

Press Release

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DSM China Corporate Communications

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DSM annual charity event combats malnutrition

Royal DSM, the Life Sciences and Materials Sciences Company, today has once again joined hands with the United Nations World Food Programme (WFP) to host a charity event in ten cities across China as part of the Bright Experience World Tour. The event aims to raise awareness and funds for the issue of child hunger and malnutrition. DSM has been part of this event for eight consecutive years.

Initiated by the WFP, the world's largest humanitarian organization fighting hunger on the globe, and its corporate partners in 2003, the annual charity event aims to raise money and awareness to fight child hunger and malnutrition. Since 2007, DSM has maintained a strategic partnership with the WFP to address the problem of hidden hunger in the developing world. As part of this collaboration, DSM is lending its expertise to help improve the nutritional value of the food WFP distributes to those in need in more than 25 projects. With the partnership renewed in 2013 for an additional three years, DSM and WFP seek to double the number of people who benefit from improved nutrition, from the current annual reach of 16 million to 25-30 million by 2015. This year, partnership projects included improving nutrition capacity at WFP, scaling up Micronutrient Powder distribution and continuing the roll-out of rice fortification in Bangladesh and Cambodia.

As a global partner of the WFP, DSM in China has been taking part in the charity event since 2007. With a theme of "Hunger is Solvable: Bright Experience", this year's event on September 20, 2014 has attracted more than 2,000 DSM employees and their families, as well as partners in 14 sites from ten Chinese cities including Shanghai, Beijing, Nanjing, Guangzhou, Chengdu, Jiangyin in Jiangsu Province, Laiwu and Zibo in Shandong Province, Foshan in Guangdong Province and Tongxiang in Zhejiang Province. It's the first time for employees from Laiwu (Shandong Province) and Tongxiang (Zhejiang Province) to join this event. Employees and partners from DSM have made joint efforts with WFP and CFPA staff to show their solidarity in the fight against hunger and malnutrition. In China, the money collected at the event will be donated to the WFP's School Feeding Programmes worldwide and the China Foundation for Poverty Alleviation (CFPA). The latter will use the money for the school meal programme it conducts in poor areas of China. To date, more than two million people around the world have participated in the event, to the benefit of more than 200,000 children in poverty-stricken areas.

"As a long-term strategic partner of the WFP, DSM is active to help solve hunger, through improved nutrition around the world," said Dr. Jiang Weiming, DSM China President. "In China, although some people have already led fairly comfortable lives, people in less-developed areas still need our help, with 'hidden hunger' a key issue. As one of the global leaders in health and nutrition, we are responsible for leveraging our unique scientific expertise to develop micronutrient innovations to helping them address the issue. "



The annual DSM Bright Experience event was held at Shanghai Botanical Garden on September 20, 2014.

“Malnutrition in China has drawn more and more attention from government, media and the public. People have realized calorie alone is not enough to improve individual health, and nutrients also need to be highlighted, especially for the most vulnerable people who have to face food insecurity. “No single organization can act alone to achieve the goal of ending hunger and malnutrition.” said Brett Rierson, WFP’s Representative in China. “We are grateful for DSM’s continued support to help us reach zero hunger.”

“This year will be the sixth time that the CFPA has participated in the event. Through this event, we expect to further raise public awareness of child hunger and malnutrition,” said Qin Wei, assistant to Secretary General of CFPA. *“In China, through this DSM project, we have provided 50,000 nutritious meals to more than 100 children in poor areas of Yunnan and Sichuan provinces.”*

Moreover, DSM in China supported the China’s National Women’s Federation, the Ministry of Health and the China Children and Teenagers’ Fund (CCTF) to jointly launch a project for elimination of anemia among infants and young children by delivering nutrition packs to poor families. The project is to be implemented in national poverty alleviation and development counties of 11 Western provinces and autonomous regions, and will eventually cover nearly eight million infants and young children in almost 600 counties. With calcium, iron, vitamins and other nutrients included, the supplements can improve brain and nerve cells development, improve bone growth and development, strengthen the immune system and effectively improve the anemia status in infants and young children. DSM has been invited to design and develop nutrition packs for the project, and also supply them to the project.

DSM - Bright Science. Brighter Living.™

Royal DSM is a global science-based company active in health, nutrition and materials. By connecting its unique competences in Life Sciences and Materials Sciences DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders simultaneously. DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM’s 24,500 employees deliver annual net sales of around €10 billion. The company is listed on NYSE Euronext. More information can be found at www.dsm.com.

DSM began trading with China in 1963 and established its first China sales office and first manufacturing facility in early 1990s. The company currently has 42 affiliates in China including 25 manufacturing sites and employs about 3,400 people. DSM China regional headquarters and China Science and Technology Center is located in Shanghai. DSM’s business is growing healthily and steadily in China with revenue of more than USD1.7 billion in 2013. For further information, please visit www.dsm.com.cn.

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