

Guangdong Zhongshun Paper Industry Group Co Ltd in Tissue and Hygiene (Hong Kong, China)

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Date: October 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: GAD22ADD890EN

Abstracts

Guangdong Zhongshun Paper Industry Group is expected to strengthen the presence of mainland brands in Hong Kong, improve its brand standing and increase its market share in tissues and hygiene by aggressive and well-targeted marketing campaigns and investing in modern production technology that will improve the softness, strength and absorption of its tissue products in order to compete with international and well-established brands while at the same time minimising impact on the environment.

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