

## President Yujuico Visits Philippine Manufacturer of Snack Products

CACCI President Amb. Benedicto V. Yujuico on May 23, 2011 visited Liwayway Marketing Corporation (LMC), a manufacturer of the Oishi brand of snack products, at the company's headquarters in Pasay City, Philippines. He met with Mr. Carlos Chan, the current Chairman of LMC.

The growing product line of LMC has expanded to over 50 variants of salty snacks, cereals, popcorn, cookies, powdered juices, and sauces. The company also provides potato crisps and chips, peanut crackers, bread pans, Sundays and Sun Tea juices.

The company's main manufacturing facility is located in Imus, Cavite, with satellite factories in Cagayan De Oro and Cebu City to strengthen their nationwide distribution. Oishi products are exported to Japan, Korea, and Hong Kong, among others.

Under the management of Mr. Carlos Chan, Chairman Emeritus and Mr. Carlson Chan, Vice Chairman, LMC has been producing high quality products at prices affordable to the mass market. With this commitment, the company continues the



development of new products and technologies to expand their present consumer base and pursue international markets.

Starting as a small family business engaged in the repacking of flour and coffee products, the business was converted into a corporation, as it expanded into the distribution of pomade, candles, candies and sauces. LMC later diversified into the manufacturing of snack foods.

The snack food business proved to be encouraging that the company eventually concentrated on this enterprise. "Oishi", which means "delicious" in Japanese, became the patent brand for all its product lines, and the company has since established itself as a major player in the Philippine

snack food market.

As it ventured internationally, LMC began with two companies in Shanghai, China, namely, Shanghai Liwayway Food Industries Limited and Shanghai Prawn Cracker Foodstuff Company Limited. Since then, the China operations have grown to more than 12 companies located all over the mainland under the head company, Liwayway (China) Company, Limited.

A few years later, manufacturing facilities were also set up in Ho Chi Minh City, Vietnam and Yangon, Myanmar where Oishi is now the leading snack food brand.

Today, factories are also established in strategic areas outside Shanghai such as Harbin, Hubei, Zhengzhou, Suzhou, Xuzhou, Kunming, Jiangxi, and Xinjiang. The introduction of new products and expansion of sales distribution in urban and inner cities continue to pave the way for accelerated growth for Oishi business.

LMC prides itself as an Asian company and is determined to build on its success and continue its steady growth to become a more mature and professional organization, while retaining its daring and sense of adventure. ■