

South Africa - Thailand to mark 20 years of good relations at Thailand Trade Show

South Africa and Thailand, now reporting their highest bilateral trade volumes in 20 years, will mark the 20th anniversary of formalised trade and economic relations at the Thailand Trade Shows in Cape Town and Johannesburg this month. The first will take place from 18-20 June at the Cape Town International Convention Centre and the second from 25-27 June at the Sandto Convention Centre, Johannesburg.

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The Thailand Trade Show, hosted by The Department of International Trade Promotion (DITP), Ministry of Commerce of the Royal Thai Government is designed to boost bilateral trade between South Africa and Thailand, and will showcase some of Thailand's finest products.

"Two decades of trade and commercial relations between South Africa and Thailand have yielded significant benefits for both countries. Bilateral trade between the countries has enjoyed steady year-on-year growth. 2012 bilateral trade grew to USD 5.256 Billion over the USD 3.5-billion of 2011, representing the highest level of two-way trade that the two nations have experienced in 20 years.

"It seems fitting to commemorate this anniversary with a double showing of our Thailand Trade Show," say Dr. Chakaran Komolsiri, Head of the Office of Commercial Affairs at the Royal Thai Embassy in South Africa.

The Thailand Trade Shows will be the 15th and 16th such events hosted by the DITP in South Africa. The show typically attracts a strong contingent of local buyers, traders, importers, retailers, wholesalers, agents and distributors keen to explore new trade opportunities or to expand or diversify their relationship with Thai exporters.

Among the diverse sectors that will be on show this year, are food and beverage; health; beauty;

accessories and fashion products, household and kitchen products amongst others.



Quality, flexibility, product diversity and an excellent business ethic are the key reasons that South African importers favour trading with Thailand. Thai exports to South Africa range from automotive to food and beverage, rubber and agri-industry products, among others, and totalled USD 2.428 Billion in 2012.

Last year, food products accounted for three of Thailand's top 15 exports to South Africa. Cereal (rice) ranked fifth, Prepared Meat & Fish (canned tuna and sardines) sixth and Meat (poultry) fifteenth.

The Thailand Trade Show is first and foremost a business-to-business event that puts South African trade in direct contact with prominent Thai exporters and business opportunities.

DITP officials will also be on hand at the expos to facilitate introductions, answer trade questions and assist traders to source and establish communication and relationships with Thai trading partners across all trade sectors.

Thai cuisine is among Thailand's most celebrated global exports and so, to provide both entertainment and flavour to the Thailand Trade Show, award-winning Thai chefs will prepare authentic Thai food for visitors to sample, at daily cooking demonstrations.

Traders who wish to participate in the business-to-business networking events on the opening days in Cape Town or Johannesburg, should email lindi@tradeprojects.co.za to enquire about accreditation. For more information on the shows, visit www.thailandtradeshow.co.za. Follow the Thailand Trade Show on Twitter [@ThaiTradeShowSA](https://twitter.com/ThaiTradeShowSA).

To enquire about trading with Thailand, call the Office of Commercial Affairs, Royal Thai Embassy, Office Commercial Affairs at Tel: + 27 (0) 12 342 0835 or email Sean Kearns at svkearns@thaiembassy.co.za.