

# Harbin Brewery Group Ltd in Alcoholic Drinks (China)

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## Abstracts

Harbin Brewery Group Ltd is on its way to building a well-known beer brand not only in the region but also internationally. Since joining Anheuser-Busch InBev Brewery Group, Harbin Brewery has taken advantage of resources and improved its brand image by utilising sports marketing. In 2013, the company is planning to continue its cooperation with the National Basketball Association, which aims to provide special experience that combines basketball culture with beer culture to young Chinese...

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