

## Vietnam's Nutifood and Australia's ViPlus Dairy form a joint venture to co-found a new milk brand

16 May 2025 | News

### Strengthening the bilateral relationship between Vietnam and Australia launches joint venture namely ViPlus Nutritional Australia



### Strengthening the bilateral relationship between Vietnam and Australia launches joint venture namely ViPlus Nutritional Australia

Nutifood has officially signed a strategic partnership with ViPlus Dairy - an over 130-year-old dairy manufacturer from Gippsland, Australia - to establish an international joint venture namely ViPlus Nutritional Australia. This milestone marks a major step in Nutifood's globalization journey, making it the first Vietnamese enterprise to directly co-found an Australian-standard premium dairy brand, GippsNature.

Owned jointly by Nutifood and ViPlus Dairy, GippsNature is set to launch as an international premium nutritional brand embodying Australia's "nature-first" philosophy. The signing ceremony has taken place at the Victoria Global Investment Centre in Melbourne, Australia, witnessed by government representatives from both countries. On the Australian side, Kevin Norman - Senior Global Engagement Manager, Australian Trade and Investment Commission; Huda Albanna - Strategic Advisor to the Commissioner, Victorian Government Trade and Investment Southeast Asia; Annie Jiang - Director of International Investment Asia & MENA at Invest Victoria attended. From Vietnam, Nghiem Xuan Hoa, Minister Counselor and Deputy Chief of Mission of the Embassy of Viet Nam in Australia, also attended.

Kevin Norman - Senior Global Engagement Manager, Australian Trade and Investment Commission stated, "The strategic outcomes that we anticipate will flow from this newly formed Joint Venture between ViPlus Dairy and Nutifood Vietnam, will only strengthen the trade ties between our two nations, both in commerce and in friendship".

Nghiem Xuan Hoa, Minister Counselor and Deputy Chief of Mission of the Embassy of Viet Nam in Australia also praised the collaboration at the event: "As a strategic collaboration between two leading enterprises, the joint venture will bring practical benefits to consumers in both countries and contribute to strengthening the bilateral relationship between Vietnam

and Australia.â?•

The partnership coincides with Nutifoodâ??s 25th anniversary. In 2025, driven by a global vision, Nutifood officially enters its globalization phase by co-creating a premium dairy brand in Australia. The milestone underscores Nutifoodâ??s innovation capacity and integration prowess, with its commitment to putting Vietnamese identity on the global dairy map.

GippsNatureâ??s initial product lineup will cater to a wide range of consumers across all life stages, from milk for children and adults to elderly, along with nutritional supplements. The brand is prioritized to be launched first in Vietnam in Q3/2025 before expanding globally.