

Yili bags two prestigious awards at the IDF World Dairy Summit 2022

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The "2022 World Dairy Summit" hosted by the International Dairy Federation (IDF) was held in New Delhi, India. Zhang Jianqiu, Senior Executive President of Yili Group, as the only representative of a dairy enterprise in China, was invited to deliver a video speech titled "Leading Green Development to a Zero-Carbon Future" and discussed with the guests on the theme of "The Future of Dairy Industry for 25 Years", sharing the wisdom of China's dairy industry will discuss the future development of the dairy industry.

The IDF "Dairy Innovation Award", the most valuable annual award in the global dairy industry, was officially announced. Yili's "Construction and Application of Food Safety Risk Analysis Model for Dairy Enterprises" won the "Food Safety Innovation Award", and "Yili Can Suck Cheese" won the "Food Safety Innovation Award."

With the theme of "Dairy Products Promote Nutrition and People's Livelihood", the summit attracted more than 1,000 representatives from government officials, business executives, experts and scholars from all over the world to discuss the sustainable development of the dairy industry.

Yili has insight into children's "sucking breast milk" instinct, innovated product formulas and core technologies, turned nutritious cheese into a fluid texture, pioneered a new cheese product form in the industry, and launched "Yili can suck cheese" to enhance children's experience of eating cheese, which has won the favor of millions of consumers in the first year of its launch, which has greatly promoted the innovation and development of the industry, and successfully won the IDF "New Product Development Innovation Award."

"Yili Low-Temperature Sterilization and Concentration Technology" and "Yili QQ Star Children's Precision Nutrition Innovation" were nominated for "Sustainable Processing Innovation Award" and "Consumer Nutrition Innovation Award" respectively.