

INDONESIA INVESTMENT & TRADE FORUM 2026



TAN PASSAKORNATEE

CEO OF ICHITAN GROUP

DRIVING SUSTAINABLE GROWTH IN INDONESIAN MARKET



DAY 1

STORY OF THE FORMATION OF
ICHITAN INDONESIA, JOINT
VENTURE WITH MITSUBISHI
CORPORATION OF JAPAN AND
ALFAMART GROUP OF INDONESIA



NOW



WHY INDONESIA?



ประชากรอินโดนีเซีย 270 M มากที่สุดในอาเซียน



STRATEGIC SHIFT FOR A STRONGER GROWTH

From Modern Trade led to General Trade led

DRIVING SUSTAINABLE GROWTH IN INDONESIAN MARKET

MODERN TRADE - GENERAL TRADE



DRIVING SUSTAINABLE GROWTH IN INDONESIAN MARKET

FROM ONE TO MULTI DISTRIBUTOR

Using multi distributor model allows for deeper and more efficient product penetration in island country like Indonesia

DRIVING SUSTAINABLE GROWTH IN INDONESIAN MARKET

FROM TEA TO MULTI CATEGORY

TEA CATEGORY ONLY



MULTI CATEGORY



DRIVING SUSTAINABLE GROWTH IN INDONESIAN MARKET

INNOVATIVE PRODUCTS



REGULAR INNOVATIVE PRODUCT LAUNCHING

DRIVING SUSTAINABLE GROWTH IN INDONESIAN MARKET

**THAI
MILK TEA**

**#1 MILKTEA
IN INDONESIA**



**BROWN
SUGAR MILK**

**★ CONSUMER
FAVOURITE***

FIND THE HERO PRODUCTS

DRIVING SUSTAINABLE GROWTH IN INDONESIAN MARKET

NATIONWIDE CAMPAIGN

Continuous excitement
using nationwide campaign
to retain existing consumer
and attract new consumers
to try ICHITAN





DRIVING SUSTAINABLE GROWTH IN INDONESIAN MARKET

CLOSER TO CONSUMER

Getting up close and personal with our consumer with constant participation in local event and massive sampling activities



สแกนแล้วไปลุยกันแบบ

“ชีวิตนี้ไม่มีทางตัน”



INDONESIA INVESTMENT & TRADE FORUM 2026

THANK YOU

