



## Swisse Wellness wins The Business Excellence Award for Consumer Services

*Media Release*  
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**Swisse Wellness has won The Business Excellence Award for Consumer Services at the 25<sup>th</sup> Annual Austcham Westpac Australia-China Business Awards.**

The awards recognise Australian and Chinese businesses in Greater China across a broad spectrum, who have demonstrated strong commitment and leadership to Australia-China business.

Oliver Horn, Swisse Wellness Managing Director said, “we are extremely proud to have won this award. It provides great recognition of the commitment and effort of our teams in Australia, China and elsewhere to building a strong Australia-China business.

“After operating in Australia for almost 50 years, Swisse officially launched in China in March 2016 and rapidly grew to become the number one vitamins brand on major Chinese ecommerce hub, TMall, and was the biggest selling brand on Alibaba on China’s biggest sale day, 11:11, last year.

“Swisse’s success in China has stemmed from creating strategic customer partnerships and strong joint investment plans to drive brand aspiration, as well as developing strong insights into the Chinese consumer and how they shop, tailoring our product focus, marketing and sales channels, especially ecommerce, to meet these needs.

“The Chinese market will continue to be of critical importance to Swisse Wellness, and the preventative health focus in the Healthy China 2030 policy presents us with a tremendous opportunity, but we need to ensure we fully understand the specific needs of the Chinese consumer in this new landscape and focus our product development and investment accordingly”, Horn concluded.

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