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SCA Tissue Hong Kong Ltd in Tissue and Hygiene (Hong Kong, China)

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Abstracts

SCA Tissue Hong Kong Ltd is looking to strengthen its brand equity in the market after securing a strong working relationship with Vinda in 2013. Brand building through proactive media engagement and publicity is key for the brand in the whole of Greater china (Mainland China, Hong Kong and Macau). Moreover, the company is also focusing on building their exist portfolio of performing brands such as Tempo and Vinda.

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