

# **Berry Cosmetics Industrialization Project**

## **I. Background of the project**

### **i. Market analysis**

Seabuckthorn has considerable ecological and economic value, including a variety of amino acids that the human body cannot synthesize on its own. Its fruit juice contains 190 important substances such as a variety of vitamins, proteins, lipic acids, various trace elements, and alkaloids. Seabuckthorn has a high medicinal value and has become the main raw material for high-end cosmetics. At present, the price of seabuckthorn oil per kilogram on the international market is about 3,000 yuan.

According to statistics, the current production of seabuckthorn oil and seabuckthorn series drugs is only 1/10 of the international market demand. Therefore, the berry cosmetics industrialization project can take advantage of local resources to expand the scale of planting and processing, help local people get rich, and promote local economic prosperity

### **ii. The advantages of Xining**

**Industrial advantage:** Biotechnology Industrial Park is a platform based on the unique animal and plant resources of the Qinghai-Tibet Plateau, with functionally supporting infrastructure and a good service environment. The Park has seen a rapid development in the protection and exploitation of the characteristic biological resources. A number of food, health care products and pharmaceutical products have emerged on the market, such as Anerning Granules, Caterpillar Fungus Powder Capsules, Bailing Tablets, Compound Headache Capsules, Six Ingredient Rehmannia Pill, Black Fruit Wolfberry Slices, White Thorn Essence Slices, etc.

**Location advantage:**The Biotechnology Industrial Park is located in the center of Xining's Five Districts and Two Counties, connecting Beichuan Industrial Park in the north and Nanchuan Industrial Park and Ganhe Industrial Park in the south, connecting Dongchuan Industrial Park and Haidong Industrial Park through Beijing-Tibet Expressway in the east.

## **II. Supply of major raw materials**

Qinghai Province now has 4 million mu of wild seabuckthorn plants, 1.3 million mu of artificial seabuckthorn forests in the eastern part of Qinghai Province. 500 mu of seabuckthorn planting resource base and 30,000 mu of standardized seabuckthorn resource base have been built in Guide County. The supply of raw materials is guaranteed.

### **III. Scale and content of project**

The project covers an area of about 10 mu, mainly for building cosmetics production workshops, raw material warehouses and related supporting facilities. Three large-scale production lines are planned to achieve a production capacity of 400 tons.

### **IV. Construction conditions**

The Park has completed roads and infrastructure such as water supply and drainage, sewage, power supply, natural gas and communications within the planned scope, which can meet the construction and production needs of enterprises. The transportation within the park is convenient and conducive to the construction and implementation of the project.

### **V. Progress of the project at this stage**

Feasibility study report of the project has been prepared.

### **VI. Investment estimate, cooperation mode and economic benefits**

The total investment of the project is about 100 million yuan, and the annual income is about 50 million yuan. The cooperation mode could be: investment cooperation, joint ventures, development cooperation and resource cooperation.

### **VII. Preferential policies**

The project enjoys preferential policies for the development of the western region, and relevant preferential policies of the provincial government on strengthening investment promotion.

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