

Leading Icelandic food co-operative brings new dairy brand to Hong Kong (with photos)

Leading Icelandic food co-operative established over a century ago, Kaupfelag Skagfirdinga, announced today (August 11) that it is going to launch ÍSEY SKYR in Hong Kong's supermarkets on August 12, and from Hong Kong to Greater China to tap into its growing demand for quality dairy products.

Skyr is a traditional Icelandic superdairy product, a yogurt-like dairy product with high protein, low fat, low carb and low sugar. ÍSEY SKYR is an authentic Icelandic brand with more than 90-year experience of producing skyr. It contains the original Icelandic skyr culture, and builds on the traditional recipe with innovative technology, according to the Deputy Chief Executive Officer of ÍSEY SKYR Limited, Ms Audrey Pi.

Ms Pi said, "Through consumer research, we identify a huge demand for high-quality dairy products in China, so we plan to introduce the healthy superdairy product from Iceland to the Greater China market including the Mainland, Macao and Taiwan, apart from Hong Kong."

She explained, "Hong Kong is a cultural melting pot of East and West, which leads to diverse cultural backgrounds and dietary preferences. The city is also known for its free market economy and open business environment, making it a global hub for trade and investment. In terms of the legal system, Hong Kong is based on the common law system and is known for its transparency, stability and impartiality. Moreover, Hong Kong has a highly skilled and talented workforce. It is the ideal base for us to expand our business in the region."

She continued, "Most importantly, Hong Kong is part of the Guangdong-Hong Kong-Macao Greater Bay Area, which has created strategic advantages for businesses looking to access the wider Chinese market, as well as opportunities for collaboration across the region. We aim to use Hong Kong as a gateway to enter the broader Greater China market."

The Acting Director-General of Investment Promotion of Invest Hong Kong (InvestHK), Dr Jimmy Chiang, said, "Hong Kong people are health-conscious and demand high-quality healthy food. With its strategic location providing an unparalleled bridge between the Mainland and the rest of the world, Hong Kong is an ideal place for ÍSEY SKYR to promote its brand in the Greater China market. I wish it every success in its business in Hong Kong and beyond."

About ÍSEY SKYR Limited

Established in 2020 in Hong Kong, ÍSEY SKYR Limited is the headquarters of ÍSEY SKYR's Greater China business, including the Mainland, Hong Kong, Macao and Taiwan. It is responsible for strategic planning and business

development of the Greater China market. For more information, please visit www.iseyskyr.com.hk.

About InvestHK

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