

# Berli Jucker Cellox Ltd in Tissue and Hygiene (Thailand)

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## Abstracts

Berli Jucker Cellox Ltd's strategy is to become one of the leading players in distributing products under its management starting from Cambodia, Laos, and expanding throughout ASEAN countries. The company negotiated a business deal for further investment in Myanmar and plans to increase product introduction into all neighbouring countries while emphasising market positioning in Thailand to become the leading premium tissue brand with Cellox in consumers' minds in the near future.

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