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Global Spotlight

Global Spotlight focuses on employees from the Mitsubishi companies who are excelling in their respective fields around the world. In each issue we will get to know different employees, who will tell us about their hometowns, businesses, culture, and pastimes.

from
Vietnam



Ms. Do Thi Phuong Thanh
Modern Trade Manager
Interfood Shareholding Company
A group company of Kirin Holdings

<http://www.wonderfarmonline.com>



Ho Chi Minh City — The Financial Hub of Vietnam

Ho Chi Minh City is the business and financial hub of Vietnam, with a history going back hundreds of years. The city has recovered after the Vietnam War, with the current population at over 8 million. Having a compelling culture, enchanting classic French architecture, many skyscrapers, ornate temples and pagodas as well as fantastic restaurants offering different cuisines like French, Chinese, and, of course, local Vietnamese, the city is a popular tourist destination and offers an attractive environment for investors.



© gettyimages
The Ho Chi Minh City skyline at night

Kirin Interfood

Interfood was founded in late 1991 and formerly known as the International Food Processing Technology Company (IFPI). By March 2011, the Kirin Group of Japan had acquired a shareholding in IFPI. Today, Kirin is the main owner of IFS in Vietnam. Operating in Vietnam, Kirin Interfood focuses on nutritional drinks and fruit drinks with many prestigious brands such as *ICE +*, *LATTE*, and *TEA BREAK*. It has been capturing the hearts of Vietnamese consumers, especially young people, as well as creating a new beverage trend following the trend toward healthy everyday eating.



Fellow employees at Kirin Interfood

About my job

I have over 20 years of industry experience and have been working as MT Manager for the Kirin Group since 2016. From the beginning, I always remind each of our team members that it's crucial to understand that one of the important elements as a salesperson is not only selling our products but also delivering the practical value behind each product to our consumers. As a team, we work together to build core values and to maintain the required moral values. We will always conduct ourselves honestly and sincerely throughout our work. Listening, sharing and moving forward are the keys to developing a stronger team. On top of that, we pride ourselves on delivering tangible satisfaction and quality in everything we make, on continuing to develop innovative technology and on offering healthy products to consumers with passion and love.



The Second MT Training Course in 2019

The launch of *KIRIN iMUSE* in the Vietnamese market

The beverage industry in Vietnam has witnessed continuous growth in recent years with the reasons for growth being the economy, the young population and the geographic and climatic conditions. The young age group is considered to be the main driving force behind the high demand for soft drinks. Also, the Vietnamese people's standard of living has been improving. They are willing to pay more to have higher quality products which are better for their health. This leads to a decline in the consumption of sugar-sweetened carbonated beverages (SSCB) and an increase in the consumption of nutrient-enriched drinks. As one of our philosophies, Kirin is always a step ahead in supporting pleasure, health and comfort in people's lives, and this explains why Kirin launched *KIRIN iMUSE* in 2019. This is the first and only product in the world that has added probiotic *Lactococcus lactis* strain Plasma (LC-Plasma). LC-Plasma is a variant of *Lactococcus* originally found in dairy products; it was developed by Kirin Holdings Company (Japan).



KIRIN iMUSE launched in 2019



Interest in health-supporting products is growing in Vietnam

LC-Plasma is not only good for the intestinal digestive system but also helps to activate the immune system via plasmacytoid dendritic cells (pDC). This effect is expected to be effective against virus infection in humans. In addition, *KIRIN iMUSE* is a product that we can confidently deliver to customers, since all ingredients are of high quality. We understand that Kirin has never stopped moving forward to fulfil its promise to bring health, pleasure and comfort to people's lives by offering products that exceed their expectations. As a team, we will work together and do our best to consistently deliver these messages to all our customers.

For more information about the Mitsubishi companies, see "mitsubishi.com"

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