



Thai SMEs Experience in Latin America

Agenda

- Opportunities
- Threats
- Cases: LV Technology, SCG Plastic, Pattaya Food, CPF, Thai Paper Mills, Bangkokmex Consulting, etc.
- Tips for new investors/traders

Dr. Jakarin Srimoon
Executive Director, The SEA-LAC Trade Center
University of the Thai Chamber of Commerce (UTCC)
Bangkok, THAILAND



Thai SMEs Experience in Latin America

Opportunities:

- Sustainable economic conditions
- Room for Improvements
 - Infrastructure, Logistics, Urbanization
- High demand in several products
 - Truck, Plastic, textile, food and beverage, etc
- Openness for foreign investments
 - Information & Telecommunication, Biotechnology, Pharmaceuticals & medical



Thai SMEs Experience in Latin America

Threats:

- Cultural Difference:
Latin American culture is not like American culture!
- Language: Spanish, Portuguese
- Logistic barriers: Cost, time, and inflexibility
- Time Difference
- Take time to build TRUST
- Low awareness of inter-trade between SEA-LAC



L.V. Technology Public Company Limited

- LVT has currently expansion of its market to Asian regions as well as market penetration towards other regions such as the Middle East, Europe and North America
- In 1999, allied with FL Smidth of Denmark and also partnered with UBE in Japan
- In 2001, expanded to India
- In 2003, initiated the expansion of investment to the European zone



L.V. Technology Public Company Limited

- In 2005, invested in North America which cover both United States of America and Canada
- In 2006, started expansion of its business to China.
- Most recently, In 2008, LVT has expanding to the Latin America, invested in LV Latino America Equipamentos Industrial Limited Company (LVLA) in Brazil with the registered capital of 200,000 Brazilian Reals and holding 50% shares



Bangkokmex Consulting

- *Bangkokmex Consulting* is a consulting firm based in Thailand
- Provide consulting services to Thai companies for trade and investment in Mexico

- Their customers: Seagull, Thai Beverage, Top Spa and Hotels in Bangkok, and Beauty Clinic
- Managing Director: Mixed Mexican and Canadian who lives in Thailand for 5 years



Recommendations

- Reference
- Understanding LAC culture
- Know language of Business in LAC Spanish and Portuguese
- Be patient when negotiating with LAC
- Research their needs and their networks
- Build a trust relationship with LAC businesspeople/local partners/agent: regular visits, direct contact with customers, and networking



University of the Thai Chamber of Commerce
SEA-LAC Trade Center
The Southeast Asia and Latin America Trade Center

Thank you!
Muchas Gracias!
Terima Kasih!

Dr.Jakarin Srimoon
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University of the Thai Chamber of Commerce (UTCC)
Bangkok, THAILAND

www.utcc.ac.th/sealac