

Dairy company Beingmate appoints new general manager

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Bao Xiufei joins Beingmate from the Chinese business of Dutch dairy company Royal FrieslandCampina, where he most recently held the titles of Friso chief sales officer and consumer dairy managing director.

Prior to this, he was the sales director at Wyeth Nutrition and also held senior roles at PepsiCo and Wahaha Food Group.

The appointment has been welcomed by Fonterra, the New Zealand dairy company that owns an 18 per cent stake in Beingmate but had been forced to writedown more than \$400 million from the value of its investment made in 2014 as a result of the Chinese company's disappointing financial performance.