



品质,源于热爱

2023中国国际乳制品行业大会  
暨乳制品行业国际贸易论坛

China International Dairy Industry Conference 2023  
- International Dairy Trade Forum

# 集聚全球资源 诚挚服务终端消费者

Leveraging global resources to satisfy consumer demands

杨超群  
伊利集团副总裁

Yang Chaoqun  
Vice President, Yili Group

## Leverage global resources

## 深化全球创新

## Deepen global innovation

## 开拓全球市场

## Expand the global market

## To better serve consumers around the world



# 汇聚全球资源 打造世界级品质

Leverage global resources to deliver world-class quality



## “全球织网”

Global network



## 75

生产基地  
Production bases



## 2000+

合作伙伴  
Business partners



EUROPE  
欧洲

ASIA  
亚洲

NORTH AMERICA  
北美洲

OCEANIA  
大洋洲





## 依托优质奶源 搭建“乳业桥梁”

A "dairy bridge" between high-quality milk sources









# 深化全球创新 加速产品研发

Deepen global innovation to accelerate product research and development



伊利欧洲创新中心  
Yili Innovation Centre European



伊利东南亚创新中心  
Yili Southeast Asia Innovation Centre



伊利大洋洲创新中心  
Yili Innovation Centre Oceania



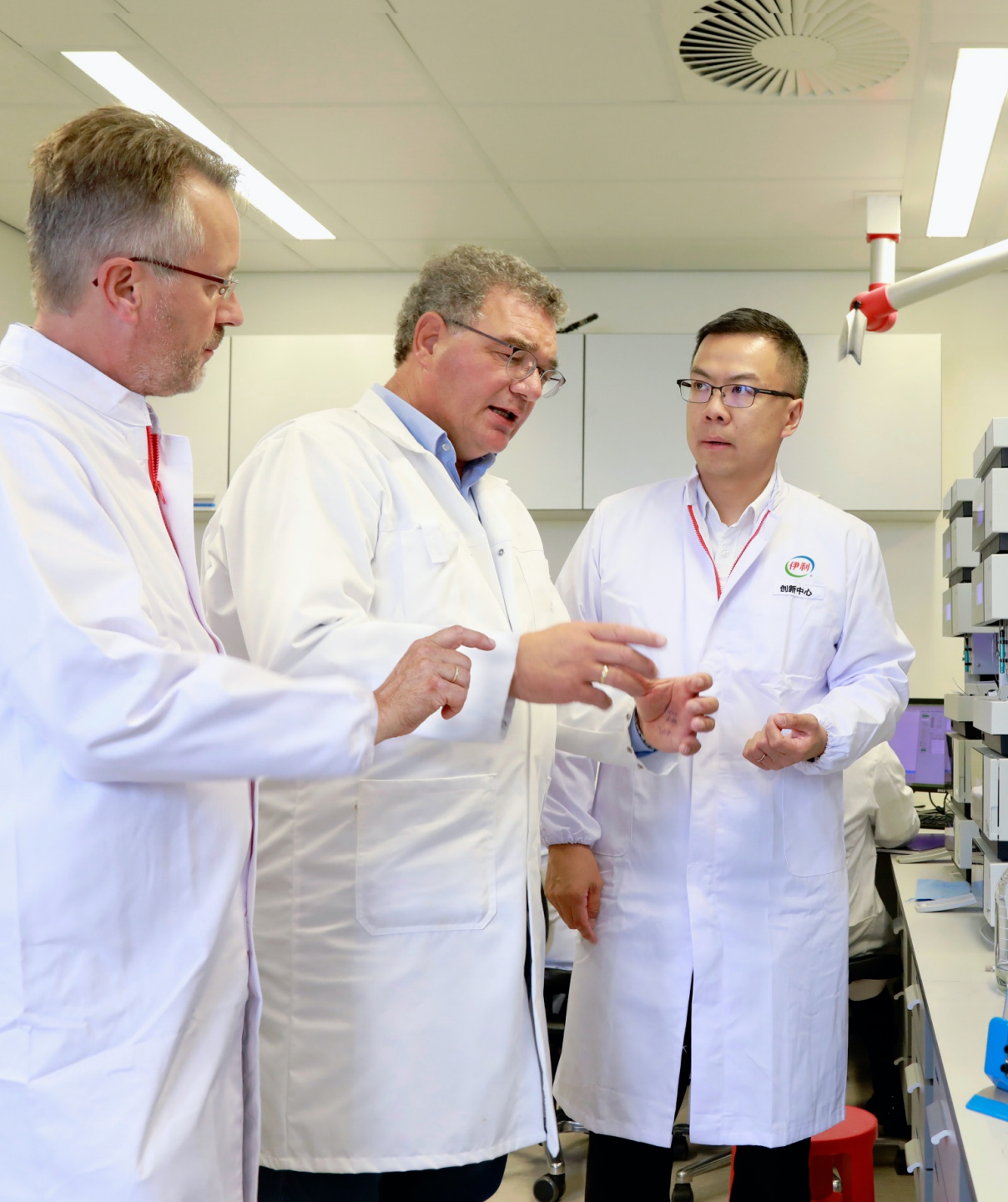
国家乳业技术创新中心  
The National Center of Technology  
Innovation for Dairy

## “全球智慧链”

‘Global Smart Chain’







## 加码创新研发投入，突破核心技术

Increase R&D investment to break through core technologies

● **3905件** 伊利累计获得国内外专利授权  
3,905 patents authorized

● **634件** 发明专利授权数量  
634 patents invented

● **7项** 专利获得中国专利优秀奖  
7 patents granted the 'Chinese Award for Excellent Patents'

● **Top2** 全球专利申请总数、发明申请总量位居世界乳业十强第二名  
Ranked second among the top 10 global dairy companies in total number of patent applications

## 应用前沿科技 赋能产品创新

Use cutting-edge technology to develop new products

### 甜味设计平台

#### Sweetness Design Platform

- 首创智能化食品甜味设计工具  
Created an industry-first sweetness design platform, featuring a smart sweetness adjustment tool



- 推出零蔗糖安慕希等减糖产品  
Launched low-sugar products such as AMBPOMIAL AMX Zero Sucrose Drinking Yoghurt



### 益生菌专利技术

#### Patented Technologies of Probiotics

- 研发出肠道健康BL-99、体重控制K56、口腔健康ET-22  
Developed the BL-99 strain for intestinal health, K56 strain for weight management, Oral Health ET-22, etc
- 将明星菌株应用到畅意100%、益消、BL-99菌粉、高钙奶酪弹等产品中  
Commercialized probiotic strains in product series such as Changyi 100%, Yixiao yoghurt, the BL-99 solid beverage and High-Calcium Cheese



### 21年的母乳研究

#### 21 Years of Breast Milk Research

- 建立中国乳企首个“母乳研究数据库”  
Became the first Chinese dairy company equipped with a breast milk research database
- 将母乳研究成果应用到伊利金领冠系列产品  
Applied the breast milk research results to Yili's Jinlingguan product family





# 开拓全球市场 优化服务体验

Expand the global market and optimize customer experience



## “双中心”

形成辐射东南亚市场的“双中心”格局

A “dual-center” model of serving the Southeast Asian market

## 60+

伊利旗下液奶、奶粉、酸奶、奶酪、冷饮等相关产品已销往60多个国家和地区

Yili products have now entered over 60 overseas markets



伊利并购澳优乳业  
Yili's acquisition of Ausnutria Dairy



伊利冰淇淋在印尼上市  
Yili launched its ice cream brand in Indonesia



伊利正式进入泰国市场  
Yili expanded into the market in Thailand



安慕希正式在新加坡上市  
Yili rolled out its brand AMBPOMIAL in Singapore

# 以消费者为中心 搭建数字化运营平台

Build digital operation platform following the 'customer-centric' principle

产品创新平台  
Product Innovation  
Platform

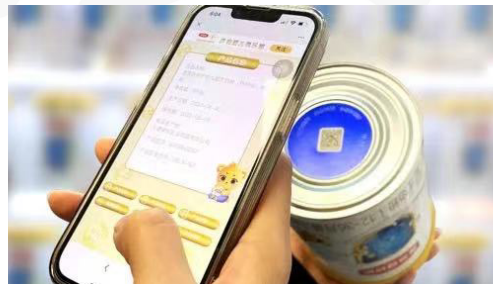
供应链平台  
Supply Chain  
Platform

全渠道平台  
Omni-Channel  
Platform

消费者体验平台  
Consumer Experience  
Platform



终端门店地理大数据系统  
Terminal store geographic big data system



产品追溯体系  
Product Tracing System



中国乳业首个超写实数字人金婍  
Dian Satine, the first realistic digital  
human in the Chinese dairy industry



元宇宙工厂  
Metaverse Factory



数字化工厂智能生产  
Yili's digital factory for intelligent production





# 价值共享 让全球消费者共享营养与健康

Creating Shared Value Promoting Good Nutrition and Health for All



# 坚持本土化经营 聚焦消费需求

Dedicated to localized operations  
to meet the demands of consumers

## 本土化招聘 Local workforce

>90%

海外分子公司90%以上  
员工从当地招聘

Over 90% of employees in Yili's overseas operations  
are recruited locally

## 本土化合作 Local cooperation

500

与新西兰近500家牧场建立了  
互利共赢的合作关系

Mutually beneficial cooperation has been established  
with nearly 500 farms in New Zealand

精准把脉消费者需求推出符合当地  
需求的创新产品

Launch local-friendly innovative products by  
grasping consumer demand accurately





# 坚持高标准建设 共享伊利品质

Adhere to high quality standards



## 全球质量管理体系“三条线”

Three thresholds for quality management and control

100% { 用心  
安全  
健康

100% devoted to the highest standard of safety and health



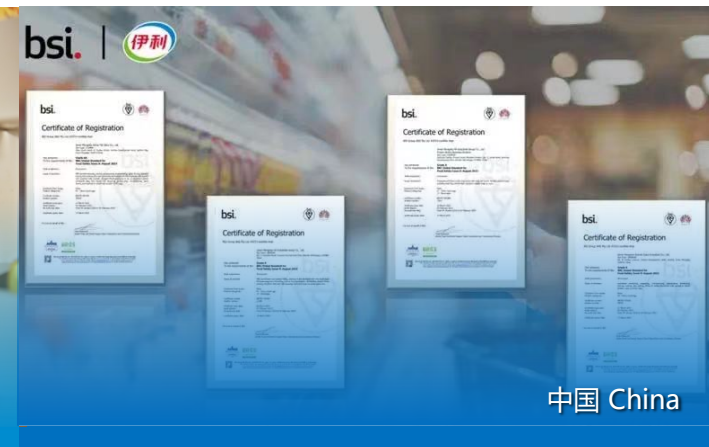
印尼 Indonesia



泰国 Thailand



新西兰 New Zealand



中国 China

### 连续两年获“最佳品牌选择奖”

Yili has been awarded the 'Best Brand Choice Award' for two consecutive years

### 唯一一家获“最高质量奖”食品企业

The only food company to win the highest award at the Thai FDA Quality Awards

### 连续三年获“新西兰冠军黄油”

Yili has won the 'New Zealand Champion Butter' for three consecutive years

### 获得BRCGS全球食品安全标准认证

Yili Group obtained BRCGS Global Food Safety Standard certification



# 坚持可持续发展 倡导绿色消费

Ensure sustainable development and advocate green consumption



## 共享美好生活 A Wonderful Life For All







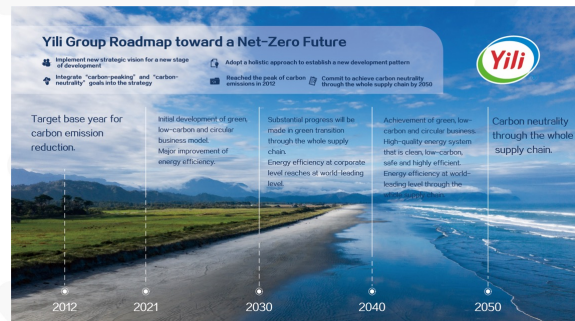
**金典空瓶回流  
公益计划**

## Satine's Milk Bottle Recycling Public Welfare Plan



## “无印刷、无油墨” 金典环保包装产品

Yili's Satine No Printing No Ink Environment-friendly Edition



## 伊利发布中国食品行业第一个零碳未来计划路线图

## Yili took the lead in China's food industry to launch its Net Zero Roadmap



## 伊利携手全球战略合作伙伴启动“零碳联盟”

Yili launched the Net Zero Carbon Alliance with global strategic partners



## 伊利联合多方共同发布《WISH2030美好宣言》

Yili and multiple partners jointly released the WISH2030 Declaration



## 伊利荣获中国食品行业首个“水足迹”双认证

## Yili honored the China food industry's first 'water footprint' double certification



Table 1: Global Dairy Top 20, 2022

2022	2021	Company	Country of headquarters	Dairy turnover, 2021*	
				USD billion	EUR billion
1	1	Lactalis	France	26.7+	22.6+
2	2	Nestlé	Switzerland	21.3+	18.0+
3 ▲	4	Danone	France	20.9+	17.7+
4 ▼	3	Dairy Farmers of America	US	19.3	16.3
5	5	Yili	China	18.2+	15.4+
6	6	Fonterra	New Zealand	14.8+	12.5
7 ▲	9	Mengniu	China	13.7	11.6
8 ▼	7	FrieslandCampina	Netherlands	13.6	11.5
9 ▼	8	Arla Foods	Denmark/Sweden	13.3	11.2
10	10	Saputo	Canada	12.0	9.6
11	11	Unilever	Netherlands/UK	8.3+	7.0+
12 ▲	14	Savencia	France	6.6	5.6
13 ▲	18	Gujarat Cooperative Milk Marketing Federation Ltd	India	6.3	5.3
14 ▲	17	Sodiaal	France	5.9+	5.0+
15 ▼	13	Meiji	Japan	5.9+	5.0+
16	16	Agropur	Canada	5.8	4.9
17 ▲	20	Müller	Germany	5.7+	4.9
18 ▼	12	DMK	Germany	5.2+	4.4+
19	19	Schreiber Foods	US	5.1+	4.3
20	#	Froneri	UK	5.0	4.2

**Yili** NO.1 IN ASIA

DIGITALIZATION  
SUSTAINABILITY

World Integrally Sharing Health

Yili Means The Best Quality

NOURISHING LIFE  
INTELLIGENCE

TH

**Global Top 5  
Asia No.1**

Yili retains top 5 spot in 2022 and ranks No.1 in Asia for nine consecutive years in Rabobank's Global Dairy Ranking.





# 助力乳业高质量发展 为全球消费者的营养健康保驾护航

Advancing the High-Quality Development of the Dairy Industry  
Securing Nutrition and Health for Everyone

The background features a large white circle on the left side. To the right of the circle is a solid blue area. At the bottom, there is a green curved shape that overlaps with the blue area. The text '谢谢大家!' is positioned to the right of the white circle.

# 谢谢大家!

Thank you!