

EXIM Thailand Promotes SMEs' Entry into E-commerce Market **Through Alibaba.com**



Mr. Pisit Serewiwattana (back row, second left), President of Export-Import Bank of Thailand (EXIM Thailand), recently posed for a group photo with Mr. Somchai Harnhiran (back row, third right), Permanent Secretary of Ministry of Industry, Mr. Pasu Loharju (back row, far left), Director-General of Department of Industrial Promotion, Ministry of Industry, Mr. Mongkol Leelatham (back row, third left), President of Small and Medium Enterprise Development Bank of Thailand (SME Development Bank), Assistant Professor Dr. Thanawat Polvichai (back row, second right), Senior Vice-president for Academic Affairs and Research of University of the Thai Chamber of Commerce, Mr. Jerry Wu (back row, far right), Country Manager of Alibaba.Com Thailand and representatives of EXIM Thailand's SMEs clients in the signing ceremony of a Memorandum of Understanding on the "Preparation of SMEs Entrepreneurs for International E-commerce Market" at SME Bank Tower. The collaboration aimed to promote Thai SMEs' readiness to enter into the E-commerce market through Alibaba.com website in line with the government's economic strategy to drive the country towards Thailand 4.0.

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**For further information, please contact Public Relations Division,
Office of Top Management Tel. 0 2271 3700, 0 2278 0047, 0 2617 2111 ext. 1141-6**