



ธนาคารเพื่อการส่งออกและนำเข้าแห่งประเทศไทย  
EXPORT-IMPORT BANK OF THAILAND

## **EXIM Thailand Promotes Thai Franchised Restaurants Overseas**

EXIM Thailand in collaboration with the National Food Institute and Thai Food International Inc. promotes the expansion of Thai franchised restaurants throughout the US in support of the government's Kitchen of the World initiative.

Dr. Apichai Boontherawara, President of Export-Import Bank of Thailand (EXIM Thailand), Dr. Yuthasak Supasorn, Deputy Executive Director of the National Food Institute (NFI), and Mr. Kane Bunyaketu, Chief Executive Officer of Thai Food International Inc. recently signed a Memorandum of Understanding (MOU) to provide financial and other support for the expansion of Thai restaurants in the US market in New York City. Under the MOU, EXIM Thailand will work with NFI to promote the Thai Food International Inc.'s "Racha Thai Cuisine" and "Thai Go" franchises through various marketing and public relations channels. The Bank and NFI will also coordinate with Thai Food International Inc. to consider the eligibility of those interested in operating franchised restaurants and provide them with appropriate financing facilities and benefits.

EXIM Thailand President added that in accelerating the expansion of Thai franchised restaurants, the Bank would offer more flexible borrowing conditions under its currently-available Financing Facilities for Thai Restaurants Overseas. By leveraging the long-standing experience and management capability of the successful franchise owners, the franchisees will be able to mitigate operational and other risks involved in starting up new restaurants overseas.

Thai Food International Inc. owns two lines of franchised restaurants: 1) Racha Thai Cuisine offering full-serviced restaurant facilities and 2) Thai Go catering fast food or quick services for consumers who require speed and novelty. Currently, there are over 10 Racha Thai Cuisine and Thai Go restaurants in Washington and Oregon states.

For aspiring Thai restaurant owners, EXIM Thailand is ready to extend both financing facilities and information services to help them realize their business goals and increase the number of Thai restaurants overseas. The Bank's ultimate aim is to be instrumental in the government's effort to promote Thailand as "Kitchen of the World."

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Public Relations Division

Office of Top Management

#### About Export-Import Bank of Thailand

Export-Import Bank of Thailand (EXIM Thailand) is a state-owned specialized financial institution under the Ministry of Finance's supervision. Established under the Export-Import Bank of Thailand Act B.E. 2536 (1993), which was amended in 1999 to expand its role in supporting investments, EXIM Thailand was mandated to provide financial services for the promotion and facilitation of Thailand's exports, imports and investments for national development. The Bank's objectives are to strengthen the competitive edge of Thai exporters and investors abroad as well as promoting business activities that contribute to the earning or saving of foreign exchange.

**For further information, please contact Public Relations Division, Office of Top Management  
Tel. 0 2271 3700, 0 2278 0047, 0 2617 2111 ext. 1140-6**