**SCG forges multiple new business leads by showcasing its innovative and sustainable construction materials, chemicals and packaging solutions**

**at The Thailand Pavilion, Expo 2020 Dubai**

The iconic brand’s dedicated booth was received tremendously by both business owners and entrepreneurs, with the event at the world stage declared a huge success

SCG, one of the leading business conglomerates in the ASEAN region, has just concluded its special display at the Thailand Pavilion, Expo 2020 Dubai. Taking place from Tuesday, December 21 to Sunday, December 26 in the Mobility District, SCG hosted an educational and enlightening booth dedicated to the concept of ‘Innovation for Better Living’ and the brand’s groundbreaking sustainable solutions.

An innovative specialist in construction materials, chemicals and packaging, SCG was founded in Bangkok over a century ago. Throughout the event at Expo 2020 Dubai, the Thailand pavilion welcomed an average of more than 8,000 visitors per day. Ranked the top country pavilion in the Mobility District and the 4th best country pavilion in the whole of the event, SCG was proud and delighted to feature in the popular and inspiring space.

Designed to enlighten business owners and entrepreneurs about how the brand is striving to become one of the world’s top international sustainable companies, SCG has declared the event an enormous success.

Built on the principles of reputation, quality and innovation, SCG’s structure is based upon environmental, social and governance (ESG) principles. Entitled ‘Innovation for Better Living’, the display at Expo 2020 Dubai highlighted the brand’s most technologically advanced products and solutions, whilst explaining how it is committed to protecting the environment, lowering CO2 emissions and creating a more sustainable, and high-quality standard of living for communities across the globe. Offering the chance for people to visit the booth both on site at Expo 2020 Dubai and virtually, the brand’s solutions were received with great interest. Guests were particularly interested in the brand’s building materials (including insulation and cement), innovative food packaging designed to suit modern consumer lifestyles and biodegradable chemicals.

SCG’s representatives were able to use their time in Dubai to expand their network, create business leads and build the foundations for many new and prosperous partnerships with customers from the UAE, Oman, Qatar and beyond.

Throughout the six-day activation, SCG welcomed multiple important guests from Thailand and throughout the region. This included H.E. Mr. Waravuth Pouapinya, Ambassador of Thailand, Mr. Chairat Sirivat, Consul-General of Thailand to Dubai and the Northern Emirate, Dr. Kasititorn Pooparadai, Senior Executive Vice President of depa and Thailand Pavilion Director and Mr. Abhijit Datta, Managing Director, SCG International Corporation Co., Ltd. (Thailand Head Office).

**Mr. Abhijit Datta, Managing Director of SCG International Corporation Co. Ltd**., said: “I am delighted to report that our time at Expo 2020 Dubai was a fabulous success. By showcasing SCG’s ground-breaking sustainable products and solutions, we have substantially increased the region’s awareness of our brand and educated thousands of international professionals about our many varied offerings.

"The UAE is filled with endless exciting business opportunities and during our time here we have forged countless new connections. The experience has also helped us to grasp a better understanding of the region’s particular needs, and make the first steps towards building new partnerships with local and international businesses. Indeed, many of our visitors were highly impressed by our efforts to cut carbon commissions by using green polymers, a range of environmentally friendly chemical compounds that are used as raw materials for various industries. We will now work to develop these business leads that we’ve made with the Middle East’s construction, chemical and packaging industries. My colleagues and I all agree that Expo 2020 Dubai is one of the most amazing events we have ever attended, and it was an honor to be able to appear at the incredibly beautiful, colorful and immersive Thailand Pavilion.”

Please visit [www.scg.com/worldexpodubai](http://www.scg.com/worldexpodubai) to explore SCG booth via 360 virtual tours.

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