

Minister of Finance Leads EXIM Thailand Executives to Visit Customers Engaging in Sustainable Farm Businesses in Chiang Mai

Mr. Arkhom Termpittayapaisith, Minister of Finance, together with Dr. Rak Vorrakitpokatorn, President of Export-Import Bank of Thailand (EXIM Thailand), executives of EXIM Thailand and Bank for Agriculture and Agricultural Cooperatives (BAAC) paid visits to customers engaging in agricultural businesses on a sustainable basis to deliver quality products and services to the general public and drive Bio-Circular-Green (BCG) economy. The Minister and his entourage started from visit to the beekeeping farms under the management of Supha Bee Farm Co., Ltd., producer and distributor of bee and honey products domestically and overseas and EXIM Thailand's customer in Mae Rim District of Chiang Mai Province, and was welcomed by the company's owners, i.e. Mr. Somboon Yawilert, Advisor, and Miss Suwitcha Yawilert, Marketing Manager. The visit featured touring of beekeeping farms and processing plant of honey from a cluster of more than 2,000 beekeepers in the Northern, Central and Eastern areas, as well as visit to the center for integrated beekeeping learning for farmers and people in general, with application of new knowledge base and innovations for enhancement and processing of honey and bee products for higher value added, uplifting of basic farm products to become high-value farm products, create job opportunities, and generate income to community enterprises from successful export of Thai honey products to the world markets.

The Minister and the executive team on November 11, 2022 visited a flower farm named I Love Flower Farm in Mae Rim District of Chiang Mai Province and was welcomed by Miss Nawisa Moontha, owner, who led touring of the flower farm which is a very popular tourist destination, particularly in winter, with systematic management to distribute income to the community from the farm which produce flowers for distribution in and beyond Thailand, homestay, food shop and coffee house.

The Minister of Finance, together with EXIM Thailand President, and EXIM Thailand and BAAC executives also traveled to Doi Saket District of Chiang Mai Province to visit Chiangmai Celadon (2015) Ltd., Part., EXIM Thailand's customer and producer and distributor of Chiang Mai Celadon glazed ceramics products for both domestic and export markets, such as dinnerware, home décor, gifts and souvenirs, and was welcomed by Miss Tassanee Yaja, founder and Managing Partner of Chiangmai Celadon (2015) Ltd., Part. and President of OTOP Artist Network of Thailand. The Minister and the EXIM Thailand and BAAC executive team visited the factory, showroom and culture tourism spot which exhibit the identity of local wisdom with focus on using raw materials in the locality. The unique jade green color of the Celadon comes from the soil natural mineral processed through the technique under the intellectual property patent acquired for the production of Celadon as a product with Geographical Indications (GI): Chiang Mai Celadon.

The visit afterward on November 12, 2022 was to Sunsweet Plc., producer and distributor of sweet corn products in the innovative forms of canned sweet corn, pouch sweet corn on the cob, frozen sweet corn and other ready-to-eat agricultural products like grilled sweet corn with butter, baked Japanese sweet potato, boiled tiger stripe peanut and waxy corn in San Pa Tong District of Chiang Mai Province, with export in an approximate proportion of 80% to more than 50 countries around the world under its "KC" brand and produced to orders from buyers overseas under their brands. The Minister and the executive team were welcomed by Mr. Ongart Kittikhunchai, Chief Executive Officer of the Company who led touring of the factory of modern technology and machinery and quality control process according to the international standards and aiming for sustainable development.

November 12, 2022

Corporate Branding and Communication Department