

Barry Callebaut strengthens presence in China

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After Suzhou, Shanghai and Beijing, the Shenzhen office is well-positioned to become the company's operational hub in southern China. Barry Callebaut currently has a local factory in Suzhou, sales offices and Chocolate Academy Centers in Shanghai, Beijing, to which it now adds Shenzhen.

The new office in Shenzhen includes a state-of-the-art Chocolate Academy Center, the third in China and the 23rd globally. Through inspiration, education and personalized support, the Chocolate Academy Centers enable artisans, pastry chefs, confectioners, bakers and caterers to create the chocolate delights of tomorrow.

In the last 12 years, more than 5,000 craftsmen in China have attended training and demonstrations in the Chocolate Academy Centers in Shanghai and Beijing. The centers have recently hosted several online learning sessions in Mandarin on topics such as home baking, which have attracted more than 130,000 viewers since February 2020.