

# Hội thảo các Đối tác trong khu vực

## Regional Stakeholder Conference



## “Perspectives and Requirements of International Markets and Brand Owners”

Mr. Duong, Hoang Anh

Food Manager, Marubeni Corporation Vietnam

# #4CConferenceVN

📅 Ngày 5 tháng 12 năm 2024

📍 Thành phố Hồ Chí Minh, Việt Nam

hợp tác cùng



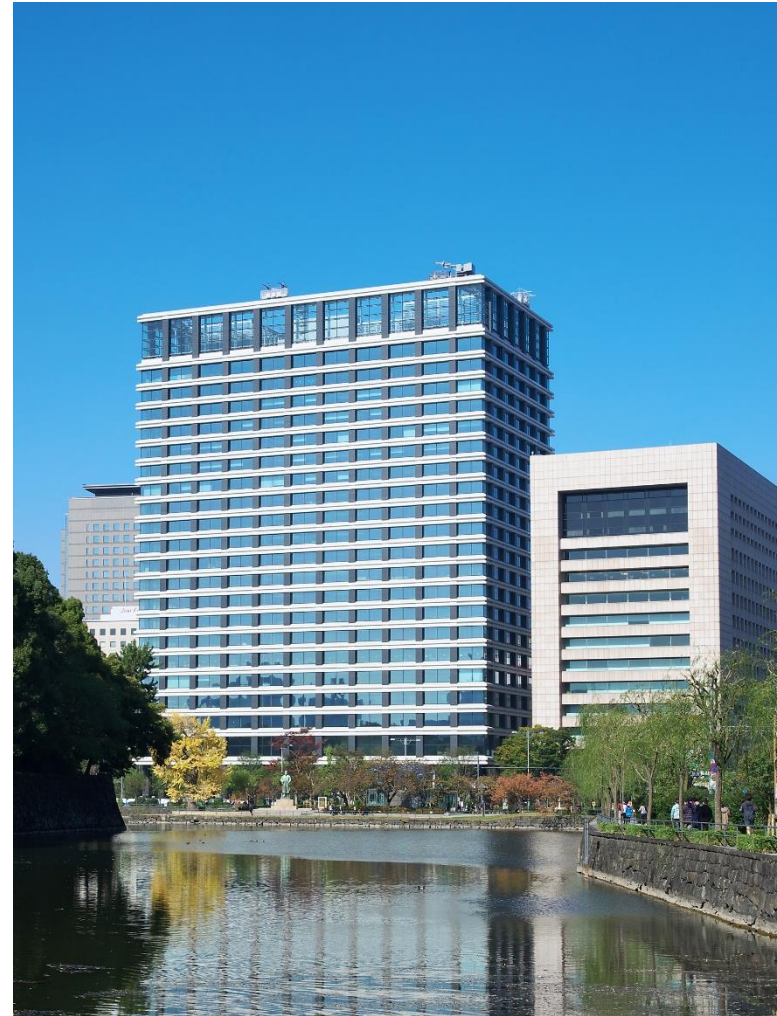
# Marubeni Coffee Business Introduction

Marubeni Corporation Beverage Dept.



# Company Profile

● <b>Founded</b>	<b>May 1858</b>
● <b>Incorporated</b>	<b>December 1, 1949</b>
● <b>President and CEO</b>	<b>Masumi Kakinoki</b>
● <b>Paid-in Capital</b>	<b>262,686 million yen</b>
● <b>Head Office</b>	<b>4 – 2, Ohtemachi 1-chome, Chiyoda-ku, Tokyo, 100-8088, Japan</b>
● <b>Number of Branches and Offices (Including Tokyo Head Office)</b>	<b>132 branches and offices in 68 countries and regions, consisting of Head Office, 12 Japan branches and offices, 56 overseas branches and offices, and 29 overseas corporate subsidiaries containing 34 branches and offices.</b>
● <b>Number of Employees*</b> (non-consolidated)	<b>4,379</b>
● <b>Number of Employees*</b> (consolidated)	<b>46,100</b>
● <b>Number of Consolidated Companies</b>	<b>463</b>



(As of April 1, 2020 , except \* as of March 31, 2020)





## Company Profile



*Vietnamese Prime Minister Pham Minh Chinh (R) Marubeni President and CEO Kakinoki Masumi during their meeting in Hanoi on November 13.*



# Organization ~ Food Division – I / II

## Food Division- I

<b>Planning &amp; Strategy Dept., Food Div.- I</b>	
	Planning & Strategy Sec.
	Business Coordination Sec.
<b>Food Merchandising Dept.</b>	
	Food Marketing Sec.
	Retail & Wholesale Business Planning Sec.
	Overseas Business Development Sec.
	Food Products Business Development Sec.
<b>Food Products Materials Dept.</b>	
	Food Products Materials Sec.- I
	Food Products Materials Sec.- II
	Food Products Materials Planning Sec.
	Food Science Team.
<b>Beverage Dept.</b>	
	Coffee Sec.
	Beverage Ingredients Sec.
	Group Companies Supervisory Sec.
<b>Fresh Food Dept.</b>	
	Fresh Food Sec.- I
	Fresh Food Sec.- II
	Fresh Food Business Management Sec.

## Food Division- II

<b>Planning &amp; Strategy Dept., Food Div.- II</b>	
	Planning & Strategy Sec.
	Business Coordination Sec.
<b>Meat Dept.</b>	
	Meat Sec.- I
	Meat Sec.- II
	Meat Group Management Sec.
<b>Grain and Oilseeds Dept.</b>	
	Corn and Sorghum Sec.
	Feedstuff Sec.
	Wheat and Oilseeds Sec.
<b>Grain Business Dept.</b>	
	Domestic Business Sec.
	Overseas Business Sec.
	Business Development Sec.



# Food Business At a Glance

## Marubeni Group

Our Footprints

**40** Branches **19** Countries **11** Regions

※Including HQs, as of April 1, 2020

Operating Companies  
(Consolidated basis)

**84**



Employees

Domestic **447**



Overseas **72**



**Coffee Beans**  
Trading  
Apprx. **30%**  
Of Domestic Consumption

※As of OApril2023

**Instant Coffee**  
Sold in over **40** Countries

**Premium Beef**  
Footprints in  
the US & Australia

**山星屋**  
ARISTA  
Top Ranked  
Confectionery Wholesaler

**U.S.M.H**  
Top Ranked Super Market  
in Metropolitan Area

**Nippon Chunky**  
Over **98%** Market Share  
of Parent Stock in Japan

Leading Market Share  
in Cooking Oil

**NISSHIN Oilio**  
"健康の子カズ"





# Beverage Department

## Main Product Lines

Coffee, Tea, Fruit Juice,  
Vegetable juice, Malt, Wine

- Coffee Sec.** Domestic, import and export, and trilateral transactions of coffee green beans and other related products
- Beverage Ingredients Sec.** Domestic, import/ export, and trilateral transactions of instant coffee, coffee extract, tea, fruit juice, vegetable juice, wine ingredients, beer ingredients, etc.
- Group Companies Supervisory Sec.** Management of unit-affiliated operating companies, support for approval, monitoring, etc., planning and promotion of investment projects



## Through materials supply bases here and abroad, we support the manufacturing of delicious, pleasing, safe, and value-added products

The Beverage Department handles raw materials for a wide range of beverages, such as soft drinks and alcoholic beverages. Consumers, having a keen sense of taste, are extremely demanding, especially for the quality of their favorite food and beverages. In striving to satisfy such a demand, we provide more specialized, value-added products. In the domestic and overseas markets, we deploy instant coffee manufacturing and sales, coffee bean roasting, and tea processing businesses. Thereby, we have structured a reliable supply system of raw materials to better meet customer needs. Making the most of such a supply system, we are engaged in the trading of value-added raw materials for beverages based on its own sales subsidiaries in the Japanese, Chinese, and European markets

## Major Subsidiaries & Affiliates

Marubeni Foods Corporation  
Cia.Iguaçu de Café Solúvel

Colorado Corporation  
Aroma Coffee (Shanghai) Co., Ltd.

Seichaen Corporation  
IGUACU VIETNAM COMPANY LIMITED



# Marubeni Coffee Business Outline

## Our transaction volume and territory

- Green Bean **~150,000MT/year**  
During FY2022, we purchased 39,080MT(=26%) as 4C from Colombia (12,500MT) and Vietnam (26,580MT)
- Soluble Coffee **~40,000MT/year**

### 【 Green Coffee 】

Main Market : Asia

our share in each market

Japan: 30%

Korea: 22%

China/Taiwan: 18%

Wide range of customers from Biggest roasters, beverage producers, café chains to private roasters

### 【 Soluble coffee 】

Global Sales Network

Distributing Product

more than 40

destinations constantly,

from our factory in Brazil and Vietnam.

Marubeni Group is one of the largest Coffee Supplier in Asia





# Marubeni Coffee Global Network





# Soluble Coffee Global Supply Chain

■ Establishing huge bulk soluble coffee supply factory in both the biggest producing country Brazil and 2<sup>nd</sup> biggest Vietnam.

## Café Iguacu - Brazil

- ✓ Established in 1967 and over 50 years experience. Annual capacity 24,000mt.
- ✓ As we have experience over 40 countries and appreciated our quality control and stable supply.

## Iguacu Vietnam - Vietnam

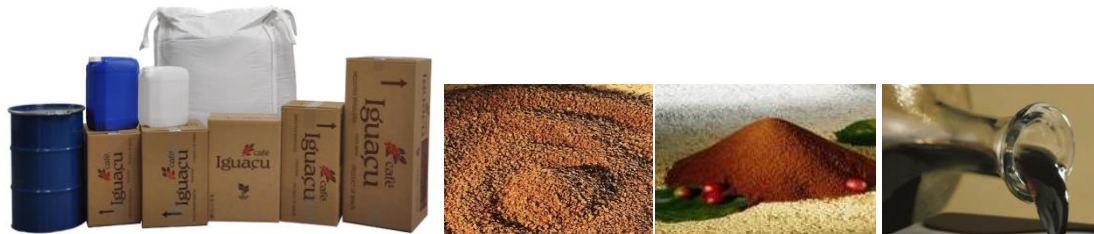
- ✓ Start operation from October 2022.
- ✓ Annual capacity 16,000mt of Spray Dry.
- ✓ Applying our best knowledge about soluble coffee production learned through Café Iguacu.



Iguacu Brazil 24,000mt Spray and Freeze



Iguacu Vietnam 16,000mt Spray







# Sourcing Sustainable Coffee

## ■ Global tendency is to focus more on traceability than before

- ✓ Marubeni Corporation is handling 74,595t as 4C in FY2022 and FY2023
- ✓ Customers are willing to handle more sustainable volume.

- ✓ High inflation of Japanese yen
- ✓ High Price of Robusta/Arabica
- ✓ An industry, roasters need reasonable (or competitive) cost for the material.

## ■ Develop project/high quality beans with shippers/farmers

Whole supply chain from farmer – middlemen - Simexco - Iquacu Vietnam



Present S.ami - Ami fertilizer Son La 4C farmers





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**Marubeni**

THANK YOU  
FOR YOUR ATTENTION



Mr. Duong, Hoang Anh  
Food Manager, Marubeni Vietnam

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