

Vietnam Dairy Products JSC (Vinamilk) in Health and Wellness (Vietnam)

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Abstracts

Vietnam Dairy Products aims to maintain its leading position in health and wellness and gain share by continuously launching new products of a good quality and made to high safety standards to retain consumer trust in the image of its brands. Research and development and marketing activities are also among the company's focus points to keep its top positions in both soft drinks and packaged food in general, and health and wellness specifically.

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