

## SMITA Malaysia collaborates with 11street to tap markets in Thailand



By **Mohd Haikal Mohd Isa**

**BANGKOK, March 19 (Bernama)** — The Malaysian small and medium enterprises (SMEs) will be able to sell their products and services in Thailand now through the 11street e-commerce marketplace in the country.

The opportunities to penetrate the Thai market were made possible through the collaboration between SME International Trade Association (SMITA Malaysia) and 11Street (Thailand) Co Ltd, the second largest e-commerce platform in the country.

SMITA is a non-governmental organisation (NGO) that facilitates and nurtures SMEs to tap into the global arena.

Its Malaysia's National President, Megane S.C. Soo, said Thailand has a vibrant consumer market of 70 million people.

"The collaboration with 11Street is one of many initiatives of SMITA to assist Malaysian SMEs export their products and services.

"This is in line with the government's call for businesses to tap into the e-commerce industry," Soo said after the signing of the collaboration agreement here recently.

Also present were Malaysian Ambassador to Thailand Datuk Jojie Samuel and Malaysia External Trade Development Corp's Trade Counsellor in Thailand, Norman Dzulkarnain Mohd Nasri.

Soo said the collaboration with 11Street Thailand was part of SMITA's vision to grow its members to be the leading global trading companies.

"Our mission is to be the launching pad for members who aspire to compete in the regional and global markets," she said.

She said the initiative would further boost SMITA's presence in the regional market and allow Malaysian SMEs an opportunity to tap into the Thailand market, thus expanding the presence of its 13 branches throughout Malaysia.

SMITA currently has 3,000 indirect members plus 500 direct members, made up of organisations and companies, she said.

Soo said SMITA wanted to foster the growth and development of SMEs in international trade for the growth of the Malaysian's economy and strengthen economic ties between the SMEs and providing opportunities for export growth.

The NGO also acted as a medium for dissemination of information and the latest market risk research so that SME entrepreneurs in Malaysia were able to compete in the international market, she said.

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