



ธนาคารเพื่อการส่งออกและนำเข้าแห่งประเทศไทย  
EXPORT-IMPORT BANK OF THAILAND

## **EXIM Thailand Realigns Marketing Force to Provide Total Solutions to Export Business**

EXIM Thailand restructures its marketing functions to provide Thai exporters with complete financial solutions by combining export advisory, financing and insurance operations in the new marketing department's structure. The change will take effect on January 15, 2008.

Dr. Apichai Boontherawara, President of Export-Import Bank of Thailand (EXIM Thailand), said that, effective on January 15, 2008, the Bank will merge Small Business Development Department and the marketing function of Export Credit Insurance Department with Business Promotion Department and set up **Business Promotion Department 1 and Business Promotion Department 2**. The two new departments will be responsible for both export finance and export credit insurance services. Their tasks include seeking new clients, promoting credit line utilization and designing export financial packages including export credit insurance service that suit the needs of individual exporters.

According to EXIM Thailand President, this major face-lift of the Bank's marketing force will enable EXIM Thailand to better cater for Thai exporters with fully integrated financial facilities ranging from export advisory services, loans, export credit guarantee to export credit insurance.

Meantime, EXIM Thailand's Export Credit Insurance Department will continue to offer overseas buyer or buyer's bank risk assessment and debt collection services as well as developing new export credit insurance tools to better serve Thai exporters' requirements. The department will also expand its collaboration with other financial institutions with an aim to promote their clients' use of export credit insurance to minimize risks in international trade.

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