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Wanglaoji launchs International Brand Identity WALOVI in ThailandÂ

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In Bangkok, Thailand, Guangzhou Pharmaceutical Holdings Limited (GPHL) held a ceremony for signing up Wanglaoji (Bangkok) Herbal Tea Museum and launching Wanglaoji's international brand identity (Bangkok). This event aims at being based in Thailand, radiating to Southeast Asia, and promoting further internationalization of Wanglaoji herbal tea.

With more attention from consumers to health and nutrition, natural plant drinks boast great potential. As the No. 1 natural plant drink brand in the world, Wanglaoji launched the international brand identity WALOVI to accelerate its pace of internationalisation. It has planned to build 56 herbal tea museums around the globe to convey Eastern health philosophy and Chinese auspicious culture to the rest of the world. The Wanglaoji (Bangkok) Herbal Tea Museum project signed this time is one of Wanglaoji's plans to build 56 global herbal tea museums.

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The Southeast Asian market is a key overseas sales market for Wanglaoji. Its products cover Southeast Asia, including Thailand, Singapore, Indonesia, Cambodia, Vietnam and other countries. In some markets in Southeast Asia, it has achieved coverage full channel. Among them, the Thailand market is highly recognised for outstanding performance and is expected to maintain rapid development momentum this year. In addition, the products of Ciningji and Lixiaoji are gradually being promoted in the Southeast Asian market. In the future, consumers can drink more diverse health drinks from Wanglaoji in Thailand.

Li Chuyuan, Party Secretary and Chairman of Guangzhou Pharmaceutical Holdings Limited (GPHL), said, "Thailand is the cultural and economic centre of Southeast Asia and an important market for us in Southeast Asia. I believe that Wanglaoji can establish closer ties with consumers in Thailand and other countries, sharing the charm of Eastern health philosophy with the world."