

雀巢：在中国创造共享价值

Nestlé: Creating shared value in China



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咖啡已经成为普洱经济的一个重要组成部分。

Coffee has become a key aspect of the local economy in Pu'er.

首先，热烈祝贺中国和瑞士建立外交关系65周年。作为总部位于瑞士日内瓦湖畔但又深深植根于中国经济的雀巢公司，我们在中国的业务受益于中瑞两国互利共赢的关系，同时我们的成功又促进了两国人民之间的互信互敬。

雀巢是中国大型食品饮料集团之一，致力于营养、健康和幸福生活。公司在华业务广泛，并与太太乐、徐福记、银鹭建立了良好的合资伙伴关系。雀巢在华销售的产品九成以上采用本地原材料并在本地生产。

针对当地消费者的营养、健康和口味的需求，雀巢在中国成立了四个研发中心和食品安全研究院，分别位于上海、北京、东莞和厦门。这些机构是雀巢全球研发网络的重要组成部分，可以及时将最新的研发成果转化为产品。

雀巢坚信，公司要获得长期成功，必须为股东及运营所在社区都创造价值，即创造共享价值。雀巢公司实行从农田到餐桌的全产业链管理，并确保创造共享价值原则贯穿在产业链的各个环节。在农业原材料采购方面，雀巢携手当地农户和相关部门，通过大量无偿技

First of all, I would like to extend our congratulations to the 65th anniversary of diplomatic relations between China and Switzerland. Headquartered by Lake Geneva in Switzerland yet deeply rooted in the economy of China, Nestlé's business in China benefits from the China-Switzerland win-win bilateral relations, and our success promotes the mutual trust and respect between the two peoples.

In China, Nestlé is one of the large food and beverage groups, dedicated to nutrition, health and well-being. The Company has extensive operations in China, and has established good partnership with Totole, Hsu Fu Chi and Yinlu Group. 90% of Nestlé's product sales in China are produced locally with local raw materials.

To cater for the demand for nutrition, health and taste of local consumers, Nestlé has set up four research and development centres and a food safety Institute in China, located in Beijing, Shanghai, Dongguan and Xiamen respectively. These institutions are important parts of Nestlé's global research and development network, timely converting the latest research and development results into products. Nestlé firmly believes that to achieve long-term success, the company must create value for shareholders and the communities where it operates, or the "shared value". Nestlé runs full industry chain management "from farm to table", and strive to ensure the principle of creating shared value is envisioned throughout all aspects of the industry chain. In terms of procurement of agricultural raw materials, Nestlé works with local farmers and authorities, and provides a lot of technical training and support to help farmers improve yield and quality and facilitate their transition to large-scale modern operation. At the same time of supporting local economy, we ensure the stability and security of food materials, establishing a sustainable win-win value chain.

For example, since the 1980s, Nestlé has been helping to develop coffee planting in Yunnan, establishing the Nestlé Agricultural Services and Paradigm Farms, and providing farmers (many of them from remote ethnic minority areas) with on-site training and technical support, which laid the groundwork for local coffee plantation.

In support of the internationalisation of Pu-Erh tea coffee, Nestlé reached an agreement with Pu-Erh city in 2014 to invest in building a coffee centre including farming training centre, laboratories and storage facilities, which can provide training on sustainable farming for thousands of coffee farmers, agronomists and coffee professionals.

The coffee-growing activity of Nestlé in Yunnan has won wide acclaim from the society. In June 2012, the night before the United Nations Conference on Sustainable Development was held in Rio de Janeiro, Brazil, the project was awarded "World Business and Development Awards" by United Nations

术培训和支持，帮助农户提高产量和质量，支持农户向规模化、现代化转型，在扶持当地经济发展的同时，也确保了食品原料的稳定与安全，建立了一个多赢、可持续的价值链。

例如，雀巢自1980年代起在云南帮助发展咖啡种植，陆续建立了雀巢农艺服务部和示范农场，为农户（其中许多人来自边远少数民族地区）提供现场培训和技术支持，为当地的咖啡种植奠定了基础。

为支持普洱咖啡走向世界，2014年，雀巢与普洱市达成协议，在普洱市投资建设包括种植培训中心、实验室和仓储设施的咖啡中心，该中心每年可以为几千位咖农、农艺师和咖啡专业人士提供可持续种植方法的培训。

雀巢在云南的咖啡种植活动获得了社会各界的广泛好评。2012年6月在巴西里约热内卢召开的“联合国可持续发展会议”前夜，该项目获得由联合国开发计划署等单位颁发的“世界商业和发展奖”。

另一个例子是奶区建设。雀巢于1987年开始在黑龙双城堡发展奶区，系雀巢自改革开放以来首个在华投资项目。近30年来，雀巢与当地政府和奶农谱写了一个执着、承诺和共同发展的成功故事。雀巢的奶源专家提供了大量、及时、免费的培训和技术支持，帮助奶户不断提高鲜奶的质量和产量，不仅提升了奶农的收入，也为当地经济开创了一条可持续的发展道路。

为配合和支持中国奶业向现代化、规模化转型，提高奶牛养殖的可持续性，基于多年来开发建设奶区的成功经验，2014年10月，位于双城堡的雀巢奶牛养殖培训中心正式投入运营。

该中心由三个不同规模的牧场、一个培训教学中心和多个实验室组成。中心面向全行业开放，学员中既有兄弟公司负责奶牛养殖的同行，也有个体牧场主、学生以及科研人员。通过与国内外知名大学以及奶业供应链各环节的领先公司的战略合作伙伴关系，中心提供一流的理论培训和牧场实习，内容涵盖了目前奶业转型过程中所面临挑战的各个方面。

雀巢公司在中国致力于长期、可持续发展，为消费者提供营养、健康、美味的食品，并为所在社区创造共享价值。雀巢迄今在华所做的各项工作都为实现这一愿景奠定了基础。

今年正值中瑞建交65周年。长期以来，中瑞两国始终致力于发展合作共赢、互利互惠的关系，在各个领域保持广泛而活跃的合作。瑞士是第一批与新中国建交的西方国家之一，在改革开放之初，包括雀巢在内的一批瑞士企业率先进入中国投资建厂。

近年来，随着双边经贸往来日益活跃，中瑞合作也迈上了更高层次。瑞士成为欧洲大陆第一个与中国签署自由贸易协定的国家，也是亚洲基础设施发展银行的创始成员国之一。同时，中国连续多年保持瑞士在亚洲最大的贸易伙伴。这些交往都为雀巢公司在华开展业务活动创造了有利的氛围。我相信，雀巢公司会继续发挥作为全球最大食品企业的作用，不断加强和相关各方的沟通和交流，增进相互理解和信任，推动中瑞两国的友好关系不断发展。

Development Programme and other organizations.

Another example is the establishment of milk districts. Starting from 1987, Nestlé has been developing milking areas in Shuangcheng, Heilongjiang province, which was Nestlé's first investment project in China since the reform and opening up. For almost 30 years, Nestlé had written a success story of dedication, commitment and shared development with the local government and dairy farmers. Nestlé's milk source experts have provided extensive, timely and free training and technical support to help dairy farmers improve the yield and quality of fresh milk, not only increasing their incomes, but also creating a sustainable development path for the local economy.

To facilitate and support China's transition to a modern large-scale dairy industry, and improve the sustainability of dairy farming, in October 2014, with years of experience in the development of milk districts, Nestlé inaugurated the Dairy Farming Institute in Shuangcheng.

The institute includes three different sized training farms, one training centre and multiple laboratories. The institute is open to the whole industry, with students from cow-raising practitioners in other companies as well as individual farmers, students and researchers. Through the strategic partnerships with renowned domestic and international universities as well as leading companies in all aspects of the dairy supply chain, the institute can provide first-class training and farm practice, covering all challenges faced by the transitioning dairy industry.

Nestlé in China is committed to long-term sustainable development, to providing consumers with nutritional, healthy and delicious food, and to creating shared value for the community. All the efforts that Nestlé has put in China to date have laid the groundwork for achieving this vision.

This year is the 65th anniversary of the China-Switzerland diplomatic relations. Through time, China and Switzerland has always been committed to the development of cooperation and mutually beneficial relations, and has maintained a comprehensive and active cooperation in various fields. Switzerland was one of the first Western countries to establish diplomatic ties with P. R. China. At the beginning of the reform and opening up, several Swiss enterprises, Nestlé included, took the lead to invest and build factories in China.

In recent years, with increasingly active bilateral economic and trade ties, the China-Switzerland cooperation has come to a higher level. Switzerland became the first European countries to sign a free trade agreement with China and also one of the founding members of Asian Infrastructure Investment Bank. Meanwhile, China has been Switzerland's largest trading partner in Asia for many years. All these have created a favourable background for Nestlé's operations in China. I am confident that Nestlé will continue to play a role as the world's largest food company, continue to strengthen communication and exchanges with all relevant parties to enhance mutual understanding and trust, and promote the development of friendly relations between China and Switzerland.



世界一流的雀巢奶牛养殖培训中心面向全行业开放。

World-class Nestlé Dairy Farming Institute is open to the whole industry.