

J Sights Corporation

FI Asia (Bangkok) Report

September 24th, 2025

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FI Asia was held in Bangkok from Wednesday, 17 September to Friday, 19 September. Initially, I had every intention of remaining the dutiful “man back at the fort” while two of our stakeholders attended. Alas, circumstances conspired otherwise, and I found myself in the airplane pto Bangkok. What follows is a brief account of the journey, mingled with a few personal impressions.

Muntons Plc. – Thailand Facility

I had the opportunity to visit the Thai factory of Muntons Plc., located in Sriracha, some two hours south of Bangkok. Here, malt extract in liquid form—shipped from the UK—is converted into



powder, and distributed not only across Thailand but throughout Asia.

Malt, of course, calls to mind brewing—beer and whisky in particular. Yet malt extract has a rather more versatile role in the wider food industry. The operative words, I was told, are *Texture*, *Flavour*, and *Colour*. In addition to its established uses in bakery and confectionery, I could readily imagine promising applications in processed seafoods and meat products.



FI Asia

I have visited FI Asia on Thursday 18th and Friday 19th. As I have often remarked, our ambition is to become a company with genuine strength in proteins. To that end, we met with four animal-protein manufacturers and another four in related protein sectors, exchanging ideas and insights. In addition, although not exhibiting, a US producer of bovine serum albumin joined us for discussions on strategies for the Japanese market. All were highly specialised fields, and I explained how we are considering ways—strengthening our sales capabilities among them—to meet these challenges.



This was my first FI Asia, and it brought back memories of Foodex in Japan from years past—tinged with nostalgia. What was missing, alas, was the presence of fellow Japanese. Our national tendency to stay at home seems stubbornly intact.

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That said, I felt Japan's reputation abroad has risen. Once, during our high-growth years, neighbours wondered if Japan sought to dominate Asia economically after its military ambitions. Today, with China's assertiveness and America's inward gaze, Japan is increasingly valued as a stabilising counterbalance.

At home, gloom prevails—being “only” the world's fourth-largest economy is sometimes cast as failure. Yet fourth is still a superpower slot by any measure. Abroad, Japan is viewed with far more respect than we grant ourselves. Surely, then, we ought to step out with confidence, gather insights, and apply them to our daily business.

Before this trip, I was quite ready to stay behind. That, I must admit, was a miscalculation—and one I shall not repeat.



We handle a wide range of protein products, including those from the suppliers introduced here. If you are interested, please feel free to [CONTACT US HERE](#)