

**BERLI JUCKER, PTT CONFIDENT
OF CARREFOUR DEAL**

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BERLI JUCKER, PTT SURE OF CARREFOUR DEAL**Firms** look to second round of biddingSUCHEERA PINIJPARAKARN,
KWANCHAI RUNGFAPAISARN
THE NATION

Berli Jucker and PTT executives yesterday expressed great optimism about winning the auction for Carrefour's hypermarket business in Thailand after passing the first round.

"If our bid for Carrefour is successful, its operations will complement BJC's businesses as a 'strategic partner supply chain'," said Thapana Sirivadhanabhakdi, president and CEO of Thai Beverage, the majority shareholder of Berli Jucker (BJC).

The manufacturing and trading conglomerate would participate in the second round of bidding in October and compete with Big C Supercentre, Central Group and PTT, he said.

Carrefour's operations would strengthen BJC's businesses, which cover up- to down-stream, he said.

Carrefour wants to divest its operations in three Southeast Asian markets - Thailand, where it operates

nearly 40 stores; Malaysia, where it has more than 20 stores; and Singapore, where it has two stores.

Prajya Phinyawat, chief operating officer of PTT's downstream business, which includes retail operations, said Carrefour's network would help the oil and gas conglomerate boost its non-oil business from 10 per cent of sales now to 50 per cent in 10 years, which follows the global trend.

"PTT is not only an oil retailer. We're also in the retail business. We oversee commercial spaces in 1,200 fuel stations nationwide and plan to expand the business outside the stations soon, after eight years of limiting the business in filling stations," he said.

The company has reaped success in the retail business. At its service stations, it operates its own coffee chain called Cafe Amazon, Jiffy convenience stores and Pro Check car care centres.

Its major partners in the non-oil business are 7-Eleven for convenience stores and Bank of Ayudhya for banking services.

Cafe Amazon will soon move to

office buildings and shopping complexes, with the first one launched at Energy Complex - an office complex of PTT Group. A franchise system is being studied for the coffee chain, which has 470 outlets nationwide and

30 more planned by this year-end. The network is expected to sell 17 million cups this year, and 20 million next year.

Jiffy convenience stores will also find locations outside PTT gas stations, depending on the response to the prototype at the Energy Complex.

A source at PTT Retail Management Co said PTT is interested in operating its own mini-marts at its petrol stations. PTT had granted CP All a concession to operate 7-Elevens at its fuel stations, but after acquiring Jet Thailand in 2007, PTT Retail Management took over management of Jiffy stores in the former Jet fuel stations.