

“Doing Business in Thailand” session

Bangkok, 14 October 2020



Welcome

- The webinar will begin shortly.

- This webinar is being recorded
- Questions? Please use the chatbox
- Please disable your camera
and mute your microphone







Introduction

- › Global Experiential Marketing Agency
- › Events, Exhibitions, Environments
- › Design, Production & Installation
- › Global Corporate Clients



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Representative office

- › How it works
- › Pro's & Con's
- › Bangkok as a hub for APAC
- › Lessons learned

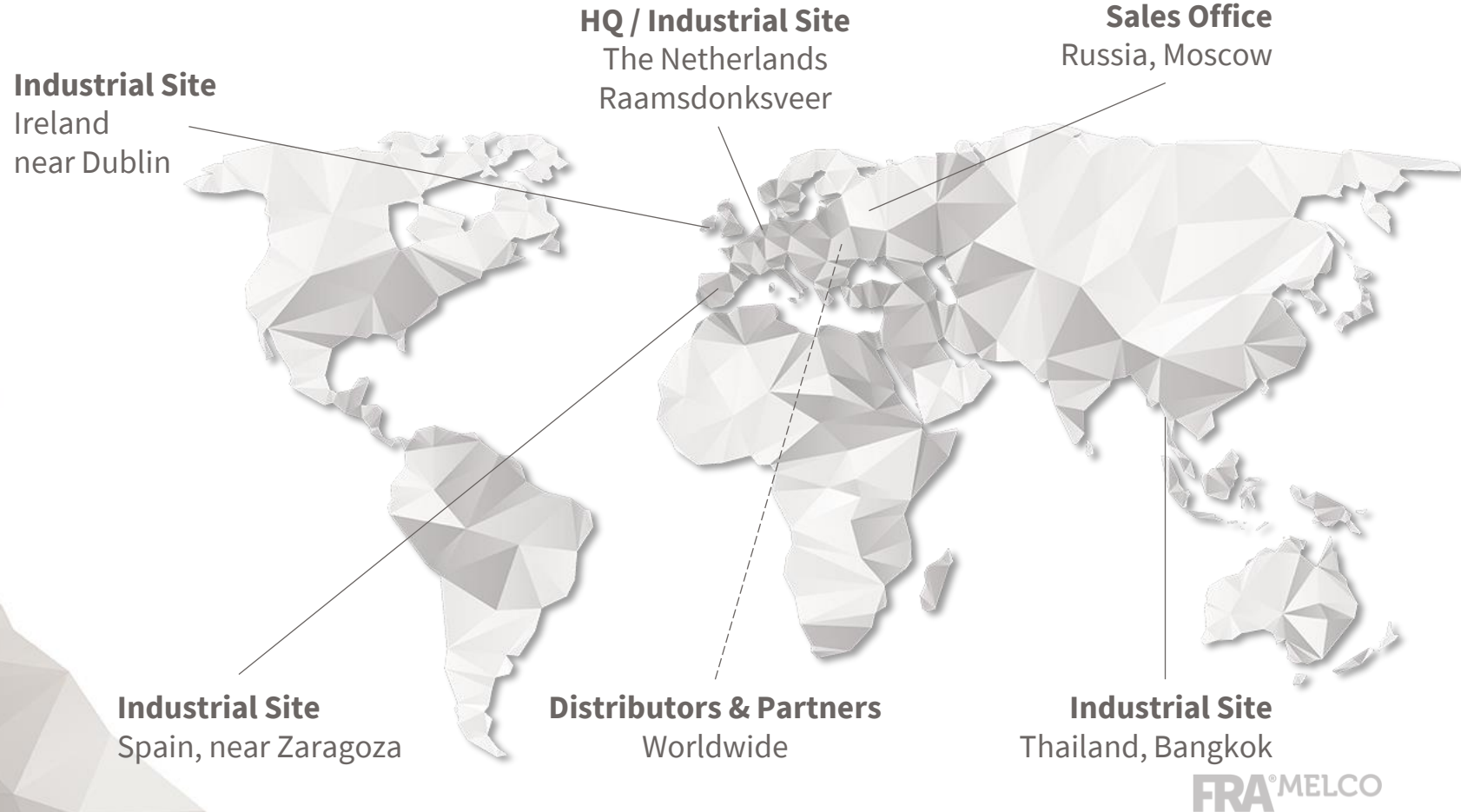


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FRAmelco is a family-owned company specialized in the development, manufacturing and marketing of animal feed additives.



In order to accelerate growth, the following challenges had to be tackled:

- 1. Management and training of distribution partners**
- 2. Delivering the goods took forever (30-50 days at sea)**
- 3. Credit terms that were (too) long, > 60 days**
- 4. Shipping costs, high import duties and the use of distribution partners were driving up the local market price**



Project Thailand

- **Main objectives**
 - ✓ Proximity to the market
 - ✓ Reduce time at sea
 - ✓ Improve credit assurance
 - ✓ Save on shipping costs and import duties
 - ✓ Increase margin
- **Why Thailand**
- **Lessons learned**

Wat kan een ambassade voor u doen?

- Handelsbevordering: generiek, sectoraal en maatwerk
- Marktoriëntatie
 - Markt- en sectorinformatie
- Markttoegang
 - Matchmaking: contacten en introducties > Importeurs, afnemers, distributeurs, agenten, lokale partners, adviesbureaus
 - Sanitair en Phytosanitair
- Belangenbehartiging
 - Contacten met lokale overheid
 - Troubleshooting

Neem contact met ons op via
BAN-EA@minbuza.nl

Thank you for attending

