

Daily Thai News Updates: 17 February 2017

1. Muang Thai Life Assurance joins hands with Tourism Authority of Thailand to launch Smile Journey.

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

Sara Lamsam, President and Chief Executive Officer of Muang Thai Life Assurance Public Company Limited said his company and the Tourism Authority of Thailand would collaborate in promoting the family institution, especially the love for the elderly. Both sides will also raise the standard of health promotion under the campaign named “Muang Thai Life Assurance joins hands with Tourism Authority of Thailand to launch Smile Journey. Prepare to be amazed by 12 can't-miss destinations!”

2. Thailand is 2nd in Asia Pacific for cross-border purchase via mobile phone

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

Thailand is ranked second among the Asia Pacific countries surveyed for cross-border purchase via mobile devices, according to PayPal, one of the global leaders in digital payment. According to PayPal' Ipsos report 2016, the online shopping habits of more than 28,000 consumers in 32 countries, including 800 participants in Thailand, reveals new opportunities for Thai merchants to expand their international sales. Thai shoppers' total online spending is predicted to expand by 16 per cent from an estimated Bt325.6 billion in 2016 to Bt376.8 billion in 2017. Cross-border spending in Thailand is also expected to grow by 84 per cent in 2017 from the estimated of Bt60.3 billion spent in 2016. Among the countries surveyed, China and Thailand are leading the Asia Pacific region when it comes to making cross-border purchases on a mobile device. Thailand comes the second followed to China with an average of 46 per cent made via mobile devices.

3.Rice-clearing auction draws big crowd

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

Sixty-six rice traders participated in the government's auction of 2.86 million tonnes of rice yesterday, showing high market demand for the last lot of rice suitable for consumption from the government's stocks. Duangporn Rodphaya, director-general of the Commerce Ministry's Foreign Trade Department, said traders had shown strong interest in buying rice from the government's stockpile after the end of harvest season this month. "The auction should be able to release a large amount of rice from the stockpiles, while the remaining rice suitable for feedmeal and non-food industries such as energy will be opened for bidding in March," she said.

4.TCEB plans roadshow to Japan next month

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

The Thailand Convention and Exhibition Bureau plans a roadshow in Japan next month to offer incentive packages to attract more MICE (meeting, incentive, convention and exhibition) business to the Kingdom. The TCEB expects the "Thailand Connect: Japan Business Events Road Show" to enhance the bureau's partnerships with stakeholders in Japan to help drive the MICE industry in Thailand. Nopparat Maythaveekulchai, president of the TCEB, said the event would take place in Tokyo on March 2 and 3. The activity will be held in honor of the 130th anniversary of diplomatic relations between Thailand and Japan and to recognize the 10 years of MICE industry ties between the two countries. It will showcase Thailand's MICE industry to more than 200 buyers, suppliers, international media, and industry experts. "The TCEB will announce the new 'Thailand brand' campaign together with key marketing strategies strengthened by the government's 'Thailand 4.0' economic model," he said.

5.Thai unit of Korea’s 11street e-commerce platform claims early success

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

Korean E-Commerce platform 11street says it has served more than 150,000 Thai shoppers with transactions worth more than Bt200 million since its soft launch in Thailand last December 21. Offering eight product categories – fashion, electronics, groceries, health and beauty, children and infants, leisure and sports, home and living, and e-vouchers and books – 11street Thailand currently has more than 9,000 Thai and international sellers. Hong Cheol Jeon, chief executive officer of 11street (Thailand) said that with its expertise and proven track record of being the No 1 e-commerce service provider in South Korea, the company was confident of becoming the top-of-mind online marketplace for Thais. “We have received positive feedback on the uniqueness of our platform from both sellers and buyers, and are committed to create simple, convenient and safe shopping and selling experiences for Thai buyers and sellers,” he said.

By Shreya Chopra

