BRAND’S SUNTORY INTERNATIONAL ESTABLISHES HQ IN BANGKOK

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Signals Confidence in Thailand Government and Economy

BRAND’S Suntory International (BRSI) is pleased to announce the commencement of operation of its new International Headquarters in Bangkok, Thailand, effective 1st June 2017.

BRAND’S Suntory International is a subsidiary of Tokyo Stock Exchange listed Suntory Beverage & Food Limited, a multi-faceted beverage and food company trusted globally with consolidated annual sales of US$ 12.8 billion (approximately THB 435 billion). BRAND’S Suntory Group shares the vision of ‘Growing for Good’ – to be a company that is truly trusted with strong corporate governance, compliance, transparent management, and corporate social responsibility. BRAND’S Suntory Group aims to build its business in a sustainable way that benefits its staff, its customers, its partners and the communities where it operates.

As the leading health supplements enterprise in Asia, BRAND’S Suntory Group is the creator and world’s largest manufacturer and marketer of renowned BRAND’S® Essence of Chicken and BRAND’S® Bird’s Nest products. Thailand is its largest manufacturing base in Asia with an investment of more than THB 5 billion, producing 350 million bottles annually which are exported to 19 countries. BRAND’S® Essence of Chicken and BRAND’S® Bird’s Nest have been produced and marketed in Thailand for more than 42 years. BRAND’S® prides itself for providing quality products that enrich health while staying true to its roots and purpose.

Mr Gen Saito, Chief Executive Officer, BRAND’S Suntory International said, “Setting up our headquarters in Bangkok demonstrates our confidence in the government and local economy as well as underlines the business friendly infrastructure here. This move will help to strengthen our operations and ensure closer collaboration with our Thai counterparts. The Government has been encouraging companies to use Thailand as an International Headquarters to provide management services to its affiliate companies as well as an export manufacturing base, so with our Essence of Chicken and Bird’s Nest being exported from here to 19 countries and growing, we are confident of the huge potential that exists in terms of tapping the well-educated and skilled workforce.

The Board of Investment (BOI) of Thailand has strongly supported and welcomed our new international headquarters to Thailand, understanding the social and economic contributions we can make with the establishment of our headquarters here. We will also keep up with the necessary investment on production facilities and any other infrastructures in order to sustain our growth.

The new headquarters have more than 40 executives to spearhead the strategy for the Health Supplements business.

As one of the key markets, BRAND’S Suntory Thailand recently boosted its sales team to 900 staff. We have been invested in Thailand for over 42 years and now operate 3 factories in the Cholburi province. Locally, our total staff strength has grown to 1,500.

In tandem with this development, the local subsidiary, Cerebos Thailand Limited has been renamed

BRAND’S Suntory Thailand Limited. BRAND’S Suntory Group looks forward to continue building a foundation of health for Thais, for generations to come.

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ABOUT BRAND’S SUNTORY INTERNATIONAL

Legal Name: BRAND’S Suntory International Co., Ltd. (Thailand)
Legal Address:
Kien Nguan 2 Bldg 17 Fl,140/1 Wireless Rd, Lumpini Bangkok 10330
Website: http://www.brandsworld.com

BRAND’S Suntory Group is a leading health supplements enterprise in Asia, and a division of Suntory Beverage and Food Asia Pte Ltd. Marketed under BRAND’S® and trusted by consumers for over 180 years, it has helped build a foundation of health for generations under its flagship brand BRAND’S® Essence of Chicken. With products sold in 19 countries, its key markets are Thailand, Taiwan, Singapore, Hong Kong and Malaysia. BRAND’S® prides itself for its spirit of innovation while staying true to its roots and purpose.

ABOUT SUNTORY BEVERAGE & FOOD LIMITED

Legal Name: Suntory Beverage & Food Limited
Legal Address:
TOKYO SQUARE GARDEN, 3-1-1 Kyobashi, Chuo-ku, Tokyo 104-0031, Japan
Website: http://www.suntory.com/softdrink/index.html

Suntory Beverage & Food (SBF) is a multi-faceted beverage and food company trusted globally, with an aim to be the leading global soft drink company recognized for their premium and unique brands. It was listed on the First Section of the Tokyo Stock Exchange in July 2013.

Suntory Holdings Limited is the ultimate parent company and was established in 1899. It is one of the world’s leading consumer products companies with consolidated annual sales of US$ 24 billion (approximately THB 817 billion). Sharing its basic corporate philosophy and vision, SBF is guided by Suntory’s ideals, and is on a quest for the best tastes & quality to bring happiness & wellness into everyday life.