

# Lien Hwa Industrial Corp in Packaged Food (Taiwan)

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## Abstracts

Lien Hwa Industrial Corp is the largest pasta manufacturer in Taiwan. The company plans to upgrade its technology in manufacturing in order to cope with increasing demand. To reduce risk and cost, Lien Hwa will continue to import raw materials from various sources. Lien Hwa predicts that the size of pasta has much room to increase in Taiwan, when compared to Japan. Moreover, the company aims to boost sales through its mid-priced pasta brand, Campania.

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