

# Major Corporate Events

## 大事回顧

### Development of Modified Starch



#### Business in China

#### 中國區變性澱粉發展

2007年上海變性澱粉業務量達5213噸，主要銷售產品為冷凍肉製品、醬餡料及冷凍麵製品變性澱粉。2007年比2006年銷售量成長了243%。為了積極推廣變性澱粉，我們也參加了2007年第十一屆中國國際食品添加劑和配料展覽會，以下圖片為當時味丹展台照片。

In 2007, sales volume of modified starch in Shanghai amounted to 5,213 tonnes. The main products sold were modified starch for frozen meat products, jam filling and frozen noodle product. Compared with 2006, sales in 2007 grew by 243%. To actively promote usage of modified starch, we participated in the 11th Food Ingredients China exhibition. Below is a photo taken at Vedan's booth in the exhibition.



#### Marketing Activities in Rural Areas

#### 鄉鎮行銷活動

中國區為強化味精與調味品的銷售，在2007年推出鄉鎮行銷活動，其主要目的是將產品推廣深入二、三級城市及農村市場，藉由此活動，把產品訊息傳遞給消費者，以增進其瞭解、信賴並購買本公司產品，達到擴大銷售及市場占有率的目的。

下面是鄉鎮行銷活動現場圖片：

In 2007, the China operation launched marketing activities in rural areas to boost sales of MSG and seasonings. Its aim was to promote the Company's products to second- and third-tier cities and villages, spreading product messages to consumers in these markets to enhance their understanding of the Company's products and confidence in purchase. The ultimate goal of such efforts was to boost sales and enlarge market share.

The photo below shows marketing activity in progress in rural area:



#### Vedan Vietnam 2007

#### 2007年獎勵目錄

Award date 獎勵日期	Unit 單位	Description 內容	
<b>2007</b>			
17/1/2007	同奈省人委會 People's Committee of Dong Nai Province	完成2006年度稅務義務與及執行 各項關稅政策的成績表現 Completed taxation obligation in 2006 and performance in compliance with tariff policies	
17/5/2007	財政部部長 Finance Minister	完成2006年度進出口貨品繳納稅義務績優表現 Completed obligation on tax payment for import and export goods in 2006, reporting good performance	
4/10/2007	中央執行委會-越南勸學會 Central Executive Committee - Education Promotion Association in Vietnam	2006年度勸學運動特優成績表現 Excellent performance in the education promotion campaign in 2006	
<b>2008</b>			
4/2/2008	頭頓-巴地人委會主席 Chairman of People's Committee of Vung Tau-Ba Ria	參加2006年度9號颱風救助運動的績優表現 Good performance in relief work after major typhoon in 2006	



#### Vedan Shandong

#### 山東雪花

February 2007  
2007年2月

Injected US\$5.20 million in capital  
增資520萬美元

November 2007  
2007年11月

Phase Two of MSG refinery with annual production capacity of 25,000 tonnes commenced production  
年產25000噸味精的精製2廠開始生產。