

MEMBERSHIPS APPLICATION - FRANCO-THAI CHAMBER OF COMMERCE

Company: Jagota Brothers Trading Co., Ltd

Logo: JAGOTA



Contact: Jean-Boris ROUX, Chief Strategy Officer

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Career summary:

Jean-Boris Roux is Chief Strategy Officer at Jagota Brothers Trading, a major importer & distributor of food & beverages based in Thailand and operating within Southeast Asia. JB takes care of strategy, international growth, new business development, JV & M&A projects and guides the group's efforts for people development.

A French national, JB started his career over 25 years ago holding management positions in various industries (Club Med, Shell, EDF). In 2003, he moved to Cambodia as country MD for RMA Group, a conglomerate specialized in automotive distribution, hospitality and engineering services. During that time, he served for 5 years as president of the French-Cambodian Chamber of Commerce and also French Foreign Trade Advisor (CCE). JB Roux subsequently went on to lead the group in Vietnam before moving to the Bangkok headquarters as Vice-President Hospitality where he sat on several company boards in Thailand, Singapore, Myanmar and Cambodia. He met Jagota's CEO early 2021 and decided to join him soon after.

JB Roux graduated in France with a master's degree in business administration and is also a certified director from IOD Thailand and a certified professional coach. He is bilingual in French & English, fluent in Cambodian, and also speaks Thai & German. JB is married and has two children, a daughter in medical university and a son in IT engineering school, both studying in Paris.

Reason to apply:

I have been the FTCC's honorary secretary for the past 2 years now and it has been a pleasure to serve the chamber and its members together with the other board members. In a short period of time, the FTCC has significantly grown, thanks to a vibrant team (board + FTCC director & staff), rising number of members, quality partners, active committees, attractive events, valuable trainings, etc. Today, the FTCC is playing a more important and visible role in the economic landscape in Thailand. It has been an honor for me to participate in this thriving adventure and I wish to officially express my interest and enthusiasm in renewing my position as a member of the board.

Serving on the board has been an incredibly rewarding experience, and I am eager to continue contributing to the growth and success of our chamber and its members. Over the past term, I have had the privilege of collaborating with fellow board members and stakeholders to develop strategic initiatives and foster economic development. Together, I believe we have achieved significant milestones and made tangible impacts on the businesses and individuals we serve.

As a dedicated member of the board, I am committed to leveraging my skills, experience, and passion for our community to continue driving positive change. I will remain deeply invested in supporting our chamber's mission. I believe that, together with my colleagues, we can build upon our past successes and achieve even greater heights in the future.

Warm regards,
Jean-Boris ROUX