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Danisco consolidates its presence in Shanghai - new centre to combine sales and research

Today's inauguration of Danisco Shanghai Center gives Danisco a strategic position in one of the world's biggest centres of growth, Eastern China. The new centre will combine sales and application laboratories for the entire group as well as research facilities for its enzyme division Genencor. This USD 5 million investment will employ around 100 employees in 5,600 square meters, and reflects the group's intent to satisfy the needs of this fast-growing market for all of its businesses.

'I'm extremely pleased that we have now consolidated Danisco's expertise in Shanghai in one single spot. The centre will serve as an important springboard for our company's growth in China and the nearby region,' says Tom Knutzen, CEO of Danisco.

Two key aspects of the new centre located in Hongqiao International Business Park is the opportunity to work directly with the customers in our application laboratories, and that Danisco consolidates its enzyme research activities in Asia through its enzyme division, Genencor. As a world leader in enzymes markets for textiles, bioethanol, food, animal feed, and detergents, Genencor is already strongly represented in China through its renovated manufacturing and applications facilities in Wuxi, outside Shanghai.

'Our similar centres in Singapore and France are a great success of how we as a group can deliver dedicated and tailor-made solutions to our regional customers, while minimising costs. It therefore felt natural to follow up on our success by establishing a centre in booming Shanghai, where many of our customers are located,' says Tom Knutzen.

Please refer to the factsheets for more information on the new centre.

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About Danisco

With 9.700 employees in more than 40 countries, Danisco is one of the world's leading suppliers of food ingredients, sugar and industrial bioproducts. Based on our technology platform we use nature's own raw materials and resources to develop and produce ingredients for food and other products used in everyday life. Danisco ingredients are used in about every second ice cream and cheese, every third box of detergent and every fourth loaf of bread produced by industries worldwide. Danisco ingredients based on food technology and biotechnology are also used in other consumer products - from feed and toothpaste to plastics and biofuel. Throughout the value chain, sustainability is integrated in Danisco's way of doing business.