiang Province)



Establishment of Nestlé China HQ in Beijing (relocated to new premises in 2010)



ANDAZ

Global Solutions

Investments proves long-term commitment



Nestlé R&D centre
in Shanghai

2001



Nestlé R&D centre
in Beijing

2008



70% partnership
with Dashan
(Water)



60% partnership with
Yinlu Foods Group

2010

2002

80% partnership with
Haoji (Sichuan Province)



2009

Totole's second factory in Shanghai
started production (the world's largest
bouillon factory)



2011

60% partnership
with Hsu Fu Chi



1993 – 2006

16 factories built in China to meet consumer demand

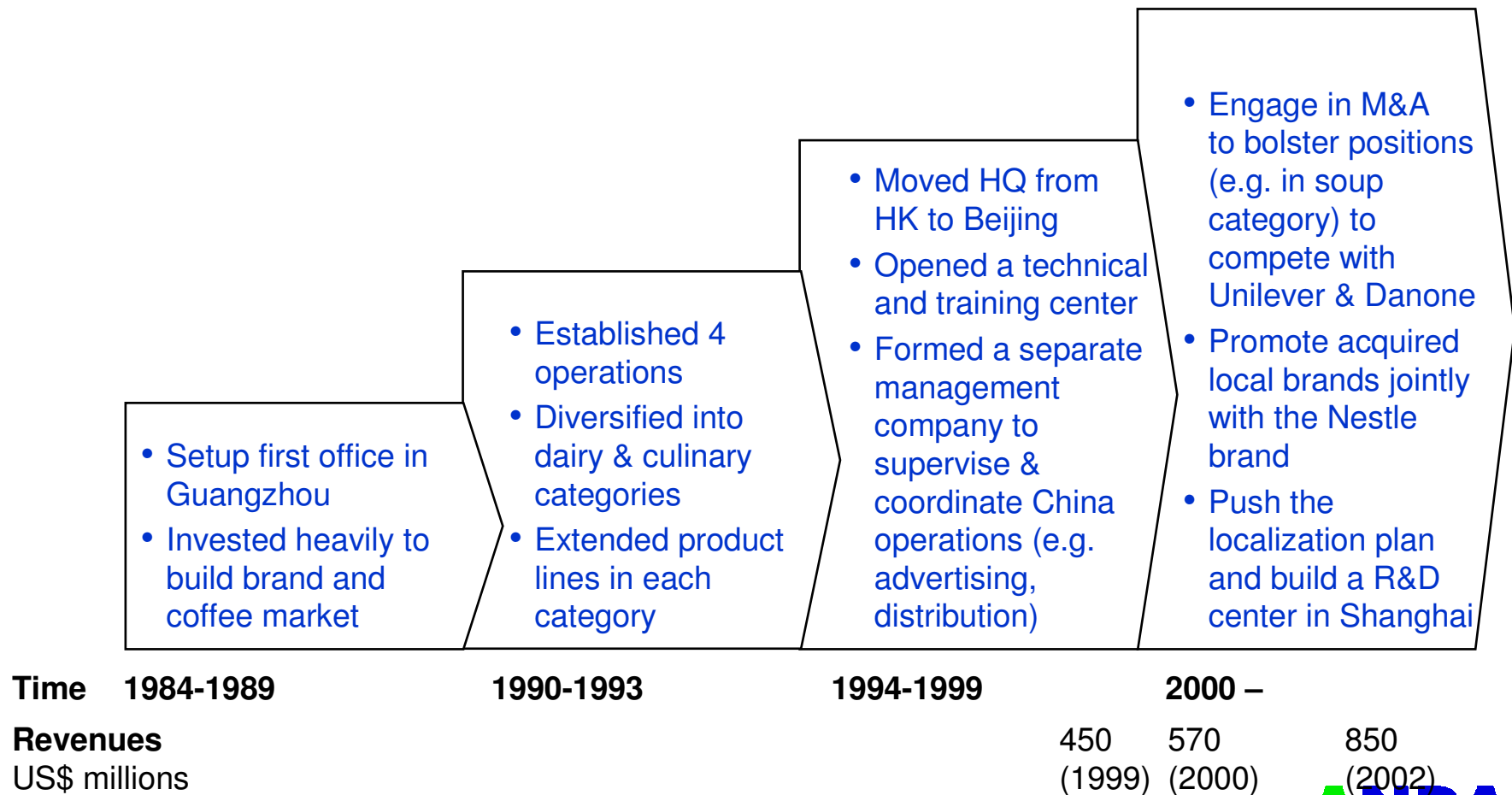
ANDAZ

Global Solutions

Nestle built a multi-category business through JVs and WFOEs

- Starting year in China:**
- Began selling in China in the early 1900's
 - Re-entered China in 1984 by setting up the first office in Guangzhou
- Business scope:**
- Food: beverage, dairy, culinary, biscuits/confectionery
 - Non-food: Ophthalmica
- Sales in 2002:**
- ~US\$850 million
- Sales in 2012:**
- ~US\$4 billion
- Operations:**
- 9 JVs with controlling stake and 8 WOFE subsidiaries
1 WOFE investment firm and 1 WOFE R&D center in 2002 and 100.000 associated factories in 2012
- Number of employees in 2012:**
- >47,000

How did Nestle develop in China?



Verige trgovin s prehrano in pijačo



People's Republic of China

- Auchan
- Carrefour
- China Resources Vanguard
- JUSCO
- PARKnSHOP
- Wal-Mart
- Wumart



Hong Kong

- Citysuper
- JUSCO
- Marks & Spencer
- PARKnSHOP
- Seibu Department Stores
- Seiyu Group
- Sogo
- Uny
- Wellcome

Ključni dejavniki uspeha



Označevanje



GAIANA亚麻籽油

冷榨工艺,100%纯天然

采用冷榨工艺而制作的GAIANA亚麻籽油含有高品质的Omega - 3脂肪酸。具有浓郁的清香味道,作为很健康的营养补充。适合作为调味品调拌各种凉菜,沙拉。

品名: GAIANA亚麻籽油
配料: 亚麻籽
加工方式: 冷榨
原产国: 斯洛文尼亚 (欧盟)
生产商: Tovana olja GEA d.d.
生产日期: 请见背面标签底部喷码(日/月/年)
保质期: 12个月
储存条件: 应密封存储在低温和避光处

营养成分表

项目	每100毫升	NR V%
能量	3700千焦/900千卡	45%
蛋白质	0.0克	0%
脂肪	100.0克	167%
— 饱和脂肪酸	12.0克	100%
— 单不饱和脂肪酸	20.0克	
— 不饱和脂肪酸	68.0克	
Omega - 3	45克	
纤维	0.0克	
钠	0.0克	

进口商: 安达泽商贸(北京)有限公司
地址: 北京市朝阳区东三环北路38号院3号楼1710室
电话: 010-85879300

净含量: 500毫升

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*Hvala za vašo
pozornost!*



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