



Thu, Aug 17, 6:30pm

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**Asian-American Business Sense Helps Bring Yak Cheese to Market**

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Ever since the days of Marco Polo, foreign travelers have dreamed of selling their products in China's vast market. But some foreign imports haven't quite taken off in China. One of them is cheese, which many Chinese find hard to stomach. So how about yak cheese? A group of young Asian American business school graduates have begun marketing yak cheese from Yunnan province in southwest China.

**Host:** Nguyen Qui Duc

**Reporters:** Simon Montlake

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