

# Joe-Ry Family Co., Ltd

*Makers of healthy all natural Wel-B freeze dried fruit snacks*

## BACKGROUND

Thailand has been called “the kitchen of the world”, and for good reason. In 2016, exports of food from Thailand reached ฿950 billion (US\$27.9 billion), with exports of rice, chicken, sugar, tuna and shrimp leading the way. Processed foods from Thailand’s roughly 9000 food processors accounted for over half of that total. Established in 2010, Joe-Ry Family is a relative newcomer in this sector, but already they have become a globally successful company, exporting their highly acclaimed Wel-B brand of freeze dried fruit snacks to a rapidly growing list of foreign countries including China, Taiwan, Hong Kong, Japan, Korea, Malaysia, Singapore, Russia, France, Peru, the United States, and the United Kingdom

## WHY THAILAND

Mr. Nathawut Paopreecha, founder and Managing Director of Joe-Ry Family, had this to say about Thailand's numerous strengths and advantages for a company like his own. Firstly, the abundance of high quality raw materials provided the essential ingredients for his company's success. Secondly, Thailand's excellent location in ASEAN provided an ideal location for an export oriented food production company. Thirdly, Thailand's established reputation in domestic and international communities for its high product standards and quality. Finally, Thailand's many supporting organizations that aid innovative food production initiatives. Within Thailand, Mr.Paopreecha sees great potential from the rising number of health-conscious consumers looking for a nutritional alternative to salty or deep-fried snacks.

## VISION FOR THE FUTURE

In an interview, Mr. Paopreecha stated that he saw immense growth potential in this sector and highlighted Wel-B’s potential for further expansions. The company has recently expanded its offerings to include snacks targeted at a much younger age group, and successfully attained internationally recognized certifications such as Hazard Analysis and Critical Control Point (HACCP), Good Manufacturing Practice (GMP), and Halal. Recently, the British Retail Consortium (BRC) certified Wel-B, enabling it to be distributed across the United Kingdom and Europe. The company plans to achieve substantial growth in both revenue and market share while still maintaining excellent quality and being true to their core vision for Wel-B.

## SUPPORTING POLICIES FROM THE GOVERNMENT

The government of Thailand is taking major steps to reform the nation's research system beginning with the establishment of a National Research and Innovation System Policy Committee to supervise the country's policy on research and innovation. The framework for the reform is being worked out in a 20-year national research strategy (2017-2036) and will involve setting direction, budgeting, creating research networks, developing human resources and infrastructure, and revision of related laws and regulations, including the registration of intellectual property. For example, the 'Food Innopolis' project launched this year at the Thailand Science Park aims to position Thailand a global food innovation hub while promoting sustainability and upgraded food production standards.

## ATTRACTIVE BOI INCENTIVES

The Thailand Board of Investment (BOI) offers a wide range of tax and non-tax incentives for projects that meet national development objectives.

Tax-based incentives include an exemption or reduction of import duties on machinery and raw materials, as well as corporate income tax exemptions of up to “Every employee at Joe-Ry Family is part of the R&D team. We are constantly on the lookout for ways to innovate, experiment, and develop new products” Mr. Nathawut Paopreecha founder and Managing Director of Joe-Ry Family eight years. Non-tax incentives include permission to bring in expatriates, own land and take or remit foreign currency abroad.

Additional information about specific manufacturing activities relating to Food processing industry can be found by clicking [here](#) or contacting the BOI's Investment Promotion Division 1.

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**Mr. Nathawut Paopreecha**  
founder and Managing Director of  
Joe-Ry Family