

Kinh Do Corp in Health and Wellness (Vietnam)

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Abstracts

Kinh Do Corp is hoping to become a leading player in packaged food. The company announced that it would sell its confectionery SBU (including confectionery, biscuits, cakes and pastries) to Mondelez International in 2015 in order to finance its investments in other categories of packaged food, such as instant noodles and oils and fats. Moreover, in line with the increasing consumer awareness of health and wellness, the company is further widening its HW product range.

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