

## PRESS RELEASE

# Tetra Pak unveils cutting-edge Customer Innovation Centre to drive food innovation in Thailand

*Turning ideas into market-ready solutions with a dynamic space for collaboration and innovation at the heart of the “Kitchen of the World.”*

**Bangkok, Thailand, 14 May 2025** — Tetra Pak, a world-leading food processing and packaging solutions company, has officially opened its state-of-the-art Customer Innovation Centre (CIC) in Bangkok. The new centre is designed to help businesses in the food and beverage industry transform ideas into innovative products and solutions that meet evolving consumer needs. The CIC Bangkok is set to play a key role in driving food innovation in Thailand and supporting the country's ambition to be the “Kitchen of the World.”

The decision to establish the new CIC in Thailand highlights the country's reputation as a leading global food exporter and its accessibility to regional and global markets. It enables Thai businesses to innovate faster, optimise production processes, and quickly respond to consumer trends, which demand more innovative approaches.

According to Tetra Pak's [Trendipedia - Consumer Trends 2025 report](#), today's consumers are savvy, wellness-driven, and increasingly seeking authentic connections, amplified experiences, and ultra-convenient, sustainable options. The demand for enhanced product experiences is rising, with 85% of Thai consumers looking for new and exciting experiences. This trend is driving brands to blend digital interactions with multi-sensory engagement to create a richer consumer journey, from initial engagement to post-consumption.

**Ratanasiri Tilokskulchai, Managing Director, Tetra Pak (Thailand) Limited, said,** “As a global leader in food and beverage innovation, Tetra Pak is committed to empowering businesses with cutting-edge solutions. The CIC Bangkok is designed to meet the unique needs of the Thai market, providing businesses with access to advanced R&D facilities to co-create innovative products and solutions. This reflects our commitment to helping food and beverage companies in Thailand and the region to stay competitive while strengthening Thailand's position as a global food hub. Through the CIC, we aim to drive efficiencies and unlock new growth opportunities in the industry.”

Located at Tetra Pak Thailand's office in the Bhira Tower at EmQuartier, the CIC Bangkok serves as a dynamic space for collaboration and innovation, enabling businesses to enhance product development efficiency and reduce time-to-market. The grand opening event, held on May 14, 2025, welcomed esteemed guests and industry stakeholders, including Deputy Head of Mission Embassy of Sweden Per Linner, senior representatives from Business Sweden, the Thai-Swedish Chamber of Commerce, and Tetra Pak's valued customers and partners.

### A One-Stop Destination for Innovation and Growth

Tetra Pak collaborates with local partners to drive food innovation at the CIC. Through tailored co-creation sessions and rapid prototyping, Thai food and beverage manufacturers can integrate global best practices while addressing specific market challenges. To further

accelerate growth and innovation, the CIC offers a full suite of services that support businesses from ideation to product launch. This process is guided by a comprehensive five-step model, designed to help companies develop, test, and refine their products efficiently.

- **Insight Discovery:** Conducting in-depth research to understand market dynamics and consumer needs
- **Category Immersion:** Leveraging global trends and market opportunities to develop tailored business strategies
- **Innovation Showcase:** Showcasing inspiring solutions from around the world to spark creativity and new product possibilities
- **Co-creation Space:** Providing a collaborative environment to generate and refine innovative ideas
- **Prototyping:** Rapidly developing tangible prototypes for testing, feedback, and iteration before market launch

The CIC Bangkok joins Tetra Pak's global network of innovation centres, alongside those in the US, Sweden, Italy, Dubai, and Brazil. But Tetra Pak's commitment to innovation goes beyond this launch. By 2026, the company plans to open a Product Development Centre in Rayong, Thailand, where businesses can test new products and identify the right processing equipment for large-scale production. These initiatives reinforce Tetra Pak's commitment as a trusted partner for food and beverage businesses, helping them navigate an increasingly complex market with confidence and creativity.

*For more information, please visit <https://www.tetrapak.com/en-th/solutions/product-innovation/from-idea-to-market>.*

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## ABOUT TETRA PAK

Tetra Pak is a world leading food processing and packaging solutions company. Working with our customers and suppliers, we provide access to safe, nutritious food for hundreds of millions of people in more than 160 countries every day.

With over 24,000 employees worldwide, we commit to making food safe and available, everywhere, and we promise to protect what's good: food, people and the planet.

More information about Tetra Pak is available at [www.tetrapak.com](http://www.tetrapak.com).

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