

# Big C Supercenter unveils first series of stores kickstarting massive foothold in city (with photo)

Renowned Thai supermarket chain Big C Supercenter (Big C) officially opened its first group of stores across Hong Kong today (September 26).

The Secretary for Commerce and Economic Development, Mr Algernon Yau, said, "The Hong Kong Special Administrative Region Government is delighted to welcome Big C to Hong Kong, and bring with it a lot more choices for shoppers. The company's ambitious business plan in the city shows a strong vote of confidence in Hong Kong's business opportunities. I wish the company a great and continuous success in Hong Kong."

"Hong Kong is a free and open economy with a superior geographic location and highly internationalised business environment, making it an ideal place for enterprises to expand their businesses. I am confident that more overseas and Mainland enterprises will establish their presence in Hong Kong, and Invest Hong Kong (InvestHK) will also continue its efforts to offer assistance," he added.

According to the Chief Executive Officer and President of Big C Company Limited, Mr Aswin Techajareonvikul, Hong Kong was chosen as the first base to expand the company's operations outside of home markets in Thailand, Laos, Cambodia and Vietnam, and more new stores across Hong Kong are in the pipeline to build a strong foundation here.

The company has earlier acquired and rebranded 24 stores under a Thai-style chain grocery store in Hong Kong. The new stores offer a wide variety of Thai products ranging from Thai souvenirs, snacks, beverages, seasonings, cooking ingredients, aromatherapy oils, and beauty products.

Mr Techajareonvikul said, "We believe that Hong Kong has great business potential as the preeminent international financial centre in Asia. We have a very long-term vision in Hong Kong, which is to turn Big C into the best premium Thai supermarket. Our first batch of stores also perfectly highlights our continuous commitment in looking for opportunities in the Hong Kong market."

He added, "We are committed to putting customers at the centre and meeting their ever-changing needs and preferences by keeping rigorous quality control and competitive pricing. Our stores will offer customers the opportunity to easily purchase high-quality and affordable Thai products. We are planning a further expansion and opening more stores in Hong Kong in the next three years."

About Big C Supercenter

Established in 1993, Big C Supercenter is currently one of the largest grocery and general merchandising retailers headquartered in Bangkok, Thailand. It has operations in four countries, namely Thailand, Laos, Cambodia and Vietnam. The company entered the Hong Kong retail market in 2023 under the name of Big C HK. For more information, please visit [www.bigchk.com](http://www.bigchk.com).

#### About InvestHK

InvestHK is the department of the Hong Kong Special Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit [www.investhk.gov.hk](http://www.investhk.gov.hk).

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