



Long Live The King

On the auspicious occasion of the 67th birthday anniversary of His Majesty King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua
28th July, 2019

With the most profound respect from
The Board of Directors, Management and Staffs of BJC Big C Group

BJC CONNECT

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THAILAND



BJC Big C Group announced BJC Big C business direction at Town Hall 2019

Mr. Aswin Techajareonvikul, CEO and President, along with Mrs. Thapanee Techajareonvikul, SEVP of CEO, President Office and Group Financial Officer, led the management team to announce business direction of BJC Big C at Town Hall 2019. The focus was on growth as leader in manufacturing, distribution, and full supply chain from upstream to downstream in order to become a leading regional organization in ASEAN. The Town Hall was held at Asiatique the Riverfront Warehouse 4 on 4th July 2019.



VIETNAM



MMVN organized Family Cooking contest to celebrate Family Day



On 28th June, 2019, MM Mega Market Vietnam (MMVN) organized Family Cooking contest to celebrate Family Day in 7 stores, mainly in the big cities including An Phu, Binh Phu, Hiep Phu (HCMC), Da Nang, Ha Dong, Thang Long (Ha Noi), and Nha Trang. The contest has attracted customers to come for shopping as well as helped to increase the brand awareness.

Vietnamese goods week will take place at Big C Thailand in October



On 11th July 2019, Ho Chi Minh City's Department of Industry and Trade announced the cooperation with BJC Big C Group at the conference to organize a week of Vietnamese goods in Thailand during 23rd - 27th October 2019 at the Big C Supercenter Rajdamri in Bangkok. The event will feature 100 - 150 pavilions and aim to expand the export market for Vietnamese goods in general and key products from the southern economic hub of Ho Chi Minh City in particular.



Women Cycling Tournament



The female cycling team sponsored by MM Mega Market Vietnam (MMVN) won the 3rd prize of Women Cycling Tournament 2019 in July 2019. The team proudly present MMVN logo on their shirt as one of main sponsors.



BJC Big C Group welcomed the delegations from Department of Industry and Trade (DOIT) of HCMC, Vietnam



On 19th June 2019, Mr. Aswin Techajaroenvikul, CEO and President of BJC Big C Group along with the management team welcomed Vietnamese delegation led by Ms. Nguyen Huynh Trang, Vice Director of DOIT. The delegation visited Big C Supercenter Rajdamri and Berli Jucker Headquarters to establish a future collaboration between BJC Big C and Department of Industry and Trade of Ho Chi Minh City, Vietnam.

Thung Kula Jasmin Rice under Big C own brand received the excellent quality award 2019

On 19th June 2019, Mr. Wichai Benyadilok EVP, Dry Food, Big C Supercenter, received Jasmine Rice Award 2019 for “Big C Jasmine Rice 100% (Thung Kula Rice under Big C own brand) which Big C has been directly purchasing from Kasetwisai Agricultural Cooperative Ltd. Big C has been consecutively awarded since 2013 until present. Mr. Wichai Phochanakit, Director General of the Department of Internal Trade, is chairman of this event organized by Department of Internal Trade, Ministry of Commerce. This program plays a vital role in encouraging farmers and related parties to maintain rice quality as important mechanism to drive the Market lead Production policy from the government.

