

Press release

DHL further supports Thai SMEs to go international via digital platform, Onenow.com

- **The e-Marketplace which focuses on promoting Thai products to international buyers is a partnership between DHL, comGateway and SACICT**
- **DHL provides its expertise and access to its global network as a trade facilitator, offering Thai SMEs an opportunity to expand globally**

Bangkok, November 24, 2016 - DHL Express, the world's leading international express services provider, has announced the launch of onenow.com, in partnership with comGateway and the Support Arts and Crafts International Centre of Thailand (SACICT) to maximize the selling opportunity of Thai products internationally. This allows DHL to assist Thai SMEs in capitalizing on the rise of the e-commerce trend as an official logistics partner to Onenow.com.

The launch of onenow.com comes on the back of a three-way Memorandum of Understanding (MoU) signed by DHL, SACICT and comGateway earlier this year to support Thai SMEs looking to bring Thai indigenous arts and crafts to the world whilst providing a positive buying experience to international buyers and ultimately stimulate repeat purchases.

Partnership to overcome challenges of Thai SMEs

According to the Electronic Transactions Development Agency (ETDA), Thailand's total e-commerce market size was worth 2.1 trillion baht (\$58.4 billion) in 2015, increasing by 3.65 percent compare to the previous year. However, the recent survey from Dhurakij Pundit University¹ found that only 16 percent of Thai SMEs have experience in international trade due to the deficit of marketing talent and skills in exploring businesses at the regional and global level.

Chananyarak Phetcharat, Managing Director, DHL Express Thailand, said, "Through this partnership, DHL is committed to connecting Thai SMEs with potential customers around the world with efficient and effective logistics solutions. Many Thai SMEs today are still struggling with challenges which include language barriers, complicated rules and regulations, complex customs procedures, and inadequate logistics knowledge. With our extensive network in more than 220 countries and territories and expertise in customs regulations, DHL can help Thai SMEs looking to capture opportunities in e-commerce and grow internationally."

Danny Lim, Chief Executive Officer, comGateway, added "ComGateway is delighted to be a part of this partnership and share our experience to help Thai entrepreneurs to be E-enabled and expand their business across the globe. Thailand has variety of great unique products with the potential to capture sales from international buyers. Digital marketing, product

¹ <http://www.asianews.network/content/thai-smes-%E2%80%98slower-progress-regional-peers%E2%80%99-22037>

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description and attractive images are keys to success in an e-commerce business but they could also be challenges that obstruct many online sellers from succeeding. Onenow.com provides online solutions that cover the entire e-commerce value chain so that the sellers can only focus on developing and differentiating their products from competitors in the market with creativity and innovation.”

Leveraging expertise from each party, Onenow.com will assist both sellers and buyers in identifying fully-landed cost, smoothen financial transactions, fraud protection, international customer service, and dispute management. The innovative use of technologies will enhance a positive buying experience in the online purchase of Thai products. The three parties will also work together to conduct trainings for Thai SMEs to improve relevant skills in expanding business internationally.

Opportunities for Thai SMEs

In addition to capturing the rising e-commerce trend, this collaboration targets to maximize the selling opportunity of Thai products internationally and to create repetitive purchases where possible. According to the Office of Tourism Development, more than 29 million international tourists visited Thailand in 2015, generating an expenditure of THB 1.4 trillion. Out of this, 25 percent or THB 327 billion was spent on shopping. The strong appealing of Thai products to visitors stops translating into revenue when the tourist leaves the kingdom. Onenow.com will extend the cycle beyond the time spent in Thailand and allow visitors to continue purchasing Thai products even though they are not inside the country.

“Onenow.com will enable SMEs to tap into the global market more competitively and efficiently. Unlike other online shopping platforms, Onenow.com is a dedicated e-marketplace with an aim to support Thai sellers on online transaction in response to the government’s digital economy policy. Thai SMEs will also benefit from a free yearly membership fee, translation assistance, secure payment gateway and international business trainings we provide. Furthermore, to encourage sellers to try-out the platform, we are providing a THB 2,000 sign-on credit to get them started,” said Lim.

“The possibilities created by the internet and new technologies mean that there are a myriad of overseas trade opportunities out there for Thai businesses. Collaborating with experienced partners like comGateway and SACICT will guarantee SMEs a worry-free service, allowing them to cultivate sustainable business growth. SMEs can successfully expand into new markets, compete with larger companies and connect with international customers. The expertise from all partners will further help stimulate SMEs growth, which is the grass-root of the country’s economic sustainability,” added Chananyarak.

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DHL – The logistics company for the world

DHL is the leading global brand in the logistics industry. Our DHL family of divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 340,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, energy, automotive and retail, a proven commitment to corporate responsibility and an unrivalled presence in developing markets, DHL is decisively positioned as “The logistics company for the world”.

DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 59 billion euros in 2015.

comGateway is an e-Commerce company that provides solutions for consumers to buy online and ship internationally. It is one of the pioneers providing cross border B2C services and through its own website and sites in partnership with Visa and PayPal, it facilitates orders and shipments from the U.S. to customers in more than 150 countries since 2005.

Its portfolio of B2C solutions includes Fraud and payment processing, logistics management and multi-language customer support. With its strong internal IT resources that develop all its solution, all comGateway services are customizable. Working with its logistics partners, shipping is provided to more than 200 countries and as an e-commerce platform approved by China Customs, comGateway can now offer its customers access to the official China B2C import channel.