

# China



Per capita beer Consumption  
**34.2 liters**



Population  
**1.36 billion**

## About us

### Anheuser-Busch InBev China

Anheuser-Busch InBev first entered China in 1984 by providing technology transfers to Zhujiang Brewery in Guangzhou. From 1998 onwards, the company either combined or formed partnerships with a number of leading Chinese brewers, including Jinling, KK, Double Deer, Shiliang, Baisha, and Jinlongquan. In May 2006, the company doubled its business in China by acquiring 100% of the Fujian Sedrin Brewery. With the 2008 combination of Anheuser-Busch and InBev, the combined company's position was enhanced through both companies' complementary footprints.

## Key facts

Volume of product: 74.6 million hectolitres sold in 2015

Market share: 18.6%

Beverage plants: 40

Number of Employees: Approximately 26,000

## Our brands

As well as having our three global brands, we are proud to brew Sedrin and Harbin – both USD \$1billion brands.



**Budweiser**  
Global brand



**Stella Artois**  
Global brand



**Corona Extra**  
Global brand



**Harbin**



**Sedrin**

## Brand highlights

Harbin is among the top 50 most Valuable Chinese Brands.

## Our commitment to building a better world



- We have collaborated with Shanghai Traffic Police Corps, the China Alcoholic Drinks Association and the Shanghai Traffic Engineering Association to host a program aimed at reducing the harmful use of alcohol - "ZERO illegal acts, ZERO drunk driving".
- We have committed to build a Hope School where a new brewery is developed. By the end of 2015, 13 Hope Schools had been established in China, with five new ones in 2015.

## Our management

### Zone President

China is a part of AB InBev's Asia Pacific Zone, led by Zone President, Michel Doukeris.

### Contact Person

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