

# Thailand partners with Chinese e-commerce to boost agricultural exports



The Ministry of Agriculture and Cooperatives, the Marketing Organization for Farmers (MOF), and Shanghai Taihuixuan Technology Co., Ltd. have collaborated through a Memorandum of Understanding (MOU) signed on November 15, 2024, to launch "THAI MALL" on Chinese e-commerce platforms. This venture is designed to channel Thai agricultural produce and fruits into significant Chinese economic centers such as Shanghai, Shenzhen, and Hong Kong SAR, aiming to enhance Thailand's presence in the international agricultural market.

Under this agreement, MOF will play a crucial role in curating and supplying premium fruits for the Chinese markets. The initiative sets an ambitious first-year sales range between 200-1,000 million yuan (\$27-138 million), responding to the growing global appetite for Thai fruits, underscored by the export of durian, mangosteen, and longan totaling 1,253,208.1 tons, and valued at over 130,372.7 million baht (\$3.74 billion) from January to October. The project's broader objective includes the establishment of at least 10 branded stores in China by September 2025.

This strategic move is in line with the Agriculture Minister's policy to integrate Thai agriculture into the Global E-commerce Platform, with a particular focus on meeting the Chinese market's demand for Thai agricultural goods. Mr. Chen Zhifa, Chairman of Shanghai Taihuixuan Technology Co., Ltd., highlighted the longstanding recognition and demand for Thai agricultural products in China. The partnership aims for a revenue target of around US\$1 billion (35 billion baht) over five years, leveraging Shanghai Taihuixuan's expertise in online commerce, logistics, and warehousing to bolster Thailand's agricultural sector on a global scale.

Source: [Khaosod English](#)

Publication date: Mon 18 Nov 2024