



Mr. Rittirong Boonmechote

President of Global Shrimp Business Unit

Rittirong Boonmechote is President, Global Shrimp Business Unit and related business, Thai Union Group, effective in 2014.

Rittirong joined Thai Union Group in 1993 and spearheaded the company's initial investment in a shrimp processing facility in Samut Sakhon. The shrimp industry in Thailand was undergoing rapid growth at that time, and Rittirong was instrumental in paving the path for Thai Union to become a strong player in the Thai market.

Under Rittirong's stewardship, the Group subsequently expanded across the entire shrimp value chain, including acquiring Thai Union Seafood in 1996, Thai Union Feed Mill in 2000, and Empress in the U.S. in 2003. He also involved in the establishment of Chicken of the Sea Frozen Food in 2006, oversaw the investment in India-based Avanti Feeds, a leading producer of shrimp-feed and shrimp products, in 2008, the acquisition of Pak Food in 2012, and a joint venture for shrimp farming in 2012.

With the creation of the new Global Shrimp Business Unit, Rittirong will lead the expansion of Thai Union's shrimp operations globally. He will be directly responsible for all of Thai Union's shrimp and related companies, not only driving the strategy to become a leading global shrimp player, but also increase the level of integration among the Group's various shrimp and related companies to realize synergies in procurement, processing, sales and marketing.

Rittirong has a Bachelor's Degree from Bangkok University.