



## Bitter apricot development consulting project of LOLO Group Beijing Goldsun Food Co., Ltd.

### Applicant data

Publishable Name of Applicant: :  
 Company: Beijing Huajia Enterprise Image Promotion Co., Ltd  
 Contact person: Frau Lucy Lee Lucy Lee Lucy Lee  
 No of employees: 26 - 50, No of freelancers: 51 - 100  
 Annual Revenue: über 600.000 Euro

#### Description:

Beijing Huajia Enterprise Image Promotion Co., Ltd. (Huajia) is a professional institution specializing in economic research, regional planning, strategic consulting, investment & financing consulting, management consulting, CIS planning, information technology consulting, cultural undertakings, and knowledge dissemination. A conglomerate of 18 joint stock subsidiaries and holding subsidiaries with Huajia as the core have been formed, with a total registered capital of more than RMB1 billion.

### Project leader

Name: Bingru Li  
 Function:  
 Further project leaders:

### Customer Data

Company: LOLO Group Beijing Gossun Food Co., Ltd.  
 Contact person: Herr Wei JiPing Jiping Wei  
 No of employees: > 1000, No of freelancers: keine  
 Annual Revenue: bis 70.000 Euro

#### Description:

LOLO Group Beijing Goldsun Food Co., Ltd. (Goldsun) was jointly founded by Hebei Chengde LOLO Group Co., Ltd., Beijing Weilu United Agricultural Investment Co., Ltd., and Hong Kong Allied Victory International Limited in June 2007. It is currently China's largest international food enterprise focusing on the development of natural wild bitter Apricot Kernel and R&D, production and sales, with a registered capital of Euro 4 million. The total investment of Phase I of Goldsun is Euro 12 million.

### Short Description

#### 1. Project background

The cooperation between Huajia and LOLO can be dated back to 1999 when the former was invited as a collaborative unit of the "Three Organizing Committee of the State Council" to conduct an enterprise investigation into the latter. The investigation report issued by Huajia received the comments made by Wu Bangguo, then Vice Premier of the State Council, which meant that LOLO had won high attention and great support from the State and local government during an important period.


#### 2. Project implementation

Huajia put forward new development strategy for LOLO: 1. follow the new road of industrialization, and accelerate the optimization and upgrading of industrial structure; 2. develop industrial scale economy, and realize scale effect; 3. make use of resources in a scientific and rational way, and improve the efficiency of utilization of resources; 4. promote regional harmony and sustainable development based on agricultural industrialization.

#### 3. Project effect

In terms of economic benefit, Phase I has completed the total investment of Euro 12.8 million. "Goldsun apricot kernel oil" and "apricot protein powder" have been successfully put on the overseas and domestic markets. The assets scale of the company reaches Euro 40 million.

The company formed more than 1.1 million mu of plantation base of bitter apricot, helped 700,000 forestry and agricultural workers increase their annual income 93 EUR, and continuously improved regional ecological environment.

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