

## PRESS RELEASE

### From Vietnam to the region: Tetra Pak Binh Duong plant powers beverage carton packaging supply across Asia Pacific

**Ho Chi Minh City, July 3, 2025** – Tetra Pak, a world-leading food processing and packaging solutions company, has launched its second aseptic carton packaging material production line at its Binh Duong facility in Vietnam. This €97 million expansion reinforces the company's commitment to innovation-led growth across the Asia Pacific region, enhancing its ability to support food and beverage (F&B) producers with high-quality and sustainable packaging solutions tailored to evolving consumer needs with a faster time to market.



The additional line completes the factory's expansion and positions the Binh Duong site as one of the region's most advanced aseptic carton packaging facilities. It more than doubles the plant's production capacity and adds the capability to produce 15 additional packaging formats. This enables Tetra Pak to better serve customers in Vietnam and key regional markets including Thailand, Malaysia, Indonesia, Singapore, the Philippines, Australia, and New Zealand.

"Today is a commitment to the customers and communities we serve in Vietnam and across Asia Pacific," said Adolfo Orive, President & CEO of Tetra Pak. "By expanding

our capabilities at Binh Duong, we're helping food producers meet the needs of modern consumers with new, innovative and sustainable packaging solutions; while creating jobs, investing in local talent and contributing to the region's economic growth."

Asia Pacific remains one of the world's most dynamic F&B markets, valued at USD 667 billion in 2023 and projected to reach USD 900 billion by 2028<sup>1</sup>. With consumer demand accelerating, the ability to innovate quickly and scale efficiently is critical. Tetra Pak's expanded capabilities in Vietnam are designed to help brands bring new products to market faster, with packaging that reflects the latest trends in convenience, health, and environmental responsibility.

"For our customers in Vietnam, this means significantly shorter lead times, at about 7 to 10 days from order to delivery, and a faster time-to-market," said Giang Nguyen, Managing Director of Tetra Pak Vietnam. "What truly sets us apart is our ability to collaborate closely with local brands to understand emerging consumer needs and deliver packaging formats that drive product differentiation while maintaining high standards of quality. By offering a broader portfolio of innovative, sustainable solutions in a shorter time, we help our customers stand out in a competitive market and accelerate their innovation journey."

Since its opening in 2019, the Binh Duong factory has become a cornerstone of Tetra Pak's regional supply network, capable of producing up to 30 billion packs per annum with half of its output serving the domestic market. In total the company has invested over €217 million at the site, creating over 350 jobs, while continuing to contribute to local economic development. It also stands as a model for sustainable manufacturing, holding LEED Version 4 Gold certification and adhering to World Class Manufacturing (WCM) standards. The factory integrates AI-assisted quality control and runs continuous improvement programmes aimed at reducing energy consumption, waste, and water usage.

"This expansion is a proud milestone for 'Made in Vietnam' and a reflection of our long-term commitment to the country's sustainable growth. We are not just investing in infrastructure – we are investing in innovation, sustainability, quality and the future of food for the benefit of Vietnamese consumers," concluded Giang.

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<sup>1</sup> <https://www.sourceofasia.com/fb-industry-in-southeast-asia-2024-2025/#:~:text=As%20of%202023%2C%20the%20market,at%20a%20CAGR%20of%2012.65%25.>

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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).

[youtube.com/user/tetrapak](https://www.youtube.com/user/tetrapak)

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## **MEDIA CONTACT**

### **Tetra Pak Vietnam**

Ms. Hanh Luu

Head of Communications

[Hanh.luu@tetrapak.com](mailto:Hanh.luu@tetrapak.com)

### **PR Agency**

Ms. Thu Tran

Client Director

[Hoaitu@mvv.com.vn](mailto:Hoaitu@mvv.com.vn)