



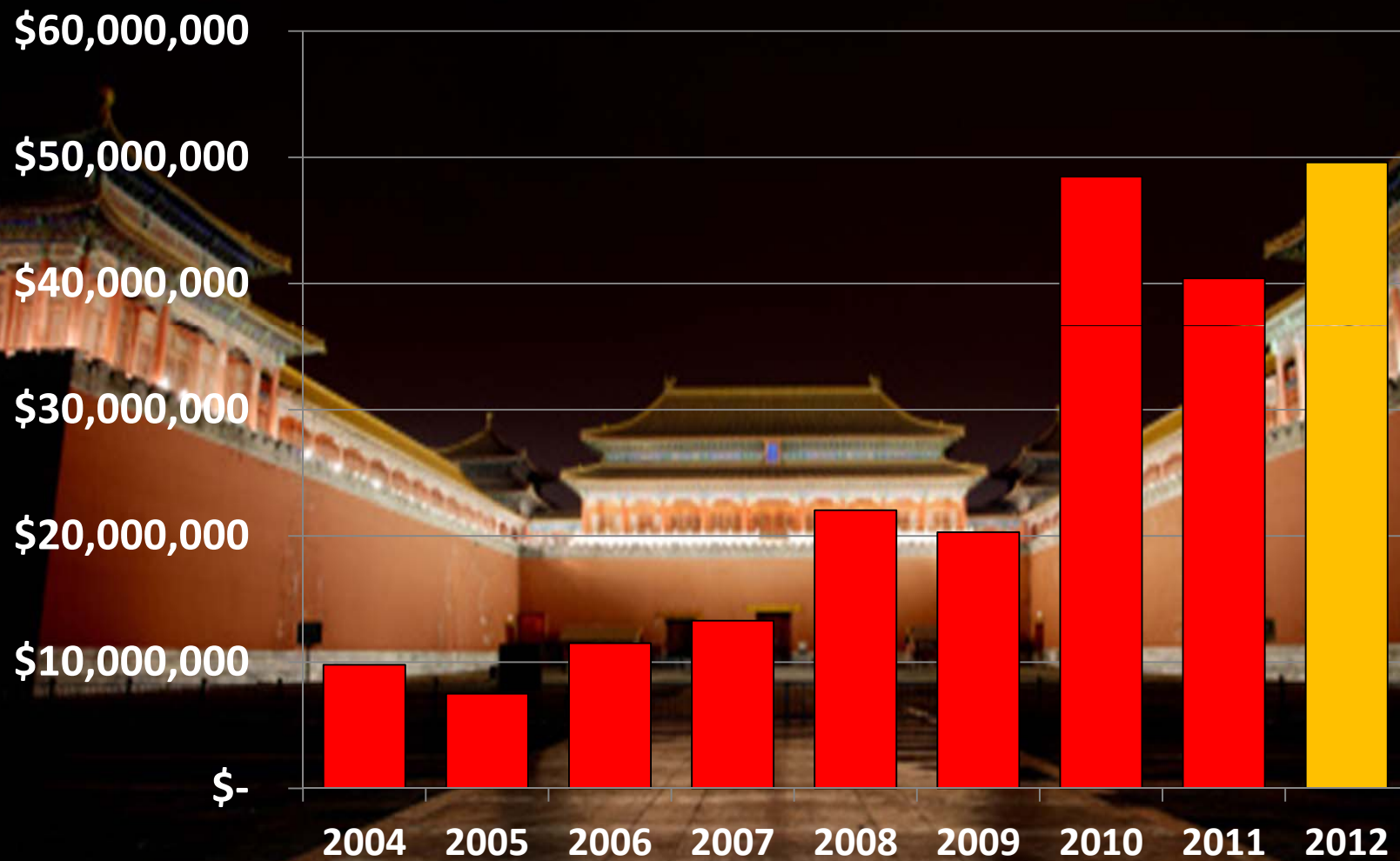
# Westland Milk Products

Hokitika • New Zealand

We are an independent co-operative dairy company situated in Hokitika on the West Coast of the South Island of New Zealand. With a dedicated focus on the needs of our customers, Westland produces a diverse range of dairy products for nutritional, food & beverage applications.



# Our Business in China



# Understand Customer Needs

Customer  
to  
Cow



# Secure and Stable Milk Supply



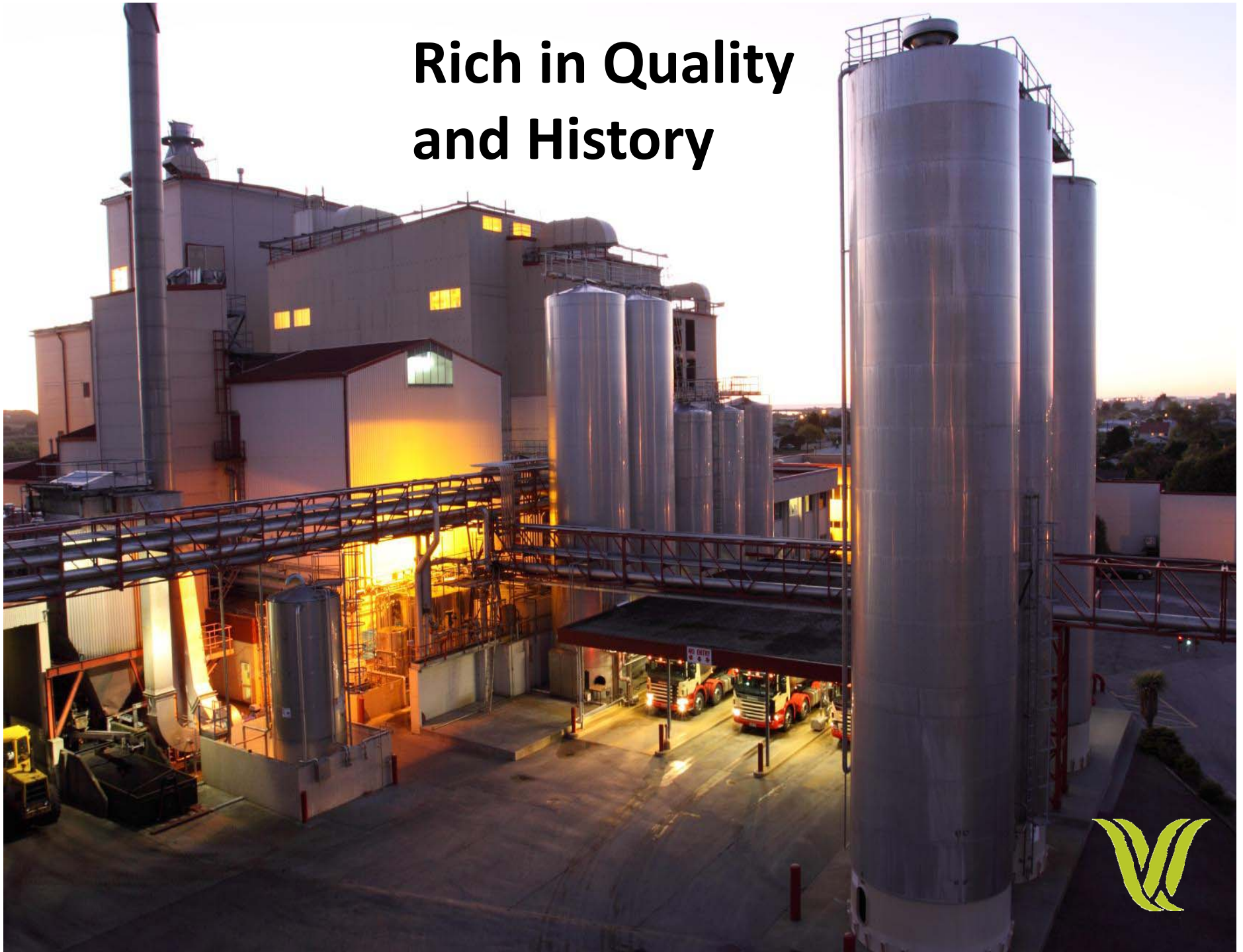
# Land of Plenty



# Depth in Nutrition



# Rich in Quality and History



# What have we learnt?

- With experience comes wisdom
- Know what you want
- Understand your competencies and value proposition
- Choose your customers well
- Right people
- Respect relationships
- China is different.....embrace it!





