

ALLER AQUA CELEBRATED THE INAUGURATION OF ITS SIXTH FACTORY

ON THE 31st OCTOBER ALLER AQUA GROUP INAUGURATED ITS SIXTH FACTORY – ALLER AQUA QINGDAO. THE INAUGURATION CAME JUST A MONTH AFTER THE INAUGURATION OF THE COMPANY’S ZAMBIAN FACTORY.

“Inaugurating 2 factories in 2 months is exceptional”, Hans Erik Bylling, Group President for Aller Aqua Group, explains. “We have had a few busy years leading up to the inaugurations and now we are finally ready. I am proud of what we have achieved.”

Anders C. Bylling is the Managing Director of Aller Aqua Qingdao and son of Hans Erik Bylling. Anders explains that the process of building a factory in China has been long. “We have had some delays along the way, but we reached our goal. Our Chinese team has worked exceptionally hard to have everything ready for the inauguration. It has been a very good day with almost 200 participants for the opening itself, and almost 300 participants to the International Cold Fish Aquaculture Technology Seminar we organized the day before.”

Aller Aqua chose to establish themselves in China without a Chinese partner, like other feed companies have done. Hans Erik Bylling explains: “We chose to establish the factory without a local partner to ensure that we can continue to deliver the products that the customers are familiar with. We have delivered high quality aquafeed to China for the last 20 years, produced under European standards, and we will continue to run the factory like we would in Denmark. We will do this by sourcing the raw materials in Europe, and ensure a highly trained local team which knows how to comply with the European standards.”

The factory in China will focus on the growing cold-water species aquaculture industry in China. And it has therefore been natural for Aller Aqua Qingdao to facilitate the first International Cold Fish Aquaculture Technology Seminar on the 30th October in Qingdao. The host of the seminar is the renowned Heilongjiang River Fisheries Research Institute (HRFRI) of the Chinese Academy of Fishery Science. The program includes many interesting speakers from both China and Europe, a visit to Aller Aqua Qingdao and concludes with a shuttle bus to China Fishery Expo.

Aller Aqua Qingdao will have a production capacity of 45000 ton annually. The factory is Aller Aqua's first in Asia and Hans Erik Bylling considers it essential: "The factory will increase our competitiveness in China, with shorter delivery times to key markets." The factory will export to both Korea and Vietnam.

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FACTS:

The head office of Danish Aller Aqua Group is located in Christiansfeld. The company produces fish feed for more than 60 countries worldwide in factories in Denmark, Poland, Germany and Egypt, Zambia and China. The addition of the two new factories and the third production line in Egypt, will double Aller Aqua's production capacity. All in all, the company employs approximately 270 people and has a total turnover in the region of DKK 1 billion.