



## **Nestlé to be a Main Sponsor of the “House of Switzerland” in Beijing 2008 and of the “Swiss Pavilion” in Shanghai, World Expo 2010**

During a media conference in Berne, Switzerland, it was announced that Nestlé made a commitment through Nestlé (China) Ltd - its Beijing headquarters for the Greater China Region – of its sponsorship support for both the “House of Switzerland” in Beijing during the 2008 Olympics and the “Swiss Pavilion” in Shanghai, World Expo 2010. The media conference was held today in the presence of both Chinese and Swiss media enabling both media groups to witness the importance that Switzerland attaches to its relationship with China. There were 104 entries participating in a public contest for the development of the Shanghai Expo 2010 “Swiss Pavilion” concept.

In addition, to both the Beijing “House of Switzerland”, open to the public as a place to meet, celebrate and exchange dialogue and the Shanghai “Swiss Pavilion”, there will be many more collateral activities in the field of science, education, culture and business. Switzerland aims to build stronger links between the two countries on the basis of mutual understanding, collaboration and exchange of information and ideas.

At a recent meeting in Shanghai on the subject matter, **Mr. J. M. Mueller**, Chairman and CEO of Nestlé (China) Ltd. and Head of Nestlé for the Greater China region confirmed: **“Nestlé has a strong commitment to China and the Chinese people. We are very happy to have Nestlé associated with these two events of worldwide importance and we share the pride and excitement of the Chinese people to play host to the world during the Olympics and the World Expo. We fully believe that these two events will be outstanding successes.”**

**“Nestlé’s deep-rooted presence in China is solid proof of our commitment to China’s development,”** added Mr. Mueller. **“Our major sponsorship of the official Swiss activities will help to strengthen Switzerland’s relationship with China and Nestlé’s long-term partnership with China and the Chinese people, all the more as Nestlé’s roots are in Switzerland.”**

Nestlé, the world’s leading food, beverage, nutrition and wellness company, was founded in Switzerland in 1866. Nestlé has a well-established presence in China, having invested more than RMB 7 billion from Switzerland in the Greater China Region, where it employs more than 13,000 regular staff. Nestlé believes that its activities in China can only be of long-term benefit to the Company if they are at the same time beneficial to all stakeholders in China. Nestlé is also fully integrated into the Chinese economy, including strong and mutually-beneficial relationships with a large number of small farmers, supplying fresh milk and coffee beans, and has thus noticeably contributed to a significant improvement in the standard of living in remote rural areas across China.

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