



2016 ACBA Finalist *Sanitarium* bringing Weet-Bix to a store near you

Sanitarium Health and Wellbeing is a finalist for the Business Excellence Award for Agriculture, Food and Beverage. Emily Swan caught up with AustCham Shanghai to discuss their China journey to date.



Describe Sanitarium's success in China to date.

Sanitarium is actively exporting a range of healthy packaged food products to China, with a strong focus on Weet-Bix and its broad range of loose cereals. Its products are sold through high-end retailers as well as various online platforms such as our flagship Tmall store. China has now become Sanitarium's most important export market outside of Australasia.

What inspired you to enter the China market?

Our Vision for China is simple and it resonates with how we have operated in Australia for the past 119 years. "Contribute to the sustainable development of China by providing access to various healthier food alternatives." Sanitarium's Chinese name and positioning line, represent our value proposition.

Sanitarium 新康利 – 新 Xin – New 康 Kang – Health 利 Li – Benefit.

How important is it for your company to be recognised as a Finalist for the ACBA 2016 Program?

The ACBA is an honour to be nominated as a finalist, and it is important for us both building awareness for the China business internally and with our key partners in China.

Why is it important that an event like the ACBA is held annually?

It plays a key role in bringing together likeminded companies, and taking time to reflect and celebrating success of Australian business in China.

What is special about being in China during Australia Week?

It looks to be one of the largest gatherings of Australian business people in China to date, which is a historic activity to take part in.

What were some of the key contributors to your success in China?

We have taken a long-term approach to China and building a foundation for the Sanitarium brand. We have consciously invested a lot of time and effort into partnering with customers that not only have strong capability, but that also embrace the ethical standards we demand at Sanitarium.



How important are people to people relations when it comes to doing business in China?

Essential to both do business in China and to build a quality team and partnerships.

What advice, if any, would you have for a business looking to enter the Chinese market in 2016?

Don't rush, but take the time to build quality relationships and an understanding of the market and your end-customers. There are no 'quick-wins' in China – but the market especially for imported food and beverage, has huge potential for Australia.