Internationalization Schemes for Thai SMEs

Purpose: Information
Submitted by: Thailand
Internationalization Schemes for Thai SMEs

Role of Thai SMEs in Export

- 29% of total export value
- 51% of SMEs export value are from primary & labour-intensive products.
- Main export items are food processing, Jewelry, rubber products, wooden furniture, garment, etc.
- Major export destinations are Asean, Japan, USA, EU.
**Strategy**: Enhancing SMEs exporters capability and opportunity

- Incubate SMEs exporters
- Improve access to in-depth market information
- Upgrade marketing capacity
  - market channel / Market place / Trade fair
  - market penetration
  - financial support
- target value added products & services.

**Internationalization Schemes**

- **New Market**
  - Africa
  - Latin America
  - East Europe
  - South Asia

- **Market Place**
  - Opening Outlets / Showrooms in targeted markets.

- **Brand Enhancement**
  - Brand development
  - Brand Building
  - Using as an instrument to develop Thai SMEs/Exporters.

- **Venture Capital**
  - Equity financing in targeted markets.

- **Trade Mark Protection**
  - Consultation on how to register Thai SMEs/Exporters Trade Mark abroad.
Internationalization Schemes for Business Matching

- Networking
- Business Matching

Internationalization Activities

- International Trade Fair
- Foreign Market Study & Survey

Enabling Seminar & Workshop on International Trade

Major Agency