



Media Release

18 April 2012

### **Synlait Milk Hosts Fourth-Ranked Chinese Leader**

The fourth-ranked Chinese leader, Jia Qinglin, today visited leading dairy nutritional business Synlait Milk Limited to see an example of successful bilateral investment between Synlait Milk and Bright Dairy of China.

The visit by the chairman of the National Committee of the People's Political Consultative Conference was the only appointment with a New Zealand company during his official tour of the country.

"We were honored by the visit and welcomed the opportunity to showcase our leading infant nutritional manufacturing capability to such an important leader and influential Chinese media," says Synlait Milk Chief Executive Officer Dr. John Penno.

"The prospect of positive exposure to consumers through the big Chinese media networks such as Xinhua and CCTV is invaluable to building our brand, and reinforcing New Zealand's world-class reputation for food safety and quality to the lucrative Chinese market," says Dr. Penno.

Jia Qinglin and his entourage of over 40 people meet with Synlait Milk executives before viewing the Southern Hemisphere's largest and most sophisticated infant nutritional plant, which was opened in late 2011 at a cost of \$100 million.

Mr. Jia also visited a farm supplying Synlait Milk and spoke with the family about the quality and care taken in the production of milk supplied to the processing company.

China has become New Zealand's second largest trading partner and export market. It is New Zealand's biggest export market for dairy products and is one of the most important markets for Synlait Milk.

"The infant formula market in China is worth an estimated USD \$10 billion. Our fundamental business driver over the next five years is to continue to develop our nutritional business and capitalize on the opportunities this market presents," says Dr. Penno.

Based in Canterbury, Synlait Milk combines expert farming, with state-of-the-art processing, to produce a range of nutritional milk products. Synlait Milk's product range includes infant and adult nutritional formulations, functional food ingredients, and specialised milk powder products for human health and wellbeing. The company has grown to over 150 employees, has over 150 milk suppliers, and has been ranked in the Deloitte Fast 50 index for four consecutive years.

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**Note: images are available on request.**