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Content

**1.No. of overseas offices of Dept.
of Int'l trade Promotion, Ministry of
Commerce**

1.Major Role of Commercial Attache

2.Strategy of Nairobi office

3.Case Study

1.No. of Oversea Offcies : 61

North America/Ociana (8) : USA (NY, LA, Miami, Chicago) Toronto, Vancouver, Mexico, Sydney

South America (3) : Chile, Brazil, Argentina

West Europe (10) : UK, France, Germany, Denmark, Austria, Italy (2), Netherland, Spain

East Europe (4) : Russia, Czech Republic, Hungary, Poland

Middle East (5) : UAE, Saudi Arabia, Iran, Israel, Turkey

Africa (5) : South Africa, Ghana, Egypt, Kenya, Nigeria

Asean (9) : Indonesia, Myanmar, Malaysia, Philippines ,
Singapore, Vietnam, Cambodia, Lao

East Asia (4) : Japan (Tokyo, Osaka, Fukuoka), South
Korea

China (9) : Hong Kong, Guangzhou, Kunming, Shanghai,
Xiamen, Nanning, Chengdu, Xi'an, Taiwan

South Asia (4) : India (Mumbai, New Delhi, Chennai),
Bangladesh

2. Major role of Thai Commercial Attache

2.1 Data base

- identify/compile importers list
- Identify/research on potential products
- compile report on marketing/trade+ economic situation

2.2 Service

- business matching/appointment
- provide trade information to importers/exporters
- advise importers/exporters on import/export

2.3 Trade fair

- disseminate DITP's int'l trade fairs
- find /bring Thai exporters participate int'l trade fair in EA
- organize solo show (Thailand Exhibition)

2.4 Trade Mission

- select/invite key importers to visit DITP's int'l trade fairs (jewelry, furniture, gift, leather products, food, auto parts, houseware, education, logistic, RHVAC)
- Organize trade mission to visit trade fairs in Thailand
- organize trade mission of specific product/service to Thailand (Medicare)

(DITP = Department of International Trade Promotion)

2.5 Relationship

Government

Ministry of Commerce

How

- call on executives
- invite executives to visit

Thailand

- high level meeting

Purpose

- build up relationship +
- cooperation

Trade Association

: Chamber of Commerce
etc.

How

- call on association
- invite executive to visit

Thailand

- high level meeting

Purpose

- relationship
- cooperation

Importers

How

- visit importers
- invite major importers to visit trade fairs in BKK
- jointly organize trade promotion

Purpose

- Introduce Thai products
- establish relationship
- /
- follow up marketing situation

3.Strategy of Nairobi Office

3.1 One country 4 products

Kenya :	rice, canned food, automotive parts, AC
Tanzania :	rice, canned food, automotive parts, footwear
Uganda :	footwear, automotive parts, furniture, AC
Ethiopia :	rice, canned food, garment, plastic products

3.2 Thailand's Best Friends

Look for major importers of 4 products and support them. (rice, canned food)

4. Case Study

Company : Chaoren Pokphand Food (CPF)

Established Year : 1921

**Product : Food and Agricultural products
(jasmin rice)**

Brand : Royal Umbrella

Key of Success In Exporting

- Attending int'l trade fair organized by DITP in BKK**
- Attending “Thailand Trade Exhibition”**
- constantly communicate with Office of Commercial Affairs**



Jasmine rice (Royal Umbrella)



Mushroom



Coconut Milk



Tuna



Bamboo Shoot



Visit Mr. Sachin Sumaria, Rapra Ltd.



Visit Mr. Murtaza Adamji, Adamji Multi Supplies Ltd.



Executives of leading insurance companies visit hospitals in BKK



Cooking Class
(teach chef to cook Thai food)



Solo Show in 2009



Solo show in 2011