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#ISM #ISMFamily #sweetweekcologne

Ekachai Savetsomphob wins ISM Award 2024

Honoured for contribution to the Thai confectionery market

Ekachai Savetsomphob, Managing Director of the biggest Thai import company for food and snack products is being honoured with the ISM Award 2024 for his contribution to the sweets and snacks industry in Thailand. Since Sino-Pacific was founded by his father in the year 1970, he has significantly influenced the development of the market.

In the 1970s, when the sweets market in Thailand was mainly limited down to sweets, Ekachai Savetsomphob recognised the opportunity of establishing the chocolate market in Thailand. In spite of fundamental challenges, like the limited number of climatized sales outlets, he introduced the first chocolate brand, Van Houten. This courageous decision laid the foundation for Sino-Pacific's impressive success. Their market shares in the year 2023 were 60% in the chocolate category, 35% in the sweets and fruit gums section, 25% in the biscuits and 15% in the snacks sections.

Having worked in the food industry since 1973 and a significant player on the Thai market, the Savetsomphob family not only pursued business interests on importing chocolate to Thailand. Their vision was to actually transform the market.

In a tropical country like Thailand, the quality assurance of the chocolate products was priority number one for Ekachai Savetsomphob from the very start. His professional training at Allied Chocolate Company Limited, especially in the chocolate quality section, enabled him to implement a continuous air-conditioning along the entire logistics chain.

His exceptional contribution to the further development of the sweets and snacks industry will be distinguished at ISM by an international jury comprising of representatives from the industry, trade and science sector.

Receiving the ISM Award is a great honour for Ekachai Savetsomphob and the company. "The ISM Award not only reflects my personal success, but also the success of the entire team and the support of all those people who have accompanied me on this path. It serves as motivation to continue making a significant contribution to the Thai sweets market and shaping the industry with our innovative spirit," Ekachai Savetsomphob emphasised. The ISM Award 2024 will be presented during the festive ISM dinner on the Sunday of the fair, on 28 January. Pablo De Abadal, Senior Commercial Manager at Sino-Pacific Trading, will hold the laudation. Savet Savetsomphob, son of the prize winner, will accept the ISM Award on behalf of his father.



ISM
28.01. - 31.01.2024
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Koelnmesse is the organiser of ISM and its industry sponsor is the International Sweets and Biscuits Fair Task Force (AISM).

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About Sino-Pacific

In 1970, Sino-Pacific was the very first importer and main distributor of Van Houten cocoa powder for industrial use. Shortly afterwards the company decided to add Van Houten chocolate to its line-up. This was one of the first chocolate brands to be introduced onto the Thai food market. Thanks to the company's commitment and its experience spanning over 40 years, Sino-Pacific ultimately became the biggest importer of food and sweets in Thailand. Today, the company offers four main product ranges including chocolate, sweets, snacks, biscuits, beverages and other products for industrial purposes. To-date the line-up comprises of almost 70 brands from all over the globe.

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in Cologne will mark the launch of an additional event format dedicated to food industry innovations. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://www.ism-cologne.com/fair/industry-trade-fairs/>

The next events:

ISM - The world's largest trade fair for sweets and snacks, Cologne 28.01. - 31.01.2024

THAIFEX - HOREC Asia - Elevating the hospitality industry to new heights, Bangkok 06.03. - 08.03.2024

Anuga Select Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 09.04. - 11.04.2024

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