

## New Zealand and CP Foods collaborate to enhance food quality and sustainability

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New Zealand Trade and Enterprise Thailand have collaborated with Charoen Pokphand Foods Public Company Limited (CP Foods) to conduct a business matching and showcase event focused on improving food quality and sustainability.

The initiative aimed to connect CP Foods with leading New Zealand companies to foster the advancement of innovative, secure, and sustainable food production techniques. This effort is in line with Thailand's ambition to become the world's food capital and illustrates New Zealand's technology prowess through the 'See Tomorrow First' initiative.

Ambassador Kings highlighted New Zealand's commitment to partnering with international enterprises to enhance sustainability and innovation in the food industry. This partnership marks the 65th anniversary of the diplomatic relations between New Zealand and Thailand and emphasises the mutual interest in benefiting both countries through economic growth, community welfare, and environmental responsibility.

Ambassador Kings highlighted that the partnership with CP Group will boost economic prosperity and societal well-being in both countries, anchored in a shared vision for a sustainable future. He encouraged ongoing collaboration to spur innovation, sustainability, and prosperity for Thailand and New Zealand. The collaboration will be across three critical sectors: **livestock and food, technology, and supply chain management**. These collaborations aim to promote sustainable food industry practices, enhance consumer safety, and ensure global food security while strengthening ties between the two nations. The opportunity will allow CP Foods to explore advanced agricultural and livestock technologies from New Zealand, potentially

benefiting CP Foods's operations in Thailand by making animal husbandry more efficient and supporting the company's future growth.