

China's Dairy Company Dynamic in 2014

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Abstracts

Dairy product industry hot topics in 2014:

On 15 Jan., 2014, Feihe International Inc. (Feihe Dairy) announced that it would acquire Jilin Alfbeta Dairy Co., Ltd. (Alfbeta). Advantages in dairy sources and distribution channels were said to be incentives for Feihe Dairy to make the acquisition.

On 27 Aug. 2014, Beingmate Baby & Child Food Co., Ltd. (Beingmate) announced that Fonterra Co-operative Group (Fonterra) would acquire a 20% interest in the company with an investment of USD15 million (NZD615 million), thus becoming the 2nd biggest shareholder in Beingmate.

At the end of Feb. 2014, Inner Mongolia Yili Industrial Group Co., Ltd. (Yili) announced cooperation with the Wageningen University and Research Center (WUR) in setting up an R&D center in the Netherlands, which is a clear step forward for Yili in its internationalization strategy.

Background:

In 2014, China's dairy industry continued to increase steadily, while the overall quality of industry improved constantly, lots of hot events happened in dairy industry, such as the M&A of Feihe Dairy and the cooperation between Inner Mongolia Mengniu Dairy (Group) Co., Ltd. and Baidu.com. These events brought great influences on the market and industry development.

Purpose of report:

To clearly describe the company dynamic of China's dairy industry in 2014, CCM has collected lots of relevant information in various ways. In this report, dynamic of these companies included competition, cooperation and project plan has been described in detail.

What to report:

In this report, the company's dynamic in dairy industry has been analyzed exhaustively from the following three aspects:

Competition;

Cooperation;

Project plan.

Forecast:

After the analysis of a series of company dynamic, it is forecasted that the cooperation between enterprises or companies at home and abroad will strengthen in dairy industry. From the point of competition, the M&A between dairy enterprises will increase and the market dominance of large enterprises will be strengthened.

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COMPANIES MENTIONED

Feihe International Inc., Inner Mongolia Mengniu Dairy (Group) Co., Ltd., Inner Mongolia Yili Industrial Group Co., Ltd.

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