

**THAILAND**

## BJC Healthcare and HUGEL organized BJC H.E.L.F 2019 IN BANGKOK under the concept of “3 Elements of Beauty”

Mr. Terapon Kietsuranon, President of Healthcare and Technical Business and Mr. Anurat Tantaobhase, SVP - Nephro, Nipro & Aesthetic, Endo Dep joined Hugel Company Korea in hosting BJC H.E.L.F 2019 IN BANGKOK, the second such event to be held in Thailand on 16<sup>th</sup> August 2019 at Siam Kempinski Hotel. This was under the concept of “3 Elements of Beauty” which comprises of “Baby-Faced”, “Feminine” and “Sexy”. It was aimed to enable dermatologists in attendance to share knowledge and new techniques to apply in professional treatment and cosmetic purpose. Speakers in the panel discussion updated new trends in cosmetics and total solutions for patients.



## MM Mega Market Vietnam Nha Trang remodeling

**VIETNAM**



On 26<sup>th</sup> August 2019, MM Mega Market Vietnam (MMVN) opened MMVN Nha Trang center (MM Nha Trang), following the company’s conversion roadmap. MMVN Nha Trang center expanded its sales area, and changed the image and layout in the center while adding more than 4,000 products, including fashion, stationery and educational equipment, car care accessories, household appliances and dry seasonings from Vietnam, Thailand, Japan and Korea.

The center currently serves over 10,000 customers, including more than 1,000 professional customers, such as restaurants and hotels in Khanh Hoa province and neighboring Ninh Thuan and Lam Dong provinces.

In order to be grateful to customers on the occasion of opening and encourage them to experience the new shopping space, MMVN Nha Trang launched a major promotional campaign from August 26<sup>th</sup> to 28<sup>th</sup>, where discounts of up to 50% were applied to hundreds of products.

**LAOS**



## Mini Big C Laos organized the supplier conference in Vientiane

On 20<sup>th</sup> July 2019, M-Point Mart organized the official grand opening of Mini Big C Laos and its first ever supplier conference in Vientiane, Laos with the purposes to raise awareness of our new brand and build the confidence to both suppliers and customers.

The event was attended by suppliers such as BJC, Betagro, M150, and Beer Lao (Lipton Iced Tea) to introduce and promote their new products as a part of showing the commitment and strengthening partnership between suppliers themselves and Mini Big C Laos

Moreover, well-known astrologer ‘Arjan Luck Rekanitej’ was invited to provide tips and techniques to analyze horoscopes, and all participants were invited to pay respect at That Luang Stupa and Naka Sisattanakaraj.

Finally a lucky draw activity was held at our top selling store (M004) with some lucky customers winning prizes from our sponsor, Beer Lao Co., Ltd.

THAILAND

## Big C Supercenter celebrates its 26<sup>th</sup> anniversary with “Family’s Fashion Destination”, a limited-edition T-Shirt collaboration with 5 renowned graphic designers



Mr. Chaiyaporn Punya, SVP, Commercial Softline, launched a limited edition “Family’s Fashion Destination” T-Shirt to celebrate Big C 26<sup>th</sup> anniversary, now with over 1,000 stores nationwide. The collection would be given out as presents to customers. The project is a collaboration with 5 renowned Thai graphic designers, who applied the Big C logo in graphic art designs through the lens of the new generation.

Each artist also gave personally signed T-shirts to Big C, which will be sold to raise funds to support activities to uplift people and to raise social standards.

## Organic Agricultural Products from Paksong, Champasak Province, Laos showcased in Big C Ubon Ratchathani

On 30<sup>th</sup> August 2019, Big C Supercenter Ubon Ratchathani and Paksong Highland Sole Co., Ltd. organized an event selling organic agricultural products from Paksong, Champasak Province, in Laos. The event was presided over by Mr. Wiruj Wichai boon, Vice Governor of Ubon Ratchathani Province, and Mr. Buasorn Wongsongkorn, Vice Governor of Champasak Province, along with honorable guests at the Opening Ceremony.

This project was co-developed by BJC Big C Group and Paksong Highland, to provide space in Big C Ubon Ratchathani to sell organic agricultural products from the Agricultural and Eco Tourism Cooperative of Baan Tung Set, Paksong, Champasak Province. The first trial was held during 20<sup>th</sup> August – 1<sup>st</sup> September 2019, with agricultural product including cabbage, lettuce, chayote, passionfruit, dragon fruit, and chili, as well as Paksong Highland’s own roasted coffee beans.



VIETNAM



## MM Mega Market Vietnam exports Vietnamese agricultural products to Singapore

On 21<sup>st</sup> August 2019, MM Mega Market Vietnam (MMVN) officially signed a cooperation agreement with CMM Marketing Management PTE LTD Singapore (CMM Singapore) to export Vietnamese agricultural products to Singapore.

The first order of approximately 20 tons, which will include Dalat bell peppers, sweet potatoes and seedless lemons, will be exported to Singapore by MMVN in September. It is expected that MMVN will export about 100 tons of Vietnamese agricultural products to the Singaporean market in 2019.

The signing event marked the second market for MMVN official exports of Vietnamese agricultural products after being granted an export license at the end of 2017. In early 2018, MMVN exported Vietnamese agricultural products to Thailand, which has increased to about 200 tons / month this year.

Recently, MMVN has also signed a Memorandum of Understanding (MOU) with the Ministry of Industry and Trade on promoting the consumption of Vietnamese goods in MMVN’s distribution system and supporting the export of Vietnamese goods to foreign markets through international distribution networks under TCC Group and BJC Big C Group.