



Charoen Pokphand Foods Plc.

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Unlocking the Economic Potential of Thai Cuisine: From Cultural Soft Power to Global Economic Force.

Source: <https://thestandard.co/thestandard-economicforum-2025-27>, 8th Nov 2025



Thailand is among the world’s foremost exporters of food products, celebrated for its distinctive flavors, diversity, and unique culinary heritage. Yet, alongside these achievements, several pressing challenges remain. To truly elevate “Thai cuisine” beyond its role as cultural soft power, the nation must transform it into a robust economic force capable of generating greater value for the country.

This topic took center stage at *THE STANDARD ECONOMIC FORUM 2025* during a session entitled “FOOD AS Power: Turning Soft Power into Economic Power – Thai Cuisine: From Soft Power to a Global Economic Force”. Leaders from Thailand’s food and beverage industry gathered to exchange insights and explore solutions to two critical questions: How can Thailand advance its culinary offerings on the global stage? And what key factors are still missing?

The Scale and Structure of Thailand’s Food Industry

Thailand’s food manufacturing industry currently generates an annual value of 1.14 trillion baht, with main product categories including rice, sugar, fresh fruits, meat, and processed fish products, according to Mr. Prasit Boondounprasert, CEO of Charoen Pokphand Foods .,PLC (CPF).

Although the industry is a cornerstone of the national economy, most food exports remain in the form of raw materials rather than value-added, branded processed goods. Internationally, Thai cuisine benefits greatly from the proliferation of Thai restaurants across numerous countries, and from the enduring popularity of iconic dishes such as *Tom Yum Goong* and *Pad Thai*.

From an economic perspective, the food industry derives 30.4% of its value from the industrial sector, 8.6% from agriculture, and 61% from services, with an average annual growth rate of 5.4%. This highlights the sector’s vital role in driving the Thai economy. Nevertheless, a large share of exports still consists of industrially processed OEM (original equipment manufacturer) products for foreign brands, rather than distinctly Thai-owned brands—signaling the need for stronger brand development in global markets.



Small-Scale Entrepreneurs as Key Drivers of Future Growth

K.Prasit noted that Thailand now has over 100,000 food-sector entrepreneurs, representing a major opportunity to help smaller businesses grow and develop higher-value products. Every entrepreneur is directly connected to the structure of the national food industry and workforce; strengthening small operators collectively could create a powerful force for economic growth.

Thai cuisine also holds strong potential for expansion alongside the tourism industry, as every traveler must eat. In recent years, global interest in Thai food has been boosted by cultural exports such as television series and music concerts that showcase Thailand's heritage.

However, K.Prasit emphasized that clear objectives and direction are still missing—there is no central agency or leadership systematically driving the development of Thai food branding, nor an agreed vision for its future trajectory.

Similarly, Mr.Tan Passakornnatee, Founder and CEO of Ichitan Group PCL, identified value creation as a key challenge. He contrasted a Thai restaurant selling fried sea bass for 200 baht with a Japanese restaurant selling four pieces of sashimi for 500 baht. The difference, he argued, lies in the perceived value and premium image attached to the food.

Soft Power Must Connect the Entire Supply Chain

K.Prasit stressed that for soft power to be sustainable, it must connect across the entire supply chain—from upstream to downstream—not just at the promotional stage. This requires integration from raw material production and processing to branding, marketing, and exports.

He cited CPF's experience opening a Japanese restaurant in Thailand, which involved studying Japan's food supply chain for over a year to understand every link in the process. Likewise, if Thailand seeks to promote its cuisine globally, it must strengthen its entire supply chain, not only focus on exports.

K.Tan (Ichitan) added his own experience visiting Australia, where he ordered *Khao Pad Kra Pao* (stir-fried basil rice) only to find the taste lacking authenticity, due to the absence of genuine Thai ingredients—underscoring the need for a resilient and globally connected supply chain.

Elevating Thai Food Branding into a Cultural Icon

Prasit concluded that Thailand has immense potential to create globally recognized "food branding" if a well-structured system is implemented. He outlined five steps to building a powerful brand:

1. Awareness – Establishing recognition among target audiences.
2. Perception – Shaping a clear, positive image.
3. Preference – Encouraging repeat consumption and loyalty.
4. Advocacy – Inspiring consumers to recommend and promote the brand.
5. Cultural Icon – Positioning the brand as a symbol of national culture.

Thai cuisine consistently ranks among the world's best foods, particularly in the U.S., where it is increasingly viewed as a premium product commanding higher prices.

K.Prasit left the audience with a clear message: Thailand already has strong foundations—it needs only a more defined image and systemic integration. If the public and private sectors work together in unity, Thai cuisine can achieve far greater prominence and evolve into a true global economic powerhouse.

CPF India” Showcases Sustainable Shrimp Innovation on the Global Stage at World Aquaculture 2025

Source: <https://www.facebook.com/CPFGroup> , 20th Nov 2025



CPF India Private Limited presented its full Success Combo integrated shrimp innovation – demonstrating world-class excellence from farm to table with standards that are clean, safe, and environmentally responsible, answering the needs of India’s market and consumers.

- Fast-growing, robust premium shrimp broodstock
- Premium feeds for white shrimp & black tiger shrimp
- Polyculture feed solutions for shrimp–fish systems
- Newly developed high–performance fish feed
- International–standard aquaculture health care products (AHCP)
- CP Fresh premium frozen shrimp

World Aquaculture 2025 – a global platform uniting experts, researchers, and industry leaders under the theme: “Aquaculture Transformation: Actions Towards High Quality and Food Security.”

CPF India remains committed to advancing innovation to elevate the aquaculture industry and strengthen long–term food security through sustainable growth.

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CPF Elevates Southern Flood Relief Efforts from Supply Distribution to Proactive Rescue Operations

Source: www.thairath.co.th/news/local/2898385 , 28th Nov 2025



As the severity of the flooding in the southern region has escalated, Charoen Pokphand Foods (CPF) has immediately transitioned its operations from the delivery of food supplies to "proactive rescue missions" within the inundated areas.

CPF's flotilla and rapid response unit, equipped with three flat-bottomed boats and the CP Phuket Jet Ski team, were immediately deployed to Hat Yai. Upon arrival, they integrated their efforts with military, police, and water rescue teams to evacuate residents stranded in their homes and to expedite the distribution of food and potable water to victims. Concurrently, volunteer teams have mobilized to assemble "Morale Boosting Bags" containing rice, dried food, lighters, candles, mosquito repellent, and other necessities. These packages are being prepared with urgency, as no assistance should be delayed during a crisis. Additionally, military personnel are facilitating the collection of fresh chicken meat and eggs for distribution via the "Ejan" page network.

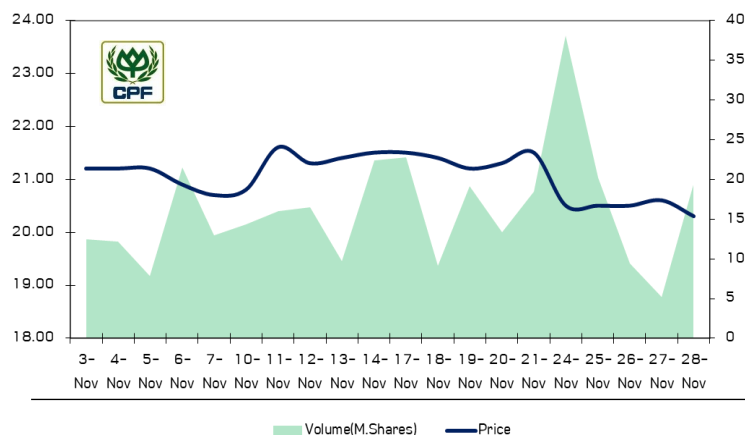
Feedback from the affected areas vividly reflects the severity of the hardship. Testimonials such as, "Thank you for the assistance... many households have been trapped for 5-6 days; for some, this is the first substantial meal in days," serve as a poignant reminder that both sustenance and evacuation are the most critical priorities during this crisis.

Furthermore, relief efforts extended beyond human victims to include animal welfare. CPF has delivered a total of 3.2 tons of "Jerhigh" dog food and "Jinny" cat food through the Department of Livestock Development to alleviate food shortages for pets in the flood-affected zones.

CPF remains steadfast in its commitment to "Stand by Side Through Every Crisis." The company continues to collaborate with "CP Volunteers," government agencies, civil society, foundations, and local communities across Songkhla, Phatthalung, Nakhon Si Thammarat, Chumphon, and Surat Thani. The objective is to maximize the distribution of aid until floodwaters recede and safety is restored for all lives involved.

Price Performances: CPF

Price (Baht) Volume (Mil. shares)



November 2025

Highest Price	21.80
Lowest Price	20.10
Closed Price	20.30
Average Volume/Day (Shares)	16,039,200

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