



## ***Thailand market promising for VN***

*Resource: vietnamnews*

*HCM CITY — Viet Nam's exports to Thailand last year were up sharply in terms of both volume and value, and they could increase further if businesses made better use of market opportunities, a trade official said.*

*Vietnamese goods sold in Thailand included processed foods, confectionery, processed fruits, food, fresh and dried fish, and building materials, Nguyen Thanh Hung, Vietnamese trade counselor in Thailand, said.*

*They were present in most northern Thai provinces, even in remote areas, and ethnic Vietnamese living in Thailand liked Vietnamese dried fruits produced by Vinamit Company and office stationery made by Thien Long Group Corporation.*

*The historic flooding in Thailand last year greatly affected manufacturing activity there, causing Thai companies to revert to imports, including from Viet Nam, to meet domestic demand as well as for re-export.*

*Thai firms were seeking to import Vietnamese farm produce, fruit and vegetables, especially kohlrabi, longan, and Thieu litchi.*

*With the harvest seasons occurring at different times in Viet Nam and Thailand, Vietnamese goods had the opportunity to enter the market with efficient trade promotion.*

*There was great potential even for export of auto, motorbike, and electronic parts.*

*Thai consumers appreciated Vietnamese goods since they were of better quality than Chinese products.*

*But Vietnamese firms had to improve design of their goods and diversify products.*

*They should be more active in participating in international trade fairs since this offered a good opportunity for them to market their products not only to Thais but also other foreign buyers.*

*They should also ensure stable supply of their products, something some companies had failed to do by not delivered goods in time or in the contracted quantity, causing difficulties for importers.*

*Vietnamese firms had to join hands to penetrate other markets rather than undercut each other. — VNS*

