

Press Release

**STYLE Bangkok Telematching in LOVE kicks off  
with 84 pairs of Thai-international partners virtually connect on the first day**

Director-General Somdet Susomboon of the Department of International Trade Promotion (DITP), Ministry of Commerce presided over the opening of “STYLE Bangkok Telematching in Lifestyle Online Virtual Exhibition (LOVE)”, which is taking place from August 11-14, 2020 at the DITP’s office on Ratchadaphisek Road in Bangkok.

Mr. Somdet revealed that: “The DITP is committed to supporting and developing the capabilities of Thai traders to compete in the international market, so that they can adapt and seek opportunities amid constant changes in market and trade conditions as well as customer behavior.”

“We aim to encourage Thai entrepreneurs to develop their products and organizations in order to thrive in this complex global economic environment where trade competition is highly intense. It’s also our mission to support Thai exporters to develop their product quality, branding and services to meet the international standards, so that they are ready to venture into the global market both online and offline. The DITP will equip exporters with market knowledge and trade expertise to help them enter the global arena with efficiency and confidence.”

Throughout the four-day event, STYLE Bangkok Telematching in LOVE is running from 6.30 am to 11.30 pm (Thailand time) to ensure the convenience of visitors from various time zones. Since it opened, the event has already welcomed more than 350 traders. The DITP expects the event will generate more than one billion baht in trade value within the coming year.

In the business matching session, 350 traders have registered and 470 pairs of export-import partners have been arranged. Among the 36 countries registered, the top five importers are from India, the United Arab Emirates, Myanmar, Argentina and Kenya.

Meanwhile, the first pair of virtual traders – DHA Siamwalla Ltd from Thailand and Kanco Sales & Distributors from Canada – held a successful interaction. The top five product categories receiving the most matching requests are furniture, home decor, wellness products, garment/ apparel and houseware products.



“The DITP expects to see online business matching for lifestyle and fashion products create new opportunities for Thai entrepreneurs and international buyers at a time when the Covid-19 pandemic has made travel inconvenient,” said Mr. Somdet.

“STYLE Bangkok Telematching in LOVE will contribute to economic stimulus and at the same time strengthen Thai traders to adapt to the new normal of global trade. This pilot project to bring STYLE Bangkok online is helping to open new trade horizons and familiarize Thai exporters and international importers with ways to meet virtually and make deals effectively in the evolving global trade arena,” he concluded.