



Charoen Pokphand Foods Plc.

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CP Foods Showcases the Future of Food Innovation at THAIFEX – Anuga Asia 2025

Source: <https://www.prachachat.net/economy/news-1819002> , On 29th May 2025



Charoen Pokphand Foods Public Company Limited (CP Foods) is set to present a world-class showcase of food innovations at THAIFEX – Anuga Asia 2025 under the concept “KITCHEN OF THE WORLD: QUALITY THROUGH SUSTAINOVATION”– seamlessly combining quality, sustainability, and creativity. The event will feature CP Foods’ globally popular export products and premium imported selections tailored to modern lifestyles from May 27–31, 2025, at Challenger Hall 2, IMPACT Muang Thong Thani.

Experience Global Flavors from Three Renowned Brands

Authentic Asia launches its ready-to-eat Asian meals with three exciting series:

- Japanese Series: Crispy Japanese Tatsutaage, a favorite in Japan and Europe
- Korean Series: Honey Lemon Chicken, perfectly balanced in flavor
- Thai Series: Newly introduced Thai-style fried chicken menus, including Tom Yum Fried Chicken and Southern-style Hat Yai Fried Chicken

Kitchen Joy, a European favorite, presents three signature lines:

- Thai Cube: Bold and spicy Thai favorites
- Indian Cube: Intensely aromatic Indian dishes
- Green Cube: Plant-based options for health-conscious consumers



MEAT ZERO offers next-gen plant-based protein alternatives such as Panang-style plant protein, and aromatic Japanese Mushroom Gyoza.

Space-Food Safety Standards, Down-to-Earth Fun

Don't miss the inspiring story behind CP Foods' chicken products selected for the "Thai Chicken to Space" mission—produced with the same stringent safety standards used for astronauts. Enjoy interactive activities and prizes!

Must-See Highlights

- Bucher Broth-Filled Sausage, winner of the THAIFEX Taste Innovation Show 2025, featuring a pork bone broth core for a uniquely juicy experience
- Premium export dishes including Fried Basil Chicken, Roasted Duck Pancakes, Baked Vermicelli with Shrimp, Chinese Herb Fried Rice, and Mango Sticky Rice Spring Rolls
- A wide range of rice varieties such as Jasmine, Basmati, Rice Berry, and Garlic Rice

Premium Imports to Delight Thai Taste Buds

Get a first taste of the finest international ingredients:

- CP Uoriki premium seafood from Japan
- Melt-in-the-mouth A5 Wagyu beef from Nagasaki
- HARVEY BEEF from Australia
- Authentic Barilla pasta from Italy
- Meiji cheese from Hokkaido

The initial marketing strategy remains focused on three main pillars: 1. Value for Money – offering high-quality products at a reasonable price to address the decline in outdoor dining; 2. New Experiences – creating innovative offerings that provide interesting and unique dining experiences that align with the lifestyle of the new generation; and 3. Health & Wellness – continuously developing health-oriented products that emphasize the combination of delicious flavors with nutritional benefits.

Accelerating Market Expansion

Mr. Ekpiya Ua-wutthikrerk – President of International Trade Business stated that regarding the plan for expanding into international markets, there are still significant opportunities, particularly in Europe, such as the Baltic states and the Commonwealth of Independent States (CIS), which have a continuously growing Muslim population. All of the company's exported products already bear the halal certification, which is considered a distinctive advantage for expanding into this market segment, including the Middle East as well.

Furthermore, the company is also seeking growth in smaller countries to broaden its customer base in new markets beyond the primary markets of Scandinavia, the UK, and Germany.

Nevertheless, with a strong strategy, outstanding innovation, and a commitment to quality and sustainability, the company aims to maintain its position as a leader in the global food market and truly become the "Kitchen of the World," even amidst global economic fluctuations.

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Vietnam–Thailand Business Forum 2025: Strengthening Ties for a Sustainable Future

Source: <https://vietnamagriculture.nongnghiep.vn>, On 16th May 2025



A landmark moment in regional economic cooperation unfolded as Vietnamese Prime Minister Mr. Phạm Minh Chính and Thai Prime Minister Ms. Paetongtarn Shinawatra jointly inaugurated the Vietnam–Thailand Business Forum 2025, held under the theme “One plus one on three connections.” The forum aims to deepen collaboration in trade and investment, the green economy, and sustainable cross-border partnerships.

Over the course of the two-day event, Mr. Soopakij Chearavanont, Chairman of CP and CPF, Mr. Montri Suwanposri, Vice Chairman, and Mr. Pawalit Ua-Amornwanit, CEO of C.P. Vietnam Corporation, actively participated and shared their collective vision for Smart Agriculture & a Sustainable Future—underscoring the belief that sustainable development can only be achieved when we walk the path together.

During the visit, Prime Minister Paetongtarn also met with the Thai Chamber of Commerce in Vietnam at Melia Hanoi, where CP Vietnam executives presented inclusive business models that align economic growth with social and environmental progress.

Later, Mr. Soopakij and the CP executive team met with Prime Minister Phạm Minh Chính to express their appreciation for Vietnam’s continuous support over 32 years of operations—and reaffirmed CP’s ambition to position C.P. Vietnam as ASEAN’s smart manufacturing hub.

Prime Minister Phạm Minh Chính praised CP Vietnam for its vital contributions to:

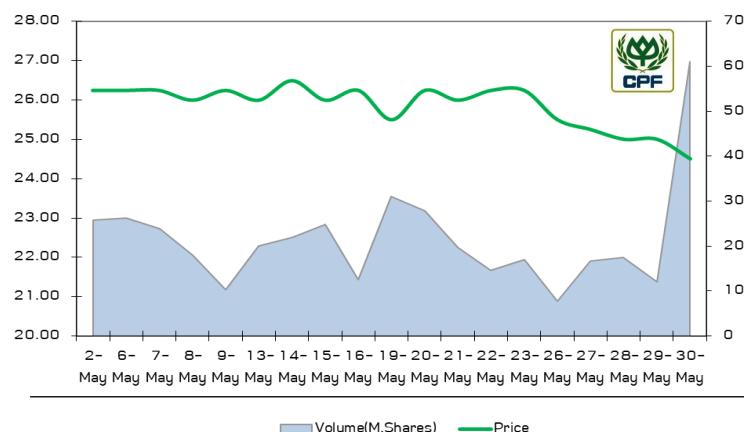
- Advancing the green economy
- Promoting smart agriculture
- Creating employment and sustainable livelihoods
- Driving meaningful progress toward the United Nations Sustainable Development Goals (SDGs)

Earlier, the CP delegation met with Mr. Do Duc Duy, Minister of Agriculture and Environment of Vietnam, who recognized CP as a key partner in building a sustainable agricultural–environmental value chain in the country.

With a clear mission of “Green Innovation for All,” C.P. Vietnam continues to grow—for people, for communities, and for a sustainable planet.

Price Performances: CPF

Price (Baht) Volume (Mil. shares)



May 2025	
Highest Price	26.50
Lowest Price	24.00
Closed Price	24.50
Average Volume/Day (Shares)	21,536,500

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