

IR TOPICS

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Toward “Leading in Creation of Well-Being” Introduction to Ajinomoto Group’s Largest Overseas Base: AJINOMOTO CO., (THAILAND) LTD.

Today, we would like to introduce “AJINOMOTO CO., (THAILAND) LTD.”

Established in 1960 as a local subsidiary in Thailand, the company is responsible for the manufacturing and sales of seasonings and food products.

Currently, it operates six production factories in Thailand.

Together with its sales division, more than 4,000 people work

there and it boasts the top sales and profits within the group, driving the company’s overseas business.



A Wide Range of Products in Thailand

↓ Please click on the image below to move to the video.



The company offers a wide range of products, just like in Japan. Its main products, such as umami seasoning “AJI-NO-MOTO®”, flavor seasoning “RosDee®”, and Ready-to-drink coffee “Birdy®”, hold high market shares and are deeply rooted in the daily life in Thailand.

In terms of sales, the company is expanding its EC channels in addition to traditional markets and shopping malls. Furthermore, it is collaborating with neighboring countries such as Laos, Bangladesh, Cambodia, and Myanmar to expand its sales area.

Locally, Thai staff play a central role in managing each department. The company’s unique vision, “Leading in creation of Well-Being,” was born from their lively discussions. A corporate culture has taken root where employees realize the vision they created themselves, and they are highly motivated in their work.

Please look at the ongoing initiatives for sustainable growth and the employees who are active on site.

Reference

AJINOMOTO CO., (THAILAND) LTD. Official Website: <https://www.ajinomoto.co.th/th/>

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