

SENZASIAN

Operational since 2019

CODE OF CONDUCT



Our responsibility



Minh B. Thai

Founder of Senzasian Group

Senzasian Group was built on a simple premise. Bringing the best of Asia to the European market without losing sight of the people and the land behind the products.

Whether it's specialty coffee from Vietnam or authentic ingredients from Taiwan, our business relies on trust.

This Code of Conduct defines how we act, how we source, and what we expect from the partners who help us grow. We believe that a great product is only truly "premium" if it's produced with respect for both people and the planet.

We believe that premium quality and responsible business conduct go hand in hand. We are committed to acting with integrity, respecting human rights, and minimizing our environmental footprint.

This document outlines our principles within four main pillars: People, Planet, Product, and Business Ethics.

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People & fair play

We value fairness and transparency.
We expect that same spirit in every corner of our supply chain.

Zero Tolerance for Exploitation

We have no room for forced labor or child labor. Period. Every worker in our chain must be there by choice and be of legal working age.

Safety First

Whether it's a processing plant in Asia or a warehouse in Europe, the environment must be safe. We expect our partners to actively reduce risks and protect their teams.

Fair Wages

Hard work deserves fair pay. We support a living wage and insist that all local labor laws regarding pay and hours are strictly followed.

Respect for All

Discrimination is a deal-breaker. We value people for their skills, regardless of their background, gender, or beliefs.



Sourcing

with a conscience



Our products come from nature.

If we don't look after the earth, we don't have a business in ten years.



Smart Farming

We favor suppliers who prioritize soil health and biodiversity.

High yields should never come at the cost of the local ecosystem.

Waste & Efficiency

From cashew shells to coffee pulp, we encourage our partners to rethink waste. We're constantly looking for ways to move more goods with a smaller carbon footprint.

Logistics

We prioritize Full Container Loads (FCL) and optimized shipping routes.

It's better for the bottom line, and better for the planet.

Quality products has no shortcuts



When a customer buys from us, they're buying our word.

True Origin

Traceability is non negotiable.

We need to know exactly where our rice, fruit, and coffee come from.

We don't accept "grey areas" in our sourcing.

EU Standards

Everything we sell must meet or exceed EU food safety regulations.

If it's not good enough for our own families, it's not good enough for our customers.

Authenticity

We sell what we promise. No mixing grades, no hidden additives, and no misleading labels.

Integrity in business

We play by the rules, and we expect you to do the same.



No Bribery

We win business through quality and service, not through "favors" or kickbacks. Corruption has no place in our partnerships.



Transparency

We believe in open books and honest conversations. If there's a problem in the supply chain, we want to hear it from you first.



Long-term Thinking

We're not looking for a quick profit. We're looking for partners who want to build something lasting.

Compliance & Partnership

The "Self-Correct" Approach

If we find a gap between your operations and this Code of Conduct, our first step is a conversation, not a cancellation. We want to help you fix it. We'll work together on a plan to get things back on track.

However, if we see a repeated lack of will to improve or serious human rights violations, we will end the partnership. We owe that much to our customers and our conscience.

Right to Verify

To stay honest, we (or a third party) may visit your facilities to see things for ourselves.

We ask for your full cooperation and transparency during these visits.

Speak Up

If you see something that doesn't feel right, tell us.

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