



Mengniu Dairy Going Global through Hong Kong

Mainland's leading dairy product manufacturer rides on the city's business environment and international capital market to deploy its global expansion plan

“Hong Kong offers a favourable business environment and a level playing field for all companies.”

Fengliang Wen
General Manager, the Normal Temperature
Business Division, Sales Management Centre,
Overseas Department
Inner Mongolia Mengniu Dairy (Group) Co. Ltd.

Headquartered in Inner Mongolia, Mengniu is Mainland's leading dairy product manufacturer. Since 1999, the company has been producing a wide range of products and plays an important role in improving industry standards. Over the years, Mengniu has expanded its presence into Asia and other regions. The company currently employs over 40,000 staff and operates 33 production facilities in Mainland China plus one in New Zealand.

Mengniu was listed on the Hong Kong Stock Exchange since 2004, and in 2014 it became the first Chinese dairy company to be included in the Hang Seng Index constituent stocks. According to Wen Fengliang, General Manager of Overseas Markets, listing in Hong Kong has benefited Mengniu in several ways. “Hong Kong is an international financial hub - listed on the Main Board has enabled us to raise international capital to expand our business. In addition, Hong Kong is a big market for international brands, so establishing a presence here has helped to enhance our brand image.”

Wen said that Mengniu's entry into the city is the first step towards establishing a global business. “Hong Kong is the quality benchmark for the Southeast Asian markets. Also, it is home to many international brands. By establishing a presence here, we hope to offer our premium dairy products to local customers as well as to overseas markets,” he said, “Hong Kong's favourable business environment also allows a level playing field for all companies here.”

Riding on Mainland's Belt and Road Initiative, Wen said, Mengniu will focus on its “go global” strategy by developing a diverse product range and enhancing quality.

Mengniu currently employs a team of over 60 staff in the city, who are mainly responsible for sales and marketing. “Hong Kong is a cosmopolitan city with a deep global talent pool. The availability of highly skilled professionals is essential in the company's rapid development,” said Wen.

According to Wen, the events organised by InvestHK have helped Mengniu to expand their network with local companies. “InvestHK has invited us to many business events, such as Mainland Chinese trade mission to Hong Kong, and the recent Belt and Road Summit. These events promote exchanges between companies and provide an effective platform for Mengniu to go global.”

Inner Mongolia Mengniu Dairy (Group) Co. Ltd.

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