

## Nestlé in the Greater China Region

<b>Geographic area</b>	<ul style="list-style-type: none"><li>• Mainland China, Hong Kong, Macau, Taiwan</li></ul>
<b>Employees</b>	<ul style="list-style-type: none"><li>• Around 50,000 (includes all partnerships and globally managed businesses such as Nestlé Professional, Nespresso, Nestlé Waters)</li></ul>
<b>Sales (2011)</b>	<ul style="list-style-type: none"><li>• CHF 2.5 billion</li><li>• 35 million products sold every day</li><li>• More than 90% of products sold in China are locally manufactured</li></ul>
<b>Nestlé sites in China</b>	<ul style="list-style-type: none"><li>• 1 corporate headquarters (Beijing)</li><li>• 31 factories</li><li>• 2 research and development centres (Beijing and Shanghai)</li><li>• 3 Nespresso boutiques (Beijing, Hong Kong and Shanghai)</li></ul>
<b>Partnerships / products / % held by Nestlé</b>	<ul style="list-style-type: none"><li>• Hsu Fu Chi / confectionery, cereal-based snacks, packaged cakes and traditional Chinese snack 'sachima' / 60%</li><li>• Yinlu / ready-to-eat rice congee and ready-to-drink peanut milk / 60%</li><li>• Totole / bouillons, recipe mixes, sauces / 80%</li><li>• Haoji / bouillons, spicy pastes / 80%</li><li>• Dashan / bottled water / 70%</li></ul>
<b>Research and development</b>	<ul style="list-style-type: none"><li>• R&amp;D Beijing: provides specialised support in packaging and analytical science and in development of dairy, nutrition, cereal, beverage mix, and pet care products. Major focus on food safety and quality and consumer insights. Strong basic research in health science.</li><li>• R&amp;D Shanghai: specialises in development of culinary products for retail, 'out-of-home' products for Nestlé Professional, and ice cream. Drives systems innovation in China, including for beverage brands such as <i>Nescafé Dolce Gusto</i>.</li><li>• Two new R&amp;D centres planned for 2013</li></ul>
<b>Rural development</b>	<ul style="list-style-type: none"><li>• 17,000 dairy farmers trained by Nestlé agronomists (2011)</li><li>• 700,000 tonnes of milk bought from dairy farmers (2011)</li><li>• 10,400 tonnes of coffee bought from coffee farmers (2011/2012 season)</li><li>• Construction begins on world-class dairy farming institute in Shuangcheng, Heilongjiang Province to help farmers source high quality milk more sustainably (2012)</li><li>• 1,000 milking machines distributed free of charge to dairy farmers in Shuangcheng (2012)</li></ul>
<b>Leading global and local brands</b>	<ul style="list-style-type: none"><li>• Global: Nescafé coffee, Nan infant formula, Maggi culinary products, KitKat confectionery</li><li>• Local: Haoji chicken bouillon and Sichuan-style spicy pastes, Totole chicken bouillon, Yinlu ready-to eat rice congee and ready-to-drink peanut</li></ul>

## Timeline

milk, Hsu Fu Chi confectionery

- 1874 Started trading activities in Hong Kong
- 1908 Nestlé sales office opens in Shanghai
- 1920 Nestlé Products Ltd. established in Hong Kong
- 1990 Opened first factory, for dairy products, in Shuangcheng, Heilongjiang Province
- 1993-2006 16 factories built to meet growing consumer demand
- 1996 Nestlé headquarters established in Beijing
- 1999 Partnership with *Totole Foods*
- 2001 Opened first R&D centre in Asia, in Shanghai
- 2002 Partnership with *Haoji*
- 2008 Opened R&D centre in Beijing
- 2010 Partnership with *Dashan*
- 2011 Partnership with Yinlu Foods, partnership with Hsu Fu Chi

## Some of our products

Hsu Fu Chi	Orange jam-filled cookies 	Egg crisp sachima 	Coffee candy 
Yinlu	Ready-to-drink peanut milk range 	'Hao Zhou Dao' congee 	Red date peanut milk 
Totole	Gel and liquid concentrated bouillons 	Granulated chicken bouillon 	Premium soya sauce and oil 