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Thaifoods targets Indonesiaâ??s poultry and feed markets as overseas expansion gathers pace

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The Thai agribusiness group has incorporated a new Indonesian entity to develop chicken farms, hatcheries and feed manufacturing operations, while continuing to expand production capacity in Vietnam



Thaifoods Group (TFG) is extending its regional business footprint with the establishment of a subsidiary in Indonesia, adding another market to its overseas expansion strategy centred on poultry production and animal nutrition. The new entity, PT Thaifoods Group Indonesia, was registered on May 12, 2026, with an initial registered capital of $137,000. T Paragon Holding Co, a subsidiary of Thaifoods Group, owns 99.96 per cent of the company. The remaining 0.04 per cent is held by Phet Nantavisai, chief executive officer of Thaifoods Group.

The Indonesian subsidiary is expected to develop an integrated operational presence spanning chicken farming, hatchery management and animal feed manufacturing. Its activities will be financed through the company's working capital.

Building an integrated livestock presence

The proposed business structure points to an expansion strategy that brings multiple stages of poultry production under the group's operational umbrella. By establishing capabilities across farming, hatcheries and feed manufacturing, TFG is positioning its Indonesian venture around the core components of the poultry value chain. The investment also reflects the group's intention to take its livestock and animal nutrition capabilities beyond its domestic market and establish a presence in markets offering opportunities for longer-term growth.

Phet said overseas expansion remains a strategic priority for the company, with international investments expected to open additional avenues for growth while reducing dependence on existing revenue streams.

Vietnam remains a parallel growth market

Indonesia is not the only overseas market receiving attention from Thaifoods. The group is also increasing its investments in Vietnam, where its expansion programme covers animal feed manufacturing, poultry operations and pig production. The company is adding capacity to its animal feed facilities, developing its chicken business and strengthening its pig production base. These investments are expected to begin contributing more substantially to revenue and profitability from 2027 onwards.

Taken together, the initiatives in Indonesia and Vietnam indicate a broader regional strategy focused on expanding production infrastructure and strengthening the group's presence across livestock and feed businesses.

For TFG, the next phase will depend on how effectively it translates these investments into operating capacity, market access and sustained earnings growth. The establishment of an Indonesian subsidiary marks an initial step in that direction, while the company's ongoing investments in Vietnam provide a second growth avenue in Southeast Asia.