



CLEMENT NIEL

Chocolatier

Clement Niel Chocolatier — Entrepreneur of the Year — FTCC Gala 2025

Introduction & Vision

Clement Niel Chocolatier was founded in 2020 in Dubai by French artisan chocolatier Clément Niel, after more than **10 years of international experience** crafting luxury chocolate creations.

Rooted in French savoir-faire and inspired by Thai creativity, the brand's mission is to elevate chocolate into an art form, blending tradition, design, and emotion.

Values: **Excellence**, Authenticity, Innovation and **Cultural Connection**.

Located in Sukhumvit 26, Bangkok, the boutique has become a destination for both Thai and international chocolate lovers.



Growth & Performance

Since opening its first boutique in December 2024 in Bangkok, the brand has achieved steady growth: Over **2,000,000 THB yearly** revenue with continuous expansion on GrabFood and Online.

Collaborations with **Yves Saint Laurent Beauty**, luxury hotels, and corporate gift clients in Bangkok. Organic audience growth through storytelling and daily content creation, reaching millions of views on social media.

Recognized as a new benchmark of French luxury chocolate in Thailand.



Innovation

Clement Niel Chocolatier redefines modern confectionery through **bold creativity and technology** :
Original creations such as Bitcoin-shaped Thai chocolates, vegan collections, workshops, chocolate sculptures, and ice cream flavors.

Unique marble and gold visual identity blending French luxury and Thai elegance.

Pioneering an educational content approach, sharing the chocolate-making process with passion and emotion.

Integration of social media virality into **brand storytelling**, building a loyal, engaged community.



Resilience & Impact

Behind the brand stands **one man**, managing everything alone: production, marketing, sales, and creative direction.

Despite cultural and linguistic barriers, Clément established a thriving business and became an active member of the Franco-Thai business community.

His work promotes knowledge transfer, training Thai staff and inspiring young creators through **workshops and online education**.

By sourcing locally when possible and minimizing waste, the company embraces sustainability and social responsibility.



Engagement & Future

Clement Niel Chocolatier is now entering a new growth phase:

Launching corporate gift programs, custom logo chocolates, and creative workshops for individuals and companies.

Expanding distribution across Thailand, with future plans for ASEAN export.

Strengthening its role as a bridge **between French craftsmanship and Thai innovation.**

Vision: Build a brand that inspires, connects cultures, and makes people smile, one chocolate at a time.

