

**TH**



**INNOVATION**

**TRANSFORMS DAIRY INDUSTRY  
IN VIETNAM**



**WHO ARE WE?**



# 2008 issues forced TH Group to invest in dairy



The dairy consumption of Vietnamese is **very low: 14 liters** per capita compared to 34 liters in Thailand

**UNDER-DEVELOPED**



More than 300 dairy brands in the market but **92% raw milk materials are imported** in the format of powder milk

**IMPORTING**



Consumers affected by **Melamine crisis in China:** some famous Vietnamese companies imported powder milk from China

**UNCONTROL**



**Local dairy farmers provided only 8% raw fresh milk.** There is **no standard** for dairy farm and quality of raw milk materials

**NO STANDARD**

## The Founder's THOUGHT:

*“With innovative thinking  
and a decisive mind, I will make  
the people proud of  
their land”*



*“Let’s join to make  
**the best glass of milk**  
for children from  
**a mother’s heart**”*

# AN AMBITIOUS PROJECT WITH OUTSTANDING INNOVATION



## PROJECT FIGURES

Investment  
consultancy



Scale

Total investment: **1.2 billion USD**  
1<sup>st</sup> phase completed: **450 million USD**

**US\$1.2 billion**

Land area

**37,000 ha** of land planned for the Project in total  
**8,100 ha** of land for 1<sup>st</sup> phase execution

**37,000 ha of land**

Cow herd

Total: **137,000 cows**  
1<sup>st</sup> phase: **45,000 cows**

**137,000 cows**

Plant Capacity

**500 million** liters per year

**500 Mio liter/year**



# BRAND Commitment





# Forbes

**TOP 20 Most  
Valuable Brand in  
Vietnam 2017**

A decorative pattern of small, light grey, stylized star or flower shapes is located in the bottom right corner of the image.



**FOUNDER OF TH GROUP**  
**Chairwoman of Thai Huong**

# Forbes

## Asia Power

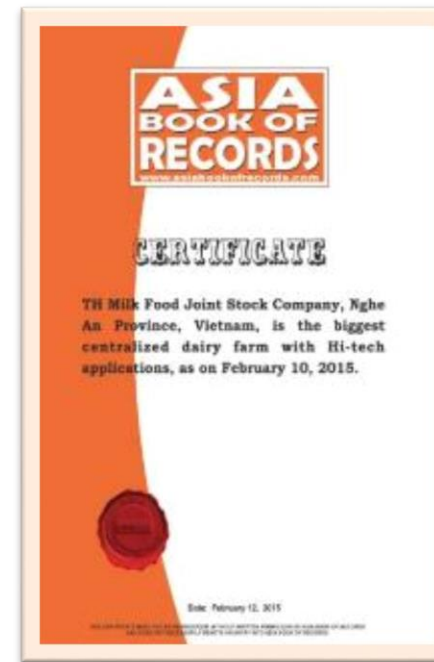
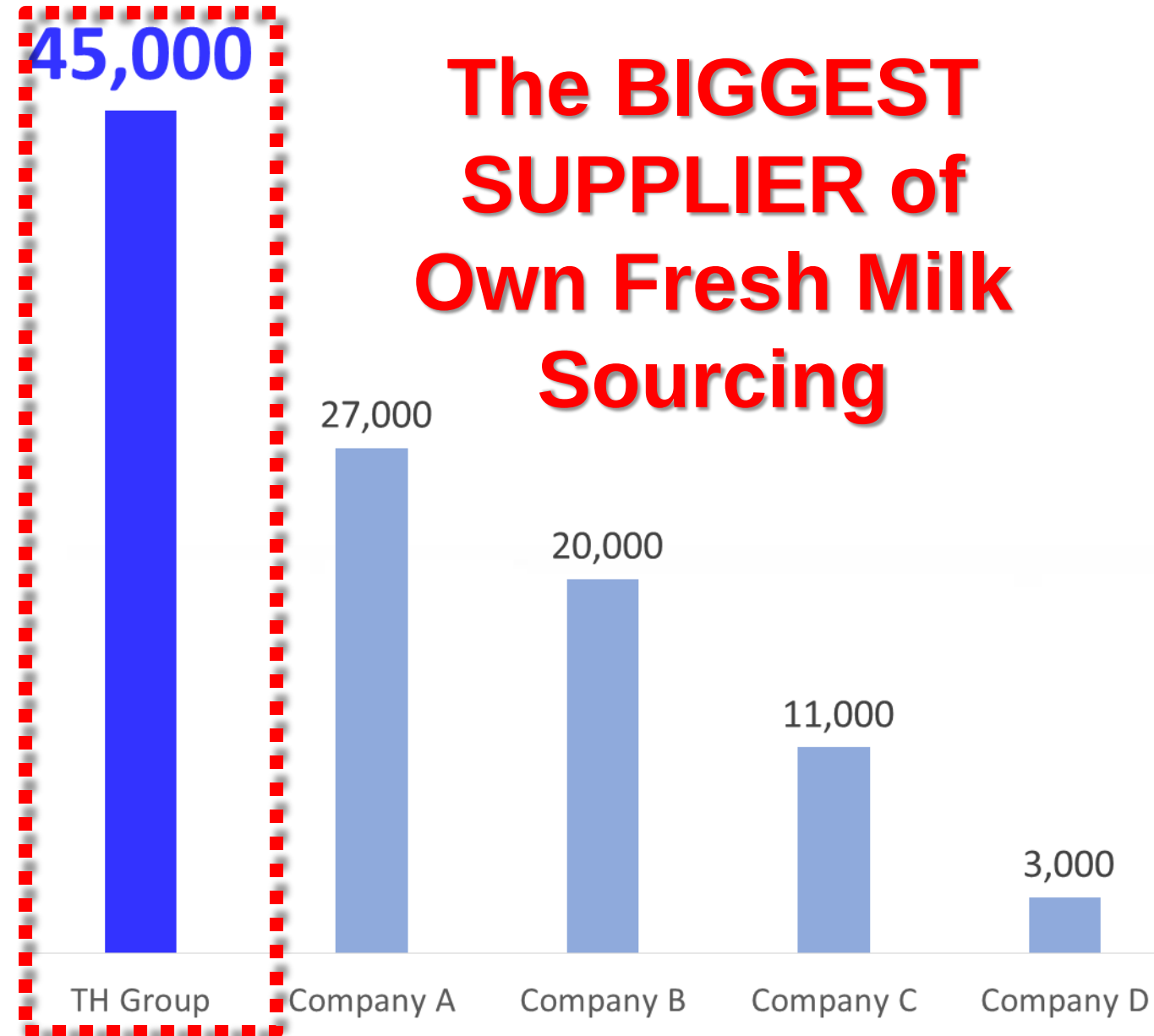
## Business Women

## 2015 & 2016

# Qtt. of Dairy Cow by Company in VN

Source: Ministry of Agriculture & Rural Development

**The BIGGEST  
SUPPLIER of  
Own Fresh Milk  
Sourcing**

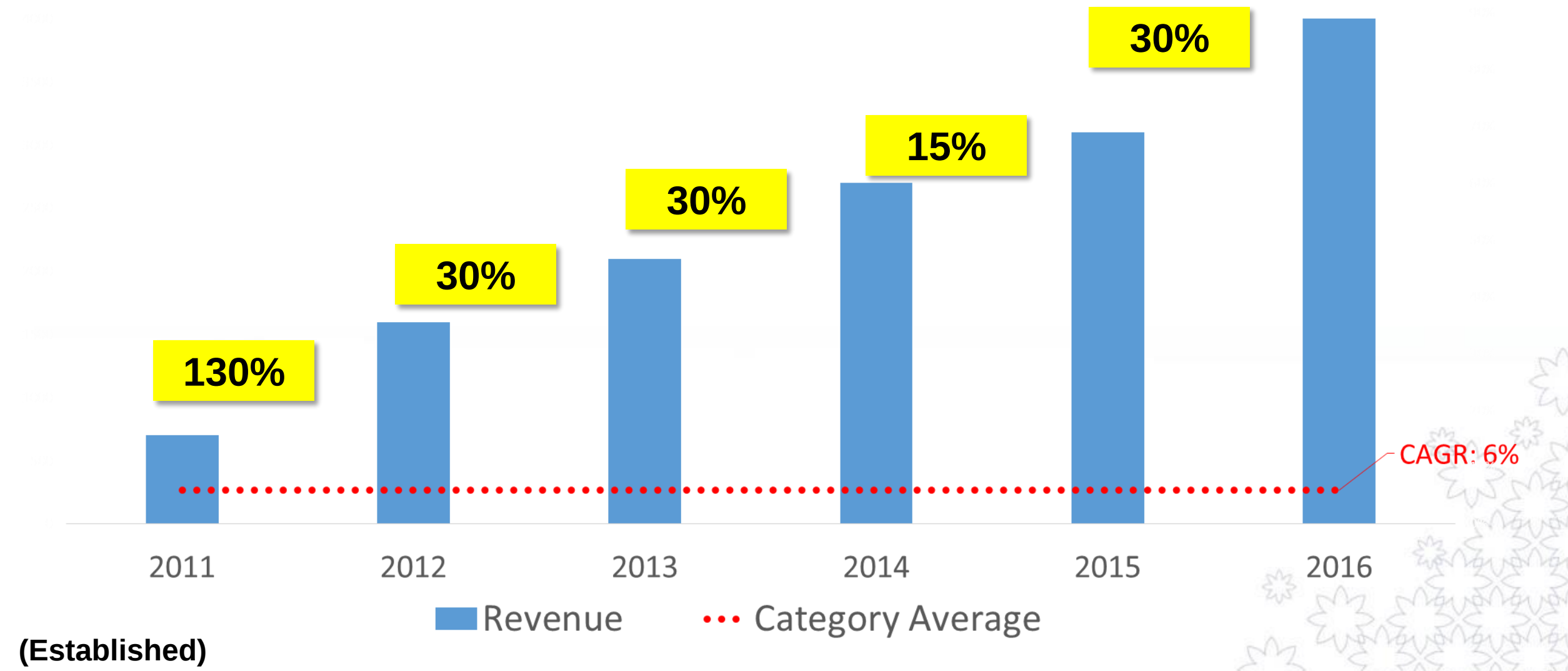


**The Biggest  
Centralized Dairy  
Farm Group with  
hi-tech application  
in Asia**



# An amazing CASE STUDY of dairy market penetration...

**TH-Growth  
40% YoY**



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