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OUTSTANDING SUSTAINABILITY ^{2B}

Krisda Monthienvichienchai, president and chief executive officer of Mitr Phol Group, received a sustainability award at the Bonsucro Annual Dinner and Bonsucro Award Ceremony held recently in Brazil. Mitr Phol is the first company in Asia to win the prestigious award from Bonsucro, a global non-profit organisation aiming at fostering the sustainability of the sugar-cane sector through the collaboration of academics, cane farmers and the private sector. Mitr Phol was recognised for three outstanding initiatives. They are 'Mitr Phol Modernfarm', the application of modern agricultural practices to optimise yields and reduce production costs; 'Mitr Phol Group Factory Management Practice', which helps increase operating efficiency, reduce costs and protect the environment in the long term; and its sustainable community development project.