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CJ CheilJedang ramps up global expansion with investments in Hungary and US

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CJ CheilJedang, a leader in Korean food manufacturing, is ramping up its global expansion by investing â?©800 billion to build advanced production facilities in Hungary and South Dakota. These investments aim to strengthen its market presence in Europe and the U.S., two key regions in the company's international growth strategy.

The first factory in Europe will be located near Budapest, Hungary, on a site that spans 115,000 square meters, or the equivalent of 16 soccer fields. With an initial investment of â?©100 billion, the facility will incorporate state-of-the-art automated production lines and is expected to begin operations in late 2026. It will initially focus on manufacturing Bibigo-branded dumplings, with plans to expand into chicken products in the future.

This factory is strategically positioned to take advantage of the rapidly growing European dumpling market, which is currently experiencing an annual growth rate of over 30 per cent. Hungary will serve as a central distribution hub for nearby markets, including Poland, the Czech Republic, and the Balkans. The Hungarian government has pledged support for the project, highlighting its strategic importance.