**Internationalisation of Food Manufacturing Industry of Chinese Emerging Food Markets, A case study of Inner Mongolia Food Producers**

**Abstract:**

In 2013 the Chinese Government introduced the One Belt One Road strategy. This nationwide strategy is aimed at Chinese business to invest globally. However, China’s dairy products have been hindered due to breeches is food standards, and with is waned international confidence. This paper examines China’s dairy industry strategy to export and identifies key initiatives, historical blockers and what steps are being taken to reinforce the export of its dairy products. The paper looks at food producers, in which a cross section of 15 representatives of the Inner Mongolian Food Federation who represent 15,000 members were interviewed via semi structured interview questions. The results reveal that many organisations operate without a recognised international certified food standard and whilst wanting to export their produce, have mainly focused on their domestic markets. The paper concludes with commercial recommendations to stay local or go global.

Key Words: Culture, Food Safety Systems, Globalisation, Strategy,

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