



Thai Government Task Force Targets New Export Markets Through Strategic Trade Engagement

The Ministry of Commerce has launched a task force under the Department of International Trade Promotion (DITP) to help Thai exporters expand into non-traditional markets—Latin America, Africa, the Middle East, and South Asia. The initiative includes business-matching events, starting with a session in Argentina that generated 320 matches between 40 Thai companies and 79 Argentinian importers.

The delegation will continue to Chile and Brazil. Discussions with Argentinian trade associations highlighted strong demand for Thai products and supportive local trade policies, including tariff reforms and FTA negotiations.

This initiative reflects a proactive state-led strategy to diversify trade risks and strengthen bilateral ties. Legal and compliance considerations remain key, particularly around product standards, customs, and cross-border contracts. The 21.3% year-on-year growth in Thai-Argentinian trade underscores the potential of these emerging markets for Thai exporters.

Should you have any question, please do not hesitate to contact us via info@bgloballaw.com

