

# Henan Jinxing Brewery Group in Alcoholic Drinks (China)

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## Abstracts

Henan Jinxing Brewery Group Ltd aims to continue to become one of the leading beer brewery players in China over the forecast period. In November 2012, Henan Jinxing Brewery celebrated its 30th anniversary by holding a grand ceremony in the Great Hall of People of Henan, announcing its new strategy. The company plans to: Invest heavily in marketing and promotion; accelerate the collaboration with international brewery companies; revamp its brand image; and strengthen its distribution network in...

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