

Growth Opportunity for SMEs in Thai Dietary Supplement Industry

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Thailand is the land of diversity, innovation and opportunity. The country is currently offering the growth opportunity for SMEs in the dietary supplement and herbal product industry. The innovation and opportunity for dietary supplements and herbal products have an important impact for SMEs business operators to deliver strategic goals and launch the right products to the market, paving way for the Thai health and beauty business to play a significant role in the global market. Within the past few years, a number of SMEs business operators in Thailand are increasing drastically because today's consumers are looking for beneficial products that will provide solutions to their nutritional challenges as well as to their overall health and wellness. The speaker will discuss the growth opportunity for SMEs in the dietary supplement and herbal product industry as well as showcase the current trends of health and beauty products in Thailand. He will also explain the role of Thai herbal plants in health food products in Thailand and abroad. The speaker is now the Chairman of Dietary Supplement Industry Club, The Federation of Thai Industries as well as the Managing Director of Kovic Kate International (Thailand) Co., Ltd. Kovic Kate is Thailand's top manufacturer of food supplements, cosmetics and herbal extracts. The company uses advanced technologies to develop a wide range of products for both domestic and international markets. Kovic Kate has become well-known in the health and beauty industry for more than 20 years. The company is certified by various international standards such as GMP, HACCP, HALAL and ISO.