



GLOBAL COLD CHAIN

ALLIANCE

NEWS RELEASE – Contact Tori Miller at +1 703 373 4300

Haidong Li Appointed Named New Director of GCCA China Division

Washington, DC, 8 June 2009 - The Global Cold Chain Alliance (GCCA) has undertaken a new initiative in China dedicated to building relationships with partners to help define and move towards a long-term, successful presence in the country in order to better serve its membership.

GCCA has a long and successful history in China, participating in or organizing a number of cold chain development projects and events in the country. GCCA is dedicated to serving members in and out of China and the continued growth and development of the cold chain in China.

To this end, Haidong Li has been named the new Director of GCCA's China Division to lead this important initiative.

Since July 2007, Li has served as in-country representative of the Washington State Dept of Agriculture in China to help Washington State companies export to China's market. Li also has been involved in a number of cold chain development projects in China.

Previously, Li worked for Singapore and Malaysia in the Asia Affairs Department of China's Ministry of Commerce. Before that, he served in a variety of managerial roles for China National Silk Imp & Exp Corp.

He is a graduate of the University of International Business and Economics in China and has a Bachelor's Degree of Economics and International Business.

GCCA President and CEO Bill Hudson said “Li will help us build on the successes of our past and renew our commitment to the future success of GCCA and the cold chain in China.”

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Comprised of its Core Partners, including the International Association of Refrigerated Warehouses, the World Food Logistics Organization, the International Refrigerated Transportation Association, and the International Association for Cold Storage Construction, the Global Cold Chain Alliance (GCCA) represents all major industries engaged in temperature-controlled logistics. GCCA unites partners to facilitate communication, networking, and education for the perishable food industry. For more information about GCCA, visit www.gcca.org.