How can Coco-Cola grow value added dairy in Africa by the acquisition of Chi Ltd.?

****

|  |
| --- |
| The [4th Global Dairy Congress Africa 2019](http://www.szwgroup.com/global-dairy-congress-africa-2019/index.aspx) is launching on Abuja, Nigeria on July 4-5th. You will join in the only global platform to accelerate dairy investment, trade and modernization in Africa. |
| [**Registration Access**](http://szwgroup.force.com/registerproject?prjcode=DairyNigeria20197SZW&uname=Rala&ind=FB) |

At the beginning of this year, Global beverage company Coca-Cola Company has completed its acquisition of Chi Ltd. in Nigeria. **This acquisition further signals Coca-Cola’s optimism about Africa’s consumer opportunity** and a commitment to its long-term investment and growth plan on the continent, where it has been present for more than 90 years.

Chi’s diverse range of beverages perfectly complements Coca-Cola’s existing portfolio, enabling them to accelerate expansion into new categories and grow our business in Africa. And also, Coca-Cola will support the Chi management team in building on the company’s remarkable heritage and achievements, while using the scale of the Coca-Cola system to replicate their success in more markets across Africa.

[**4th Global Dairy Congress Africa 2019**](http://www.szwgroup.com/global-dairy-congress-africa-2019/index.aspx)(**Abuja, Nigeria, July 4-5th)** confirmed the participation of **Mr. Probal Bhattacharya, the Marketing Director from Chi Ltd**. Mr. Probal Bhattacharya will share how they grow value added dairy products in Nigeria. Join us to learn more cases from 80+ global and local dairy processors!

>>> [**Book your seats now**](http://szwgroup.force.com/registerproject?prjcode=DairyNigeria20197SZW&uname=Rala&ind=FB)

**Global Series Dairy Congress Upcoming:**

**[5th Global Dairy Congress Asia 2019 (May 16-17, Jakarta, Indonesia)](http://www.szwgroup.com/global-dairy-congress-asia-2019/index.aspx)**

[**4th Global Dairy Congress Africa 2019 (July 4-5, Abuja, Nigeria)**](http://szwgroup.force.com/registerproject?prjcode=DairyNigeria20197SZW&uname=Rala&ind=FB)
[**2nd Global Dairy Congress Russia 2019 (Oct. 15-16, Moscow, Russia)**](http://szwgroup.force.com/registerproject?prjcode=DairyRussia201910SZW&uname=Rala&ind=FB)
**[2nd Global Dairy Innovation Congress MENA 2020 (Jan. 20-21, Dubai, UAE)](http://szwgroup.force.com/registerproject?prjcode=DairyUAE20201SZW&uname=Rala&ind=FB)**

Best Regards,

Rala| Organizing Committee of Global Series Dairy Congress | SZ&W Group
Email: ralaw@szwgroup.com | Tel: +86 21 5830 0710-8099 | Mob: +86 132 6222 2731