



Presenting at the 44th ASEAN Glass Conference.

Leading the way to a greener future

Jariya Sangchaiya, Managing Director of Ocean Glass and Chair of the Glass Manufacturers Industry Club of the Federation of Thai Industries (GMFTI) spoke exclusively to official AFGM journal *Glass Worldwide* about her responsibilities as a business senior leader and how she is using her platform at the GMFTI to highlight the glass industry’s contribution to green living.



Jariya Sangchaiya is Managing Director of Ocean Glass and Chair of the GMFTI.

Jariya Sangchaiya entered the glass sector in 2004, working as a Product Development and Quality System Manager at Thai Glass Industry PCL and progressing to become Operations Director at the container manufacturer from 2012–2013. Ms Sangchaiya joined Ocean Glass PCL

in August 2013 as the Executive Director – Manufacturing, becoming Deputy Managing Director of the glass tableware company in 2016, and assuming her current role – Managing Director – in 2017, with responsibility for the firm’s three furnaces, 12 machines and circa 700 employees.

“I have been heavily involved in the glass industry for over a decade,” comments Ms Sangchaiya. “My strengths lie in efficiency improvement, reducing costs and getting results. The glass industry provides many challenges – endeavouring to provide better products, services and solutions to customers is always interesting.”

Market leader

Established in 1979, Ocean Glass manufactures high quality soda-lime and crystalline glassware for domestic use and food service operators, with a decoration facility providing options for personalisation as gifts or souvenirs. Headquartered in Bangkok with its

main factory just south of the capital, in Samut Prakan, the company boasts an annual production capacity of 160 million pieces from its press, press and blow and stemware facilities, and exports products to more than 90 countries around the world, whilst maintaining a 20–25% share of the domestic market. In 2017 – the year Ms Sangchaiya took over as Managing Director – record annual sales figures were achieved.

“Ocean Glass is distinctively ahead of all other table top glass makers in Thailand,” she reports. “We are a HoReCa-driven [Hotel/Restaurant/Café – i.e. food service and hotel industries] company serving end consumers through modern trade. Being from Thailand, our priorities lie in the domestic market and majorly in ASEAN and surrounding countries. We produce world class quality glassware for our customers at the most competitive prices. We are the market leader for glass tableware in Thailand.”

The company currently employs “around 700” people and is “highly focused on people development through training,” according to Ms Sangchaiya. “We are a full-function company, having several different divisions. We focus on product quality by listening to our customers and we do our level best to ensure superior customer service.” The key to a successful customer relationship is “listening to the customers and being flexible enough to customise our solutions to meet their needs,” she believes. ▶

Future growth

During Ms Sangchaiya's tenure as MD, Ocean Glass has made "multiple investments" to automate its manufacturing processes and storage system. "Most of our investments are driven by automation and sustainability," confirms Ms Sangchaiya. "To name a few: we have improved on quality inspections by installing AI cameras; we created a warehouse that employs VNA machines and RFID tags. We are also investing a huge amount on changing all the roofs to solar panels."

Suppliers are chosen to support the company's investments on the basis of their reliability, proven technology and services, and if they offer value for money. Successful partnerships are maintained by good aftersales services and continuing communication, according to Ms Sangchaiya.

In the coming years, Ocean Glass will continue to focus on automation and sustainability (energy conservation), she reveals: "Our motto shall be to create circular living. We shall do all that is possible to ensure we go beyond the guidelines set forth by the government agencies.

"Glass will enjoy more demand over similar products made that are not so environmentally friendly," Ms Sangchaiya predicts. "I am seeing a huge growth in Asia as well as future growth in Africa. I look forward to creating more sustainable products... I want all of us to recognise that we need to be eco-friendly."



The Ocean Glass factory in Samut Prakan.

New opportunities

The Thai hollow glass industry started about 70 years ago and it has seen a "great growth until the recent past", reflects Ms Sangchaiya. "During the Covid-19 pandemic, we focused on health categories. We are proud of the products that have helped with personalisation. Our focus is on HoReCa, so product design will be designed to match this segment. A variety of products are required by the market so we keep developing to serve our customers' needs."

The company's biggest challenges will be energy-related, forecasts Ms Sangchaiya. "Soaring energy prices are a concern for several industries along with the glass industry. At the same time, I see an opportunity because the post-pandemic HoReCa segment is re-opening and

growing compared to periods when the pandemic caused the hospitality industry to struggle."

Chair of the GMFTI

Having been Vice Chair of the Thai Glass Manufacturers Industry Club of the Federation of Thai Industries (GMFTI) for several years, Ms Sangchaiya was "honoured" to be voted Chairperson of the GMFTI in 2022. "I sincerely thank all the members for considering me to chair the federation. I have been associated with the industry for a while and I sincerely wish to take the industry to the next level," she states.

Under the umbrella of the Federation of Thailand Industries (FTI), the GMFTI provides technical, supply chain and managerial support to all its members. During Ms Sangchaiya's tenure as Chair, her intention is to raise awareness about how the glass industry can help with green living by focusing more on 'reduce-reuse-recycle'. "Our industry is one of the best when it comes to being eco-friendly," she underlines. "Most of the raw materials for container manufacturing are available in abundance naturally."

The GMFTI is poised to become a guiding force to shape the Thai glass industry for the future, according to Ms Sangchaiya. "ASEAN is a growing market, therefore a lot of investment is likely to pour in from all corners of the world," she anticipates. "We expect our industry to grow. I expect ▶



Jariya Sangchaiya has worked in the glass industry since 2004.

GMFTI to make sustainability the prime agenda so that we are seen as part of the community and that our values align in a broader term.”

As a member of the GMFTI, Ocean Glass benefits from “understanding where the industry is going,” observes Ms Sangchaiya. “On a large platform like GMFTI, we discuss how tomorrow will look for the entire industry. Ocean Glass serves the needs of HoReCa and end-consumers around the globe, thus, having information about what tomorrow will look like from this platform will help Ocean Glass make strategies along the line.”

44th ASEAN Glass Conference

The GMFTI is a member of the ASEAN Federation of Glass Manufacturers (AFGM) – an industry association composed of glass manufacturers in South East Asia that Ms Sangchaiya describes as a forum for connecting ASEAN glass industry members to facilitate sharing of information.

During 30 October – 3 November



Ocean Glass manufactures high quality glass tableware.

2022, the GMFTI hosted the 44th ASEAN Glass Conference in Pattaya, Thailand (see *Glass Worldwide* January/February 2023; p108). The main benefits of these annual events are “That we have the personal interaction with each other and get connected with all delegates who come from all over the world, sharing knowledge, experience and emotions

that will bond people in glass industry together,” comments Ms Sangchaiya, also highlighting how the conference encourages attendees to “understand the needs of each other” and – “most importantly: establish what we can do together to make a better tomorrow for the industry.”

Asked to share her impressions of the conference, which attracted a record attendance, Ms Sangchaiya is effusive in her response: “I see a lot of passion flowing all around. People are excited to meet each other after being suffocated due to the pandemic. I truly feel good by being here.”

The significance of being the leader of the hosting body was not lost on Ms Sangchaiya and she seized the opportunity to “convey to everyone that our industry needs to create an environment of being sustainable and be the part of the community for a greener living.”

Closing the gap

It is pleasing to hear that Ms Sangchaiya has “never felt any kind of discrimination” during her ascent to becoming senior leader at one of the leading glass manufacturers in the region. She elaborates on her experience of building a career in a traditionally male-dominated industry: “I feel that it is all about what do we bring to the table as a person. I have worked through the ranks and I feel that the tradition is changing. Particularly in Thailand, women are accepted in high positions in many industries. The world is moving above and beyond race and gender.

“The information flow around the globe has been exceptionally remarkable especially in the past eight to 10 years,” she continues. “All of us are so well connected. Overall, the world has been becoming ‘smaller’ and the gap of gender inequality has been diminishing. I personally feel that industry leaders should look for talent and not for a gender.”

Any advice for females and young people considering a career in glass?

“I suggest young females to develop themselves in such a way that moving up becomes easier,” advises Ms Sangchaiya. “Being part of the glass industry is fun as you deliver happiness through the environmentally-friendly products.” ●

1 <https://www.oceanglass.com/en/about-us/index.php>



Ocean Glass celebrated its 40th anniversary in 2019.

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