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Press release

AAK opens Innovation Center in Shanghai

AAK opens today a state-of-the-art Innovation Center in Shanghai.

AAK has several Innovation Centers around the world and is now establishing a center in China to support the execution of the AAK Acceleration program.

The Innovation Center will give customers the possibility to work closely with AAK's Customer Innovation team when developing new products and solutions. The new facility will have primary focus on Chocolate & Confectionery, Bakery and Dairy solutions. Customers will be able to benefit from AAK's expertise and thus strengthen their own innovation. The Innovation Center will also offer training at the industry renowned AAK Academies.

"We have a documented, good track record for customer co-development at our Innovation Centers. This is a key element in our strategy and a very efficient way to develop new applications and new solutions to possible challenges that our customers experience. We are very happy to be able to offer this opportunity now also to our Chinese customers and we look forward to an even closer cooperation with them", says Torben Friis Lange, President Asia Europe Africa.

"This is a breakthrough for the Chinese food industry. The Innovation Center will be the leading center for speciality oils and fats for food and nutritional products. In this very dynamic market, we believe access to innovation is what makes the difference for the customers when they are choosing their partner for speciality oils and fats", says Rick Luo, General Manager AAK China.

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AarhusKarlshamn (AAK) is one of the world's leading producers of high value-added speciality vegetable fats. These fats are characterized by a high technological content and are used as substitute for butter-fat and cocoa butter, transfree solutions for fillings in chocolate and confectionery products, and in the cosmetics industry. AAK has production facilities in Denmark, Mexico, the Netherlands, Sweden, Great Britain, Uruguay and the US. The company is organised in three Business Areas; Food Ingredients, Chocolate and Confectionery Fats and Technical Products & Feed. Further information on AAK can be found on the company's website www.aak.com.