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# Yili in China acquires Thai ice cream maker Chomthana

03 December 2018 | News

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Yili Group held a grand signing ceremony in Bangkok, Thailand recently to officially buy Chomthana, which is the largest domestic ice cream company in Thailand.

Acquiring Chomthana is an important measure for Yili to gather global energy and deepen mutual benefit and achieve win-win situation. Zhang Jianqiu, CEO of Yili Group said, "In the process of promoting internationalization, Yili always adheres to the concept of â??openness, cooperation and win-winâ??, and devotes to the dream of â??making the world healthyâ??."

With the deepening of global economic integration, Yili accelerates the pace of internationalization with the help of "the belt and road". From the "global networking" to build a "global wisdom chain", Yili continues to promote the global dairy industry with complement resources, innovative synergy and mutual benefits.

Soh Chee Yong, president of Chomthana, said, "Through many contacts and talks, we believe that Yili is a respectable company. Since its creation, Yili has been adhering to the quality belief and has been renowned worldwide for its continuous internationalization and innovation. Under the dream of "let the world share health", Yili products have won the trust of global consumers. Yili is a truly concerted enterprise with consumers."

It is understood that Chomthana is the largest domestic ice cream and frozen food distributor in Thailand. It has more than 37 years of experience and its products cover many fields such as ice cream, bread and dessert. It performs well in Thailandâ??s domestic market and 13 foreign markets, so it is deeply loved by consumers. After signing between Yili and Chomthana, Yili will fully promote complementary advantages between China and Thailand, give full play to the strategic synergy effect, and make the dream of "let the world share health" go further.

Chen Yu, a senior dairy analyst, believes that as a leading dairy company in Asia, Yili has continuously expanded overseas channels and led the Chinese dairy industry to go overseas with the help of "the belt and road" and to accelerate the flow of high-quality resources in the global industrial chain. Yiliâ??s internationalization will have a positive impact on the development of global dairy industry. Yiliâ??s strategic measure is an important driving force for the development of Chinaâ??s dairy industry and will also be an important new kinetic energy in promoting the development of global dairy industry.