



Chua Group Company Limited

Creating Better Lives



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WHAT DO WE DO AT CHUA GROUP?



Revitalizing Thai Products

We work our best to **unlock** the **potential** of Thai products! Thai agricultural produces has been outdated in terms of their positions in the consumer sectors and we focus on launching new initiatives to reintroduce them to the market through taste, texture and **brand innovation**. Brace yourself for a flavour and texture revolution, and let's elevate Thai products to the global stage!



Creating a household name for the community

"Reintroducing new consumer groups to an existing market".
Another of our unwavering mission is to cultivate a household brand for agricultural products We firmly believe that the market deserves a pioneering product, and we are committed to making that a reality. With innovation and excellence at our core, we aim to leave a lasting impact and become the go- to choice for agricultural excellence in every home.



Empowering Thai Talents

At Chua Group, nurturing & unlocking the potentials of **Thai talents**, especially the **younger generation**, is our top priority. Our vision is to emerge as the foremost company in the Northern region of Thailand, captivating talent that might otherwise gravitate towards Bangkok. We achieve this by fostering a culture of innovation and excellence, empowering local talent to shine brightly right here in their homeland.



Our Mission

Penetrating & promoting products grown, created, designed by Thai people to the world-stage while empowering and creating better lives for the local community.

Why?

We believe in the drive and ability of Thai people to create innovation initiatives towards the lagging agricultural industry.

Our History

1990s

With the fortunes earned, Ms. Thippawan then has partnered with Taiwanese buyers and investors to created one of the first dried longan factory in the country. Alongside this, she also founded many subsidiaries and factories to produce and support some of the main agricultural products that she was trading such as sunflower seeds, garlic and much more.



1980s

Ms. Thippawan Chuajedton, one of the pioneer in cross-border trade between Thailand and neighbouring ASEAN countries in Chiang Rai province, is considered the founder of the entire business lineage.



1998s

Subsequently, the business has been expanded through the second generation of the family with a number of standardized factories established in Chiang Mai and Phayao provinces respectively, focusing on being a wholesale supplier for many agricultural products.



1998-Present Day

As the business grew until the present day, they was able to create further export opportunities to many other countries such as China, Taiwan, America, etc., with an average annual revenue of roughly 800 million Thai baht under all affiliates of the family business.



2020








Chua Group Company Limited was established in 2020 through the desire of 3rd generation heir, Mr. Sathin Chuajedton whom wanted to expand into the retail side of the agricultural business alongside with creating innovative products from the existing resources that the family has to offer.



Our Product



Soft Dried Fruits

SKUs	Retail	Grade			Wholesale	
1. Mango		1.1 Premium Grade  (full Slice)	1.2 Grade AA  (Small Pieces)	1.3 Grade B  (Small Pieces)	 1 kg	 5 kg
2. Coconut		Premium Grade 			 1 kg	 5 kg
3. Strawberry		3.1 Tiny Power 	3.2 Jumbo Plus 	3.3 Giant Sweet 	 1 kg	 5 kg
4. Rambutan		Premium Grade 			 1 kg	



MATSURI まつり

SKUs

1. King Truffle



2. Jing Jai Ginger



3. Emperor Wasabi



4. Himalayan Salt



5. Hot Mala



6. Creamy Milk Caramel





Longanic – Longan-Kaempferia Gel Supplement

PRODUCT & BRAND DESCRIPTION

1. A consumable gel derived from dried longan meat designed to **alleviate sleeping symptoms** and difficulties among adults and the elder population.
2. This innovative product serves as the **ideal gift option** for the younger generation to present to their esteemed elders, especially during joyous festive occasions.
3. Embracing the **"Zero-Waste"** philosophy, where we have harnessed the full potential of the longan fruit, creating a new realm of development that not only benefits the environment but also introduces an entirely novel application for this cherished fruit.





คุณค่าทางโภชนาการต่อ 100 กรัม			
พลังงาน	น้ำตาล	ไขมัน	โปรตีน
25 กิโลแคลอรี	4 กรัม	0 กรัม	0 กรัม
* 1%	* 6%	* 0%	* 0%

น้ำหนักสุทธิ 120 กรัม (10 กรัม x 12 ซอง)
NET WT. 120G. (10G. x 12 SACHETS)



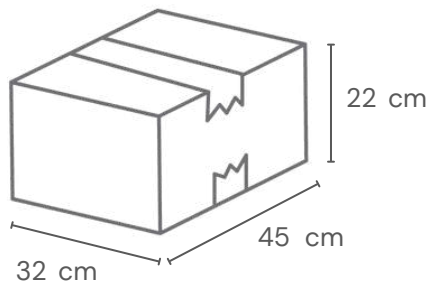
Packing Dimensions

Polnapa Fruits



1 bag = 80 g
(Shelf Life = 1 Year)

Carton = 40 bags



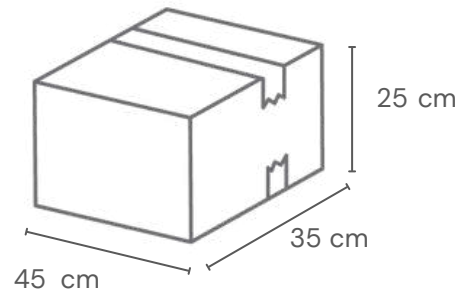
GW = 4 KG
NW = 3.2KG

MATSURI まつり



1 bag = 100g
(Shelf Life = 1 Year)

Carton = 30 bags



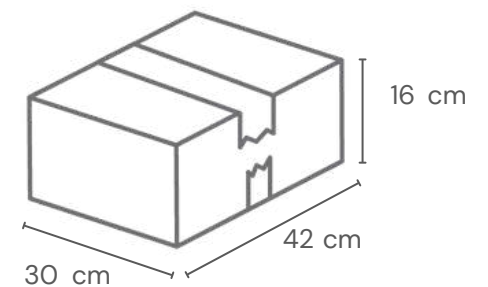
GW = 3.8 KG
NW = 3 KG

Longanic



1 box = 12 satchets
(Shelf Life = 2 Year)

Carton = 30 boxes



GW = 5.2 KG
NW = 4.8KG

Chua Group

Testimonials from all around the world

Mini Thailand Week 2022

Ho Chi Minh, Vietnam 2022



International Food Fair 2022

Incheon, South Korea 2022



Thaifex ANUGA 2023

Bangkok, Thailand 2023



Chua Group



The Foodism Show Impact Muang Thong Thani

Bangkok, Thailand 2022



Thailand Week 2022

Muscat, Oman 2022



Chiang Mai Mai Group Jing Jai Market 2023

Chiang Mai, Thailand 2023



Supermarkets



After You



King Power



Gourmet Market



Villa Market



Tops Supermarket



Rimping



Sentosa



Kokonut



Queen's Bakery



Vanusun



LINEMAN
Wongnai



AirAsia
(In-flight)

Online Channels



Some of Our Wholesale Customers & Connections



Nithi Foods



Curry And Spices



Thai Theparos Public



Siam Oriental Food
and Beverage



Golden Sun
Implex



Hangzhou
Wahaha Group

International Availability



Thai Supermarket
เพื่อไทย
Singapore's Largest
Thai Supermarket



Thai Mart
Thai souvenir
store in Bahrain



Thai Souq
Thai store in Dubai



Big C Laos
30+ branches
all over Laos



MegaMart
Vietnam Supermarket

Store Front

Polnapa & MATSURI まつり

After You



Gourmet Market



Thai Supermarket เพื่อนไทย



Sentosa



Kokonut



Rimping



Vanusun



Villa Market





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