

## International Competent Development Program



**Partner:** ELPOZO Alimentación (Grupo Fuertes)

**Project Title:** Brand Integration Strategy: Adapting Iberian Ham to the Chinese Consumer Market

**Project Corporate Supervisors:**

Xianfan Xu, General Manager China, ELPOZO Shanghai

**Project Faculty Supervisor:**

Yu Leng, Professor of Economics, 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 completed relevant coursework in Strategic Management and Marketing.

**Project Introduction:**

ElPozo is a renowned Spanish meat production company with an international trade office in Shanghai. The company operates as a wholesaler in China, distributing its products through intermediaries. However, ElPozo is now exploring the possibility of expanding its presence in China as an independent consumer brand. To achieve this, both the brand and its products must undergo a process of adaptation to align with Chinese market preferences.

One of the company's flagship products, Iberic ham (**jamón ibérico**), has not achieved the same level of consumption in China as it enjoys in Spain. The challenge lies in addressing indirect or abstract competition, as well as in understanding the barriers to consumption. This project aims to conduct a market study to identify and analyse these obstacles, providing insights that will support ElPozo's effective integration and positioning of Iberian ham within the Chinese market.

The objective is to design a comprehensive B2C market entry and integration strategy for ElPozo in China.

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