

Daily Thai News Updates: 20 February 2017

1. Government to work on SME export contribution

Source: The Nation ([Link](#))

The International Trade Promotion Department will focus its efforts this year on small and medium-sized enterprises (SMEs). At an upcoming meeting of overseas Thai trade representatives with Deputy Prime Minister Somkid Jatusripitak, plans to promote exports from SMEs will be among the priority issues up for discussion. To drive the growth of exports by SMEs, the department will work closely with Thai trade representatives and private organisations in drafting plans to increase their export proportion. It will also encourage large enterprises to support SMEs in international trading and penetrating potential markets, starting with Asean including the CLMV (Cambodia, Laos, Myanmar and Vietnam) countries. Moreover, during the meeting with 66 Thai trade officials from overseas posts meeting, the Commerce Ministry will formulate plans for trade missions to target markets. Some of the missions will be led by Commerce Minister Apiradi Tantraporn. Some of the countries likely to be visited in the near future are Oman, the United Arab Emirates, the United Kingdom, the Philippines and Cambodia. The ministry has already carried out trade missions to many markets such as China, South Korea, Japan, Russia, Iran, India and Myanmar. At the meeting, trade officials and private-sector representatives will also brainstorm on how to drive export growth to each market.

2. Top Myanmar retailer to launch e-wallet with Thai technology

Source: The Nation ([Link](#))

As Myanmar has enjoyed a dramatic increase in the number of data users over the past three years, its leading retailer City Mart Holding Ltd plans to launch its first e-wallet service in mid-2017 with the support of T2P, a Thai FinTech company belonging to Benjachinda Holding. Win Win Tint, founder and managing director of CMHL, said in an exclusive interview that the firms recently signed a memorandum of understanding to form a joint venture. According to the pact, T2P will share its experience in developing both fintech and customer-loyalty programmes of the retailer by providing the technology to run its loyalty and online wallet platform. She said the joint venture's first product would be City Rewards, a loyalty programme that will give customers various rewards when they shop at the retailer's stores. Bundled together is an online wallet which users can use to make payments at its online and offline stores. According to Win

Win Tint, the retailer picked the Thai firm as its partner because only a few players have expertise in both fintech and loyalty programmes, which fits with its plans. “We will be launching our online store by the middle of this year to give customers more options for their shopping ... We will start with our consumers first to make their shopping experience in our stores more convenient,” she said. She promised to continue exploring ways to make consumers’ shopping experience as seamless and convenient as possible by ensuring they get the best value and variety. “Our efforts with T2P will enable us to introduce new services such as online shopping and self-check-out,” she said

3. Ministry woos South American traders

Source: The Nation ([Link](#))

The Commerce Ministry will bring in as many as 40 traders from Latin America for a business-matching event. Malee Choklumlerd, director-general of the International Trade Promotion Department, said Latin America was a target region for Thai exports. In support of efforts to boost exports to the region, the ministry will host a visit by the traders to a number of international trade fairs in Thailand, starting with THAIFEX-World of Food Asia 2017, from May 31 to June 4. At the event, some 30 to 40 traders from Latin American countries such as Chile, Argentina, Brazil and Peru will take part in business-matching activities. The traders will also visit food factories and supermarkets, and meet government officials and private organisations in an effort to bring about closer cooperation. In addition to those activities, the government will organise a meeting on Thailand-Chile trade, and a similar event will focus on boosting trade and investment with Brazil. Thai and Chilean businesspeople are also calling for a meeting between the business councils of both countries.

4. NBTC Inks MoU with South Korean Counterpart

Source: The Nation ([Link](#))

The National Broadcasting and Telecommunications Commission (NBTC) and South Korea regulator the Korea Communications Commission (KCC) will sign a memorandum of understanding today to support a collaboration between Thai and South Korean private TV broadcasters in a joint-content development. NBTC broadcasting committee chairman Natee Sukonrat has said that the MoU will lead to more collaboration between both sides in developing TV series and other types of TV programmes. The MoU will also lead to co-productions between the governments of the two countries, and cooperation between broadcasters in the broadcasting of content and exchanging programmes. It will also result in the promotion of the participation by related parties in broadcasting content, such as seminars and exhibitions, and exchanging relevant information and personnel related to regulations and policies for broadcasting content. South Korean TV series have been popular among Thai viewers. CJ E&M, South Korea’s

leading entertainment and Media Company, has formed a joint venture, Ture CJ Creations, with TrueVisions to create local TV shows.

5.Sammakorn to launch Bt2.3-bn projects targeting middle, upper-income markets

Source: The Nation([Link](#))

Listed property firm Sammakorn Plc plans to launch three residential projects worth Bt2.3 billion to drive presales and revenue to double-digit growth this year, the company's managing director Kittipol Pramroj na Ayudhya said. "The three new projects will focus on the middle and upper-income market, where the demand in this market segment is still growing as the commercial banks have continued to provide mortgage loans to them," Kittipol said at press conference. The company has confidence the property market this year will be stable. Following the market trend, Kittipol said that Sammakorn would focus on the middle and upper-income market by launching three new residential projects by focus, with the townhouses costing Bt2 million to Bt4 million. The projects are Sammakorn Avenue Suvanabhum, Chaiyapruk-Ring Road, and Office Park at Ramindra-Ring Road. They will be launched to the market in the last quarter of this year.

By Shreya Chopra

