

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Date: 5/13/2011

GAIN Report Number: TH1063

Thailand

Post: Bangkok

Trade Lead System - Success in Thailand

Report Categories:

ATO ACTIVITIES reports

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Report Highlights:

"TH1063" - FAS/Bangkok, has realized another Trade Lead System (TLS) success. Sun Food Trading purchased a total of \$128,000 of jumbo golden raisins and pitted prunes through the TLS in April 2011.

General Information:

Sun Foods Trading was introduced to Post through the U.S. Commercial Service. The company is a supplier of dried fruits from China and the United States to food manufacturers in Thailand. Post has facilitated the second Trade Lead System (TLS) success, the company purchased a container of jumbo golden raisins valued \$76,120 from Galco International and another container load of pitted prunes from Cal Ranch Inc. in value of \$52,560.

Despite the relatively small amount of these initial transactions, the trade lead system has provided an opportunity for Post to establish a relationship with a new importer and we will follow-up with the company for future trade opportunities.

Post would like to thank Mr. Randall Green of the New Media Solutions, Inc. for an efficient and useful Trade Lead program. FAS/Bangkok sees the Trade Lead System (TLS) as a very helpful tool to U.S. exporters and Thai buyers. Also, TLS gives FAS/Bangkok to help develop opportunities to create new relationships with contacts and future trade.