

Minister Pichai Highlights THB 1.5 Billion Cumulative Revenue at International Live Commerce Expo 2024

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[/EINPresswire.com/](https://EINPresswire.com/) -- Mr. Pichai Nariphthaphan, Minister of Commerce, announced today the remarkable success of [the International Live Commerce Expo 2024](#), organized by the Department of International Trade Promotion, Ministry of Commerce. The campaign, which featured participation from Key Opinion Leaders (KOLs) from China, generated cumulative revenue exceeding THB 1.5 billion, with over 4.3 million orders of Thai products placed for export, primarily to China.



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Live-streaming sessions were a central feature of the campaign, attracting a staggering 115 million views from consumers across China. This overwhelming engagement underscores the strong demand for Thai products in the international market, particularly through live commerce channels.

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*Mr. Pichai Nariphthaphan,
Minister of Commerce*

The International Live Commerce Expo 2024, held from 25-29 September at Samyan Mitrtown, Bangkok, received an enthusiastic response from day one. Chinese KOLs began live-streaming to promote and sell Thai products from 9:00 AM to 5:00 PM daily. Across the event's five-day duration, over 60 live sessions took place, with each broadcast contributing significantly to the overall sales and campaign success.

Pichai highlighted the importance of this event as a significant milestone in the Ministry's broader strategy to

support SMEs and promote Thai products worldwide. “This success demonstrates the strength

of Thai products and the effectiveness of live commerce in reaching international markets. With over THB 1.5 billion in sales and millions of products now in the hands of consumers worldwide, this is just the beginning of Thailand's journey in global e-commerce," Pichai said.

Looking forward, the Ministry of Commerce is committed to continuing its collaboration with influential global figures and expanding live commerce initiatives, particularly in emerging markets such as China. The success of the International Live Commerce Expo 2024 sets a new benchmark for future events, reinforcing the global recognition of Thai products in a sustainable and impactful way.

Department of International Trade Promotion
Ministry of Commerce, Thailand
+66 2 507 7999
livecommerce@ditp.go.th

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