

## **AAK – AarhusKarlshamn Grand Opening in Shanghai 1 March 2011**

AAK – the world's leading manufacturer of value-added, vegetable oil solutions – expands operations into China.

The opening of our Chinese office is a natural step in realizing our new programme, "AAK Acceleration", according to which we want to be present worldwide locally to service our customers and operate in the market in order to grow and strengthen our strong innovation platform in collaboration with our customers.

"We are glad to strengthen AAK's presence in China with a dedicated sales office, as we want to be able to supply existing and potential customers with our oils and fats solutions by developing the good contacts already established in the Chinese market. Our customers in the food ingredients, the chocolate and confectionery, and the cosmetics industries value AAK as a strong and long-term business partner and we want to grow our business based on this foundation", says Torben Friis Lange, Vice President AarhusKarlshamn AB and President of AAK, Chocolate and Confectionery Fats business area.

### **AAK's product range – based on natural raw materials**

AAK's products are derived from natural and nutritious raw materials such as palm kernel, rape seed and exotic oils (shea kernel, illipe, sal and mango) and our customers represent a wide range of industries. Our high value-added vegetable oils are used as cocoa butter alternatives in compounds for coating and moulding and in confectionery fillings. For the food industry, we supply pumpable baking fats and release agents for bakery products as well as fats for dairy products like butterblends, whipped cream, ice cream and cheese. We also supply marinades/salad dressings and frying oils.

AAK possesses 140 years of experience in fats and oil solutions and our dedicated quality assurance policies ensure the highest confidence in a stable composition of fatty acids in our products along with a minimized risk in any food safety issue.

The above-mentioned facts establish AAK as the first choice for value-added vegetable oil solutions.

### **Grand Opening Ceremony for AAK's China sales office**

The opening of the AAK China sales office was celebrated at a Grand Opening Ceremony on 1 March.

At this important event, we received customers and other business partners, the media etc. to meet the AAK team at our new premises:

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## Country Manager for AAK in China: Mr. Rick Luo

Mr. Rick Luo has been appointed as Country Manager for AAK's China operations. Mr. Luo has more than 10 years of experience in the baby food industry as Site Leader for Pfizer Nutrition China operations & Leader of Operational Business Development in China. Prior to this, Mr. Luo had 8 years of experience in the personal care industry as Leader of the Supply Chain area. Rick achieved an Executive Master degree of Business Administration (EMBA) from Shanghai University of Finance and Economics and a Bachelor degree of International Business in Jiangxi University.

## Meet AAK at the Food Ingredients China exhibition in Shanghai on 23-25 March

AAK's role is to contribute to the competitiveness of our customers in their respective markets – and by enabling a close coordination within the Chinese region, we strive to create the highest level of value possible for existing and new customers in the market.



To introduce AAK to the market, we exhibit at FIC – Food Ingredients China – the main event for food ingredients in Asia. Messrs. Rick Luo representing AAK's China office and Chang Chor Kwan representing AAK's Malaysia office and their team of fats and oils experts will present our high value-added vegetable oils solutions at our **booth no. 1G70/1H69**

For further information, please contact:

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*AarhusKarlshamn is the world's leading producer of high value-added speciality vegetable fats. These fats are characterized by a high technological content and are used as substitute for butter-fat and cocoa butter, transfree solutions for fillings in chocolate and confectionery products, and in the cosmetics industry. AarhusKarlshamn has production facilities in Denmark, Mexico, the Netherlands, Sweden, Great Britain, Uruguay and the US. The company is organised in three Business Areas; Chocolate and Confectionery Fats, Food Ingredients and Technical Products & Feed. Further information on AarhusKarlshamn can be found on the company's website [www.aak.com](http://www.aak.com).*