

International Competent Development Program



Partner: Australian Chamber of Commerce Shanghai

Project Title: Adapting to the New Normal: How Australian Products Can Thrive in China's Transforming Consumer Market

Project Corporate Supervisor:

Simon Woods, CEO & Executive Director, Australian Chamber of Commerce

Project Faculty Supervisor:

Zhang Shuo, Associate Professor in Marketing, Antai College of Economics and Management, Shanghai Jiao Tong University

International Student Team:

About 6 students in total. The project is open to Antai students and international exchange students from partner business schools. Priority will be given to candidates who have data skills or Australian background.

Project Duration: 2-3 Months (April – June, 2026)

Project Introduction:

Antai College of Economics and Management, Shanghai Jiao Tong University is partnering with Australian Chamber of Commerce (AustCham) Shanghai, the peak body for Australian business in East China, on this research project examining how Australian brands can succeed in China's changing consumer market.

Amid shifting macroeconomic conditions and changes in digital behavior, new opportunities are emerging for Australian brands. The project will explore key trends, assess opportunities across sector of Dairy and develop a go-to-market playbook tailored for Australian dairy products.

To support this objective, AustCham Shanghai will engage and connect a group of leading Australian dairy companies to participate in the project. Each company will appoint dedicated contacts to work with the student teams. Participating companies include:

- **a2 Milk**

The a2 Milk Company was founded in New Zealand in 2000 and launched fresh milk into New Zealand and Australia in 2003. In 2013, the company applied its expertise in dairy proteins to launch a2 Platinum®, a premium range of infant formulas and toddler milk drinks which use a2 Milk™ as an ingredient.

The a2 Milk Company works with healthcare professionals, parents, and carers to educate about childhood nutrition through advice and support, as well as quality products and services. The a2 Milk Company is at the front of research in infant nutrition. The company's vision is to offer the unique benefits of a2 Milk™ in a range of premium quality a2 Milk™ beverages.

- **Noumi**

Brought to life in 1986 with a focus on making nutritious food and beverages and pioneered a health food movement in Australia, Noumi is one of the first players in the Australian plant-based beverage market and a leading producer of branded and private label UHT milk and nutritional protein products in Australia.

Noumi proudly holds ownership of the Australian dairy and plant-based milk brand, MILKLAB, an inspirational touchstone within the coffee and beverage industry, and the dairy brand So Natural, which delivers Aussie goodness directly to families.

Noumi also offers professional and top-tier OEM services for delicious dairy products, made from the finest quality milk sourced from our community of well-supported Australian farmers, along with a variety of plant-based beverages of oat, coconut, soy, almond, macadamia, hazelnut, and more.

Nowadays in China, Noumi stands as the chosen collaborator for over 40 enterprises, facilitating the delivery of health-conscious selections from Australian farms directly to the tables of consumers.

What we are trying to solve:

- What macro trends are shaping Chinese consumer behavior in 2026 and beyond?
- How are purchase journeys evolving in the digital-first environment?
- What is the market potential for Australian dairy sector?
- What barriers and drivers affect Australian brand adoption in China?
- How can brands best localize their product, pricing, and positioning strategies?
- What are the most effective online and offline channels for market entry and growth?
- What lessons can be learned from other successful international brands in China?