

Khun Prim Jitcharoongphorn
Chairman of the Executive Board, Allied Metals (Thailand) Co., Ltd.

Khun Prim Jitcharoongphorn is the talented Chairman of the Executive Board of Allied Metals (Thailand) Co., Ltd. The company is the one of the fore-runners in Asia providing effective and innovative total solutions for F&B facilities. Founded in 1971, the company has established their name in the business for effective design, high quality equipments, and impeccable workmanship in addition to their certified repair and maintenance service technicians. Their achievements include main kitchens and F&B facilities in leading hotels, restaurants, flight kitchens, and other institution projects. Their expertise is best demonstrated in many of the notable show kitchens where efficiency is top priority and the workmanship cannot be compromised.

Khun Prim leads the company with a strong value in business integrity, and is guided by the ultimate satisfaction of her clients. Thus have been focused on sustainability in the design, equipment fit-out, and manufacturing process. The company holds the competitive advantages in their ability to deliver as promised, F&B facility projects that achieve energy and resources efficiency, optimized processes that allows long-term savings on operating and maintaining costs, while releasing minimum negative impacts to the environment. There's no surprise they win the trusts of world-class clientele like Mandarin Oriental Hotels, Four Seasons Hotel Group, Starwood Hotels & Resorts (Sheraton, Le Meridien, Westin), Aman Resorts & Hotels, Six Senses Resorts & Spa (Soneva, Evason, Six Senses), and Marriott Hotels (JW Marriott, Renaissance, Courtyard). Their works have reached international status with outstanding projects in Thailand as well as India, Sri Lanka, The Maldives, Nepal, Vietnam, Cambodia, Laos Republic, Bahrain, Qatar and Saudi Arabia. Allied Metals now operates out of their offices in Bangkok, New Delhi, Bangalore, Colombo, Phuket and Chiangmai.

One of the most important steps in establishing the company as the expert in providing total foodservice solution is when Khun Prim became a member of FCSI or Foodservice Consultant Society International. FCSI is a premier organization that promotes professionalism in Foodservice and hospitality consulting which includes concept development, design, feasibility studies, food safety, operations and training.

On a personal level, Khun Prim is a devoted food enthusiast. She is privileged to work closely with celebrated chefs from around the world and has grown to be as fanatical about foods. Her knowledge and passion had earned her many speaking engagements or a spot in major food events. She is a proud member of the elite Chaine de Rotisseurs. Members of the Chaine are serious food and wine lovers that get together to share and elevate their knowledge and appreciation of fine dining.