



Charoen Pokphand Foods Plc.

Volume 11, Issue 5

May 2011

Company News : CPF initiated CP Leadership Development Center

Price Performance : CPF

CPF initiated CP Leadership Development Center

Krung thep Turakij , April 11, 2011

Mr. Adirek Sriparatak, President and Chief Executive Officer of CPF, embedded CPF's philosophy "CPF Way" by initiating training center for talent management aging 30-40-50 years old to support the growth of CPF business both in Thailand and Overseas. This is to achieve its goal of being a world class business practices. CP Leadership Development Center is a co-project between CPF and CP group located in Nakorn Ratchasima. The program will focus on passing through experience of CPF's current management to the new generation management. Senior employees should had in-dept know-how about the operation and profit management of their business units, quoted Mr. Adirek.

Charoen Pokphand Foods Plc. or "CPF" is a leading agro-industrial food conglomerate. To fulfill its vision to be "**Kitchen of the World,**" CPF is keen on continuous research and development of production process to improve production efficiency and to produce products that are environmental friendly. CPF's sales revenue has reached 189 billion baht in 2010.

Currently CPF has expanded its operations to 10 countries outside Thailand. Thus, CPF expected its overseas income to continuously increase for the next 3-5 years. CPF expected its overseas income to increase to 40% in the next 5 years from 26% in 2010. From now on CPF will focus more on overseas business, quoted Mr. Adirek Sriparatak, President and Chief Executive Officer.

Human resource development is very crucial to support business expansions of CPF. Since currently the company has diversified business into 10 countries, CPF's employees needed to be able to adapt to working environment and culture in each country. Currently it has 20,000 employees and workers in overseas and only 500 persons come from Thailand. CPF would like these 20,000 employees to work with the same philosophy of 60,000 employees in Thailand. However, different cultures and languages will be the obstacle to make our employees in 10 countries to clearly understand CPF's philosophy or CPF Way. It is a very challenging job, quoted Mr. Adirek. In order to achieve this objective, CPF has sent HR team to every country that we have operations to educate our people about CPF Way.

CPF Way includes 1) Embrace Change, 2) Master Learning & Sharing, 3) Innovation, 4) Integrity & Honesty, 5) Result Oriented and 6) Dedicate to Countries

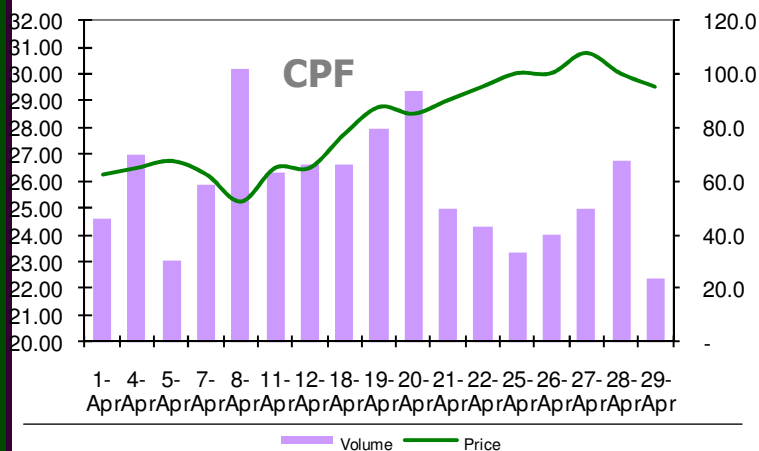
Before establishing CP Leadership Development Center, CPF also has Leadership Training Center located in each business unit such as Feedmill Plant Prototype, Feedmill School, Broiler Demonstration Farm and Swine Demonstration Farm, etc.

Succession plan is also very important. Currently, we classify our new generation management into 3 groups by aging; 1) 30 years old group, 2) 40 years old group and 3) 50 years old group. CPF will have the process to identify talent from each group and selected candidates will be trained and developed in a fast track.

Kitchen of the World

Price Performances: CPF

Price (Baht) Volume (Mil. shares)



April 2011

Highest Price	31.50
Lowest Price	25.75
Closed Price	29.50
Average Volume/Day	57,700,000

Charoen Pokphand Foods Plc.
Investor Relations Office
 26th Fl., C.P. Tower, 313 Silom Rd.
 Bangkok 10500, Thailand
 Telephone +662 638 2935-6
 Facsimile +662 638 2942
Email: iroffice@cpf.co.th

Please note that this document contains forward-looking statements, obtained from various sources, that are subject to a number of factors and uncertainties. CPF makes no representation and accepts no responsibility or liability as to its completeness or accuracy. The message is provided for informational purposes and should not be construed as a solicitation or offer to buy or sell any securities.