

Wanglaoji launches WALOVI English Brand Identity in Kuala Lumpur

18 April 2025 | News

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Wanglaoji Great Health Industry, a leading Chinese natural herbal beverage enterprise, accelerated its Southeast Asian market expansion by signing an agreement with a partner in Kuala Lumpur, Malaysia, to deepen market cooperation. Wanglaoji unveiled its English brand identity, WALOVI, and inked an international strategic partnership agreement with Baosteel Packaging in Kuala Selangor, Malaysia, marking the initial steps in building its overseas supply chain network.

Malaysia is China's second-largest trading partner among ASEAN member states, while China has maintained its position as Malaysia's largest trading partner for 16 consecutive years. With the deepening implementation of the Regional Comprehensive Economic Partnership (RCEP), this year, which coincides with the 15th anniversary of the China-ASEAN Free Trade Area (CAFTA), has seen robust momentum injected into bilateral trade. Leveraging the tariff reduction policies under CAFTA 3.0, Chinese companies like Wanglaoji can now access Southeast Asian markets more efficiently.

Wanglaoji and Baosteel Packaging signed a strategic cooperation agreement at Baosteel's Can-Manufacturing Factory in Kuala Selangor. The two parties conducted in-depth cooperation in three aspects: overseas supply chain synergy, international market expansion, and packaging innovation R&D. This powerhouse alliance aims to enhance brand influence overseas and deliver superior products to consumers worldwide.

Wanglaoji herbal drink, which is renowned in China for its natural herbal formula with the function of preventing excessive "internal heat", is now available in over 100 countries and regions worldwide. Baosteel Packaging, a leader in metal packaging materials for China's fast-moving consumer goods sector, has established production lines in Vietnam, Malaysia, and other regions since 2012, boasting efficient localised production capabilities and flexible supply chains. Having collaborated domestically for over a decade, the two companies are now elevating their partnership to the global strategic level.