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East-West Seed in 2014 continued its mission to serve farmers with better seeds for better yield, maintaining an innovative edge to produce the highest quality products that farmers recognize and trust.

2014 was the year the United Nations declared as the International Year of Family Farming. It put the spotlight on family farms and their role in feeding the world, repositioning small-scale farmers at the center of the agricultural agenda.

For more than 30 years, East-West Seed has sought to support smallholder farmers through innovative products, knowledge transfer, and advocating the roles of vegetables in nutrition security alongside food security goals.

In 2014, East-West Seed continued to work for small-scale vegetable farmers in the tropical world with high-quality seeds that help them grow better crops, giving them the opportunity to earn more income from their land and labor.

Improved seeds, combined with better farm management, are the key to increasing farmers’ productivity and income. We recognize extension as an important part of developing the vegetable sector. That is why a big part of our work is equipping farmers with knowledge that will allow them to get the full benefits of improved seeds.

Our Company

East-West Seed introduced market-oriented plant breeding in Southeast Asia in 1982 by focusing on local markets and local needs. Smallholder farmers were the main clients then, and they continue to be up to now.

Today, East-West Seed is the leader for tropical vegetable seeds in Asia and beyond. It holds leading market positions in Thailand, Philippines, Indonesia, Myanmar, and Sri Lanka. It has also expanded its business activities in India, Vietnam, China, Latin America, and Africa. East-West seeds are planted in the fields of 30 million farmers worldwide.

It produces and markets a wide portfolio of hybrid and open-pollinated seeds. The seeds are produced on over 6,000 hectares of land in Thailand, Philippines, India, Indonesia, Vietnam, and Myanmar, employing 12,000 contract growers producing 3.8 million kgs of seeds.

East-West Seed is a multi-cultural organization with over 4,000 employees and 12 R&D stations in 7 countries. Its continued growth is based on a strong culture of learning and innovation.
Why are small-scale farmers important?

- Small-scale farmers are the main supplier of food to a rapidly growing population. They are inextricably linked to food security and nutrition, especially in Asia.
- They boost local economies. Small-scale farming provides opportunities for wealth creation that remain largely untapped.

Higher income and productivity

- Access to quality seeds
- Better crop management
EAST-WEST SEED PRODUCTION BY THE NUMBERS

3.8 million Kgs
volume of seed produced

2.3 million Kgs
OP seeds (beans, onions, okra, kangkong)

1.5 million Kgs
hybrid seeds

12,000
Contract growers

150
seed production staff in the field

6,300 ha.
area for seed production

OUR HOME MARKETS

India
Myanmar
Thailand
Vietnam
Philippines
Indonesia
More than 500 billion seeds sold

If we lined up all the seeds we sold in 2014, it would circle the equator 62 times!

Value, Quality and Affordability

The Value Pack which contains about 10 grams of seed (depending on the crop) and sells for less than $1.00 per pack, allows farmers to access quality seeds and try new, improved vegetable varieties at a very affordable price.

In 2014 alone, East-West Seed sold 20 million of these Value Packs to smallholder farmers in the tropical world.
THE TIMELINE OF EAST-WEST SEED

Thailand
Establishment of East West Seed Co. Ltd in Nonthaburi

Philippines
First varieties released in Hortanova Farm, Batangas

Thailand
First trials at Lert Phan Farm, Chiangmai

Philippines
First hybrid released

Thailand
First hybrid released

Indonesia
First variety released

Indonesia
First hybrid released (bittergourd) developed in Southeast Asia

Vietnam
Establishment of East West Seed Co., Ltd. in Ho Chi Minh

Indonesia
Plant pathology and tissue cell culture laboratory opens

Indonesia
First hybrid released (eggplant)

Indonesia
First highland trials, Lembang, West Java

Vietnam
First trials at Cuchi Farm, Ho Chi Minh

Philippines
First trials at Linda Vista Farm, Bulacan

Philippines
First successful commercial vegetable hybrid (bittergourd) developed in Southeast Asia

Indonesia
Incorporation of PT East West Seed Indonesia in West Java

First lowland trials, Surakarta, West Java

Vietnam
First trials at Cuchi Farm, Ho Chi Minh

Philippines
Establishment of East-West Seed Co. Inc.

1982
1983
1984
1986
1987
1990
1991
1992
1993
1995
1996
1997
1998
Thailand
Establishment of Hortigenetics Research (SE Asia) Ltd. headquarters in Chiangmai
Establishment of East West Seed International Ltd. in Nonthaburi as export vehicle and regional liaison company

India
Establishment of East West Seeds India Private Ltd. in Aurangabad, sales and marketing office

Hong Kong
Establishment of NaMa Genetics Trading Ltd.

Vietnam
Establishment of East-West Seed (Hai Mui Ten Do) Ltd., Binh Duong
NaMa Genetics Vietnam Ltd., Hanoi

China
Establishment of regional operating headquarters

USA
Establishment of NaMa Genetics Trading Ltd.

Vietnam
Establishment of East-West Seed (Hai Mui Ten Do) Ltd., Binh Duong
NaMa Genetics Vietnam Ltd., Hanoi

China
Establishment of regional operating headquarters

Thailand
Opening Corn Processing Plant (Suphanburi, Thailand)

Philippines
East-West Seed Philippines celebrates its 30th year

Guatemala
Acquisition of Semillas Tropicales, Guatemala

India
East-West Seed India marks its first decade

Thailand and Philippines
Opening of downtown Bangkok and Manila offices

Myanmar
Set up of a local company

Cambodia
Establishment of representative office in Siem Reap, Cambodia

Philippines
East-West Seed Philippines celebrates its 30th year

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Our Vision
To be the best tropical vegetable seed company in the world.

Our Mission
Our mission is to provide innovative products and services that will help increase the income of vegetable farmer, and promote the growth and quality of the tropical vegetable industry.

Our Core Values
At East-West Seed, we serve farmers. We are the farmers’ champion. We listen closely to them and we understand their needs. We offer our best solutions and deliver quality in everything we do to improve their income.
At East-West Seed, we cultivate ideas and harvest innovation. Research excites us. We explore new approaches and build an environment for creativity - whether in the laboratory, in the fields or in the offices. We learn and apply new technology, generating novel, innovative and relevant solutions.

At East-West Seed, we believe that our people are our best resources. We nurture careers and discover the unique strengths in people. We are always on the lookout for opportunities to learn and grow. We have fun at work and enjoy teamwork with competent colleagues.
THE WORLD OF EAST WEST SEED
MESSAGE FROM THE CHAIRMAN
East-West Seed’s growth over the last couple of decades is quite special. Year after year, the company grows in size and reach. We see a fast-growing and flexible market leader in tropical vegetable seeds, supported by innovative R&D and active farmer extension.

But it wasn’t always that way. East-West Seed today is in a very different place from what we started more than 30 years ago.

The first half of East-West Seed’s life was about finding our feet, surviving, and building our own capacity. Upon establishment in 1982, there was no seed industry to speak of in Southeast Asia. Stepping into a vacuum meant taking in all the risks and getting small, measured gains as we went along. All of our energy was focused on plant breeding, always keeping a strong market orientation.

Through the years, the one thing that has remained the same is the company’s mission. From 1982 until the present day, the company’s mission is to improve the income and lives of smallholder farmers in the tropics by enabling them to increase their yield and the quality of their crops with the help of better seeds and better knowledge.

At the time the company was founded, it was clear that public sector farmer extension programs were highly dysfunctional in developing countries, failing to respond to the changing economic and social conditions. They were largely inefficient, expensive or non-existent. This is another vacuum that East-West Seed stepped into. In addition to developing better varieties suited to the tropics, East-West Seed took a leadership role in vegetable farming extension.
Farmer development was the next phase of East-West Seed. In the early 2000s our market-oriented plant breeding had created enough added value to pay for farmer skills development programs in the Philippines, where they were and still are badly needed, followed by Indonesia and Cambodia. Now we are crossing a new threshold with solid programs in Myanmar and Tanzania, supported by our expertise of at least ten years in Southeast Asia, again with a strong private sector component and a demand-driven approach.

The progress we’ve made in the areas of vegetable breeding and production could not have happened without getting the right people with the right knowledge. This shows the fundamental role of training and capacity building in our industry. We constantly seek opportunities to create an interface between industry and education, and encourage more skilled graduates to go into the vegetable sector. Talent development would be the next level for East-West Seed. This will ensure the sustainability and future growth of our industry.

Simon N. Groot
Chairman and Founder
East-West Seed
MESSAGE FROM THE BOARD OF MANAGEMENT
Serving the vegetable farmers in the tropics with superior seeds and services is the driving force of our Company. We have earned the trust of the farmers, and in turn they have made us what we are today: the number one tropical vegetable seed company in the world.

In the middle of a global economic slowdown, East-West Seed’s performance continues to improve. Our success is based on a strong market-driven R&D that provides us with a continuous flow of new products in a wide range of market segments, combined with an outstanding seed production capability which assures the farmers of a reliable and consistent supply of quality seeds.

In 2014 we have expanded our product range by adding a number of varieties from Seminis and De Ruiter Seeds. We now offer these products on an exclusive basis under our own well-known brand in four countries: Thailand, Myanmar, Vietnam and Malaysia. This complements our product range to the highland area and therefore strengthens our position as a total seed solution provider in our core countries.

Part of our continuing commitment to smallholder farmers is to extend knowledge on cultivation techniques and practices that enable farmers to be more productive. Within Southeast Asia we are making good progress in Myanmar, Thailand and the Philippines by intensifying our Knowledge Transfer activities.

We are actively exploring new frontiers: tropical Africa and Latin America. Our brand is increasingly recognized, mainly via our Value Pack. This small pouch, containing the same high quality seeds that our brand is known for, gives farmers access to our seeds for just one dollar. In 2014 alone, we reached a landmark number of 20 million Value Packs.
In Guatemala we acquired Semillas Tropicales, a company we worked with for years in a joint breeding program. It is our first base in Central America.

In order to support our growth, we have strengthened our group management team by bringing in experienced persons in quality control, seed technology and R&D. Attracting talent and developing talent within the organization continues to be a top priority.

Overall we are looking forward to continuous growth in our markets, reaching an ever increasing number of smallholder farmers. We remain committed to further enhance the value of our brand by continuously focusing on the needs of our farmers and improving their lives.

Joost Pekelharing
President

Bert van der Feltz
Senior Vice President

Simon Jan de Hoop
Vice President for R&D
COMPANY HIGHLIGHTS 2014
Dr. Badrinarayan Barwale, considered the father of the Indian seed industry, was the guest of honor at the celebration of East-West Seed India’s 10th anniversary.

EAST-WEST SEED INDIA'S 10TH ANNIVERSARY: A DECADE OF TRUST
East-West Seed celebrated its 10th year milestone in India, where it ranks in the Top 5 seed companies in the fastest growing market in the Group.

East-West Seed India’s first decade is an important milestone as the company continues to make a mark in the vegetable seed industry and in the lives of millions of Indian farmers.

India is one of the most interesting markets for East-West Seed. Ten years ago, the company established itself in India, and it has kept growing year after year.

The highlight of the celebration was the awarding of 10 Farmer Heroes for both commercial and production farmers. Farmers told their remarkable success stories in growing high-yielding vegetable varieties.

The R&D team organized a demo field showcasing 25 crops and 90 varieties, as well as 30 new products.

The event closed with the big and festive evening party where the trumpet and drum bands played folk music and everyone danced to Punjabi beats.
Only ten years since its establishment, East-West Seed India ranks 5th among the top 10 seed companies in India. Its secret: constant innovation and introduction of products with added value for vegetable growers.

One of its most successful products is onion. Onion is grown in 650,000 hectares, producing 9.5 million metric tons of onions every year. India ranks second in onion production in the world, next only to China.

East-West Seed’s Prema has become one of the most popular varieties in the country. Farmers demand it in all parts of India. Going further with innovation, East-West Seed was the first company to introduce encrusted onion seeds for better handling and mechanical sowing.

Farmers enjoy an overall reduction in the cost of cultivation as encrusted onion seeds have faster and more uniform germination and require less seeds per hectare.
On the occasion of Simon Groot’s 80th birthday

GROW MYANMAR

SEMINAR HELD

AT THE ROYAL TROPICAL INSTITUTE, AMSTERDAM
More than 30 years ago, Simon Groot walked into the marble halls of the Royal Tropical Institute (KIT) in Amsterdam seeking knowledge on tropical horticulture. He had been to Asia and observed that farmers were using low quality seeds that gave poor yield and poor quality. This motivated him to establish a seed company that focused on vegetable breeding for the tropics. That company is what we now know as East-West Seed.

Years later, we return to where it started. On the occasion of the 80th birthday of Simon Groot, a seminar called "Grow Myanmar: Boosting Rural Livelihoods" was held at the Royal Tropical Institute (KIT). Over 140 members of the seed industry, academe, government, and friends of Simon Groot were present.

Orlando de Ponti, former President of the International Seed Federation, was the day's moderator. The objective of the seminar is to gather experienced speakers to shed light on how private business can play a role in improving the livelihoods of millions of smallholder farmers in Myanmar.

Louise Fresco, President of the Executive Board of Wageningen UR said, “no country can develop itself without developing agriculture first. Stability depends on developing rural areas, especially for countries like Myanmar. Earning a decent living in rural areas means closing the yield gap for farmers.”

Tin Htut, Myanmar’s director for agriculture development, said that shifting from resource-based to knowledge-based agriculture economy is essential for his country.
“There is a huge opportunity to diversify agriculture production: staple crops combined with vegetables,” said Marco Ferroni of Syngenta Foundation. Vegetables can significantly improve the livelihoods of farming households in Myanmar, many of whom still live in poverty. Opportunities are endless – with rising population and proximity to export markets, demand is expected to sharply increase. However, limited access to technical knowledge and quality inputs remain a bottleneck.

East-West Seed believes that improved varieties along with better farm practices will make farmers more productive. “Subsidies do not drive the economy. Rural development injects real money into the economy. No subsidy can do that,” a bold statement from Stuart Morris, who leads the agriculture extension activities of East-West Seed in Myanmar.

Niels Louwaars, Director of Plantum, talked about cooperation and knowledge exchange to professionalize the seed business. Converting potential to reality also requires giving farmers access to information that have never been available to them before. Myanmar-based IT entrepreneur Rita Nguyen talked about how social networks can connect farmers to the market.

Leading figures in the Dutch seed industry and business sector shared their thoughts on the important role of seed companies and the vision of East-West Seed founder Simon Groot.

“Today’s world calls for entrepreneurship with ideals,” said Bernard Wientjes, professor at the University of Utrecht and former Chairman of VNO-NWC, the Dutch business federation. “New generation CEOs don’t focus on shareholders, but stakeholders, including the Earth.”
Former director of Rijk Zwaan, Anton van Doornmalen, serenaded the crowd with a special song he wrote called “We are Seedsmen”.

“Seeds are the ultimate expression of trust. Farmers only know their seeds when it is time to reap. Trust and reputation of seed suppliers are the key elements of our relationship with farmers.” -Simon Groot, founder, East-West Seed
FROM AMBITION TO CONCERTED ACTION

Public and private sectors participate in a Roundtable Meeting on Developing the Vegetable Sector in Myanmar
Clear market focus, higher farmer productivity, improved value chain, and the right business environment for growth are central elements to making a successful vegetable sector in Myanmar.

This was the focus of a roundtable meeting hosted jointly by the Myanmar Ministry of Agriculture and Irrigation and the Netherlands Embassy last 20 November 2014 in Nay Pyi Taw, the country’s administrative capital.

East-West Seed and international aid organization Mercy Corps co-organized the roundtable. Stakeholders from government, private sector and development agencies discussed the steps necessary for realizing the growth potential of Myanmar’s vegetable sector.

**Key recommendations to develop Myanmar’s vegetable sector**
- Improve access to production knowledge
- Develop a strong seed sector
- Reduce post-harvest losses
- Safe and effective use of pesticides
- Create markets for high-quality vegetables
- Access to affordable financing, equitable farming contracts and crop insurance
One of the main outcomes of the meeting is the establishment of a taskforce with public and private sector representatives to identify the needs and opportunities of the vegetable sector, analyze the most feasible options for growth and development, and initiate new projects and support programs.

The urgent need for the short-term is to focus on enhancing profits for growers. This will require action towards upgrading farming practices, development of support services and better supply chain cooperation.

Stakeholders recognize the enormous potential of improving income and employment opportunities for smallholder farmers through the development of domestic and export vegetable markets.

The long-term vision for the sector is to become the vegetable producer for the region, as well as a major supplier of high quality seeds. Raising the country's competitiveness will require a market-driven approach and improved qualities of export-oriented crops.
EXPANDING OUR RANGE OF PRODUCTS
Offering more choices to farmers, East-West Seed is now the exclusive distributor of vegetable seed products from Seminis and De Ruiter in Thailand, Vietnam, Myanmar and Malaysia. This cooperation adds sub-tropical and temperate vegetable varieties to East-West Seed’s already successful range of products under its well-known brand.

In 2014, East-West Seed launched an exclusive distribution partnership with Seminis and De Ruiter, both brands of Monsanto Company, to sell vegetable seed products in four markets: Thailand, Vietnam, Myanmar and Malaysia.

It further expands the portfolio of seed products on offer to vegetable farmers in Southeast Asia that serve a population of over 500 million, and brings fresh opportunities for the region’s vegetable production sector, dominated by small-scale farmers.

This ambitious and strategic partnership follows the success of the distribution cooperation in Indonesia, which started in 2013. This partnership benefits from East-West Seed’s closeness to the farmers and knowledge of the market.

Customers are assured of the same excellent product and farmer-oriented service for which they have known East-West Seed for more than 30 years. By making this exciting range of products available under its brand, East-West Seed believes it can better serve vegetable farmers in the four key markets. Beyond this marketing partnership, East-West Seed remains a proudly independent and privately owned company.
STRENGTHENING OUR PRESENCE IN LATIN AMERICA

East-West Seed continues to make headway in Latin America with its recent acquisition of Semillas Tropicales in Guatemala.
In 2014, East-West Seed acquired 100 percent of the shares of Semillas Tropicales, a Guatemalan company mainly involved in breeding and marketing of tomatoes and distributing East-West Seed products in Guatemala.

The relationship started seven years ago with research cooperation, which resulted in successful co-hybrids of tomatoes for markets in El Salvador and Guatemala. Eventually it was decided to market the jointly developed hybrids under the East-West Seed brand, giving the brand extra exposure in the area.

The interest in Semillas Tropicales grew stronger. It was a natural next step that the two companies started talking seriously about how to continue the tomato program. The friendship and mutual respect fostered between the two R&D teams led to the agreement sealed in May 2014, where 100% of the Semillas Tropicales shares were transferred to East-West Seed.

Both companies have always kept market development as a focal point and will continue to do so, finding ways to serve vegetable growers in Latin America.
VEGETABLE SEEDS, FARM INPUTS HELP TYPHOON-AFFECTED FILIPINO FAMILIES

A year after super typhoon Haiyan, East-West Seed continues to rebuild farmers' livelihood and improve nutrition in disaster-stricken communities

2014 marked the first year since Typhoon Haiyan (locally known as Yolanda) struck the Philippines and devastated millions of farming communities in the country's eastern seaboard. The international community, government, private sector and individuals joined hands in a massive relief effort.

Beyond relief, the bigger challenge lies in rehabilitating and rebuilding the lives of those affected by the catastrophe.

East-West Seed Philippines led a livelihood rehabilitation program for farmers by sending its technology transfer team to distribute vegetable seeds and farm inputs, and conduct trainings on vegetable cultivation. The goal was simple: provide an immediate source of livelihood, and address the issue of food security and nutrition.

One year after its launch, the intervention stands out as an innovative and effective solution towards helping a vital sector that rarely gets the attention it deserves: smallholder farmers.

The last two quarters of 2014 proved to be very productive as East-West Seed Philippines further secured partnerships to reach more farmers. Partners include the Australian Centre for International Agricultural Research (ACIAR), Assisi Development Foundation, Inc., Iglesia ni Kristo, Task Force Mapalad, the Office of the Presidential Assistant for Rehabilitation and Recovery (OPARR), and the USAID Rebuild Project.

East-West Seed Philippines has since increased its extension and technology transfer staff in order to widen its reach and include more farmers in the rehabilitation project.
Haiyan, by the numbers:

• **13 million**: number of people affected by the typhoon
• **3 million**: number of people displaced
• **Php 8.6 billion (USD 197 million)**: estimated agriculture production losses
• **77,719 hectares**: total rice farming area damaged, claiming 147,357 metric tons (MT) of rice
• **Php 1.52 billion (USD 35 million)**: incurred loses of coconut farmers
• **3,257**: number of farmers, many of whom are coconut farmers, who received training on vegetable production from East-West Seed
• **1,238**: number of livelihood recovery start-up kits of assorted seeds, fertilizer and cultural management manuals distributed by East-West Seed to typhoon-affected farming communities
East-West Seed
Founder
Recognized
at APSA

The Asia Pacific Seed Association (APSA) presented a lifetime membership award to East-West Seed founder and chairman Simon Groot for his contributions to the seed industry in Asia and for making millions of farmers more productive, with better seeds and better yield.
The awarding was held during the 2014 Asian Seed Congress held in Macau, China.

Simon Groot, a sixth-generation seedsmen from the Netherlands, introduced modern vegetable breeding to developing seed markets in Asia in the 1980s. He took a market-focused approach to the seed business, improving vegetable varieties to suit the tropical growing conditions and the preferences of the market.

This led to progress in plant science and agriculture, and demonstrated how plant breeding creates added value to crops and raises the income of farmers. At present, tropical vegetable farming provides millions of smallholder farmer opportunities to generate good income from their land and labor.

Simon Groot is a longtime member and active contributor to major international and national seed business organizations such as the International Seed Federation (ISF), Asia Pacific Seed Association (APSA), and Plantum, the Dutch organization of seed companies.

At APSA, he served as Chair of the Special Interest Group (SIG) for Vegetables and as a member of the Executive Committee. He was instrumental in setting up the APSA collaborations with AVRDC and has contributed articles to the APSA magazine, Asian Seed.
OPENING OUR DOORS

East-West Seed opens its doors in Bangkok and Manila
New satellite offices opened in the business centers of Thailand and the Philippines

East-West Seed inaugurated its new satellite offices in the bustling business districts of Bangkok and Manila during the last quarter of 2014.

The new offices provide meeting rooms, executive offices and work stations for employees, guests and visiting employees from other East-West Seed countries.
This is part of the company’s strategy to attract more talent and provide convenience for employees living in the city.

Its main office in Thailand continues to be located in Nonthaburi, where it is now adding a modern three-storey building for its growing and dynamic multi-cultural organization. In the Philippines, it maintains its main office in San Rafael, Bulacan where its seed processing plant is being expanded.

Find us

28th floor CRC Tower, All Seasons Place, Wireless Road, Bangkok, Thailand

28th floor Trade and Financial Tower, Fort Bonifacio, Taguig City, Manila, Philippines