

Horinger expands specialty dairy processing with RMB 100 Mn investment

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Inner Mongolia project targets premium retail channels, with annual output value projected at RMB 1 billion and exports estimated at RMB 300 million



The Horinger Dairy Industry Development Zone Management Committee and Inner Mongolia Xinsongdu Food Technology Co., Ltd. have signed an agreement for a baked fresh milk refined and deep processing project, adding another high-value investment to the zone's expanding specialty dairy processing ecosystem. With a total investment of RMB 100 million, the project will focus on the research and development, production, refining and deep processing of baked fresh milk-based dairy products. The company plans to target China's premium consumer market, with a particular focus on quality supermarket channels including Sam's Club and Pang Donglai.

Once fully operational and running at designed capacity, the project is expected to generate annual output value of RMB 1 billion, according to the project announcement. The investment is also expected to strengthen demand for upstream milk supplies and stimulate related processing, logistics and other supporting industries in the region. The project will leverage the policy advantages of the Hohhot Area of the China (Inner Mongolia) Pilot Free Trade Zone, particularly measures supporting investment liberalisation and trade facilitation. It will also draw on Inner Mongolia's high-quality fresh milk resources to develop products for both domestic and international markets.

Overseas expansion will be a key component of the project, with Hong Kong and Southeast Asia identified as priority markets. The project is expected to generate annual export value of RMB 300 million once established. The investment comes as Horinger strengthens its focus on moving beyond conventional dairy processing towards higher-value, differentiated products. The baked fresh milk project is expected to fill a gap in the large-scale processing of this specialty category while supporting the broader premiumisation, specialisation and internationalisation of the region's dairy industry.

The project therefore adds another link to its specialty dairy refined and deep processing chain and is expected to deepen integration between local milk resources, product development, manufacturing and overseas markets. With its combination of premium domestic retail targeting and export ambitions, the project is positioned to add new value to Inner Mongolia's dairy resources while supporting the development of a more export-oriented dairy industry in the region.