

## Asian International Trade and Investment Association (AITIA) convene to strengthen cross-border e-commerce cooperation between Guangxi /Hunan (China) and Thailand

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Thailand and Guangxi /Hunan provinces (China) to jointly explore the e-commerce markets in Southeast Asia in key sectors such as agricultural products trade, cross-border e-commerce, and investment.

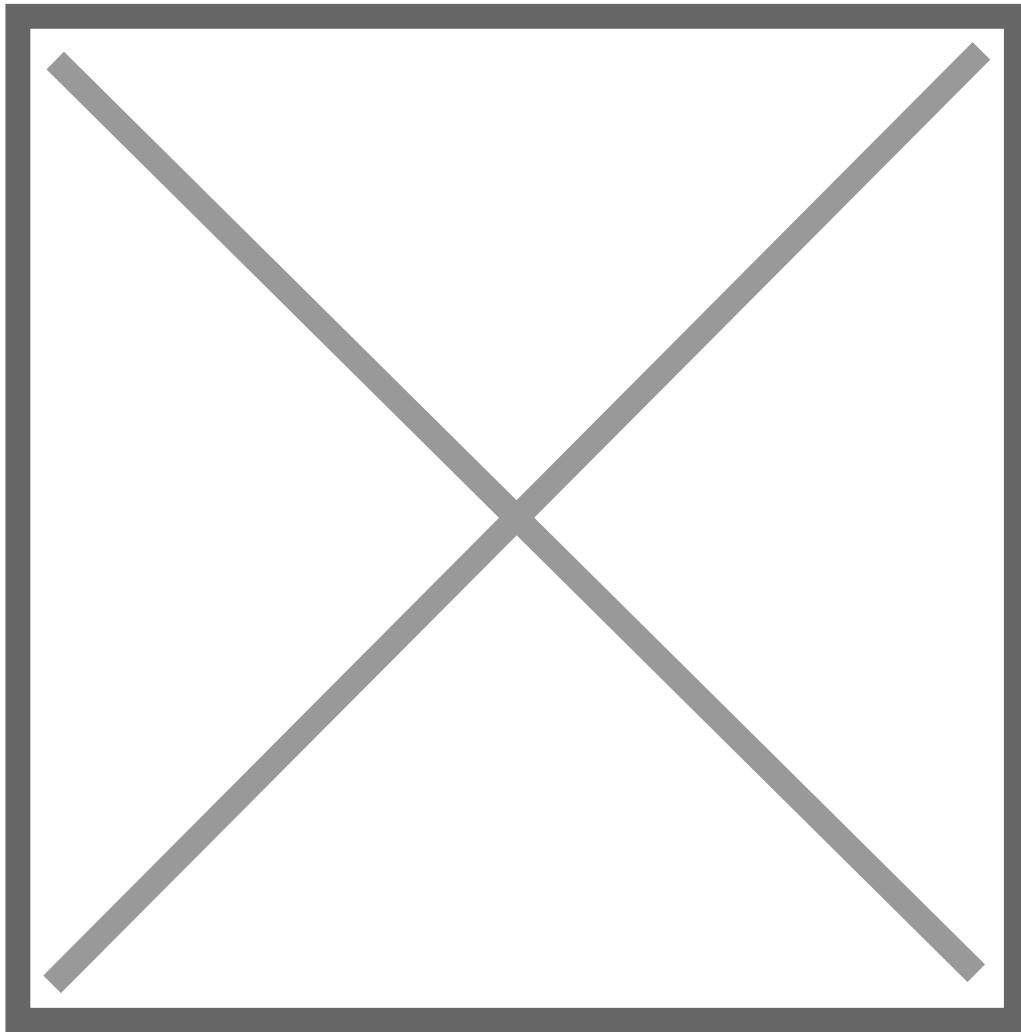


Thailand and Guangxi /Hunan provinces (China) to jointly explore the e-commerce markets in Southeast Asia in key sectors such as agricultural products trade, cross-border e-commerce, and investment.

A delegation from the Asian International Trade and Investment Association (AITIA) paid a visit to the China Council for the Promotion of International Trade (CCPIT) Guangxi Zhuang Autonomous Region Sub-Council. Both parties engaged in a practical exchange of views on strengthening cross-border e-commerce cooperation between Guangxi and Thailand.

The discussions focused on new opportunities within the digital economy, emphasizing methods to promote the flow of Guangxi's unique products and high-quality Thai goods through e-commerce channels.

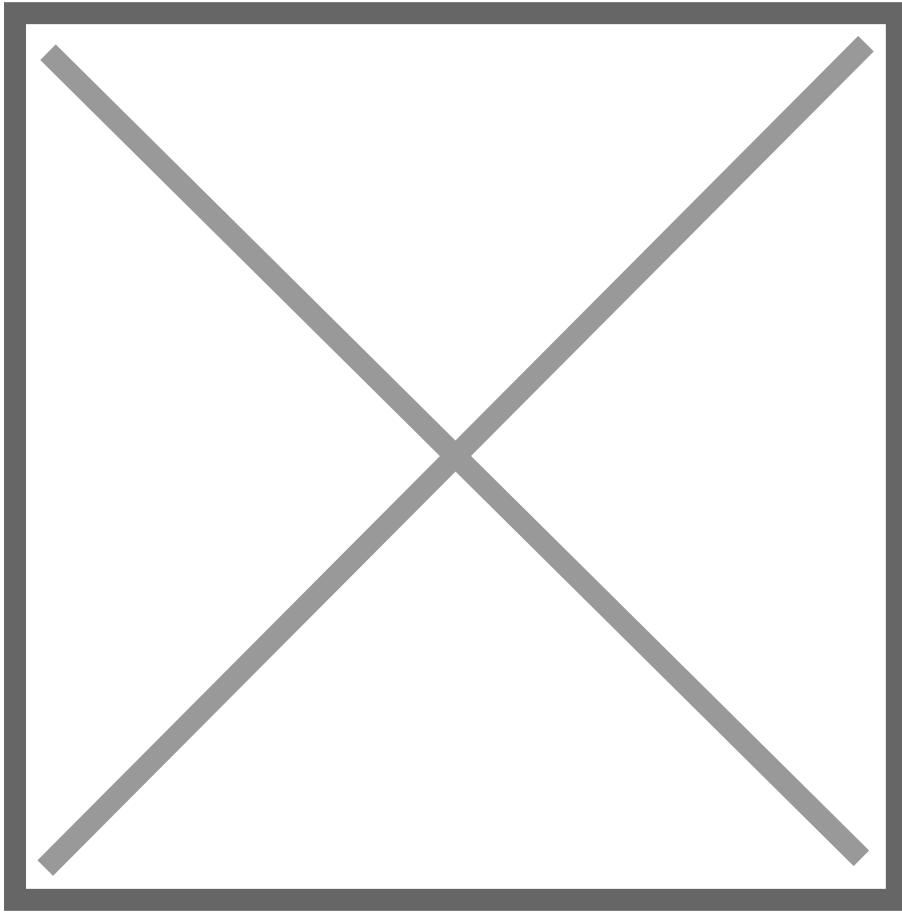
Representatives from AITIA provided a detailed introduction to the platform highlights, sales policies, and market opportunities of the Thailand E-Commerce Selection Expo 2026 (TESE 2026). Furthermore, the delegation officially invited CCPIT Guangxi Sub-Council to organize a group of leading local enterprises to participate and exhibit their products, with the aim of jointly expanding the Southeast Asian market.



Recently on Nov 25th, The Asian International Trade and Investment Association (**AITIA**), along with high-ranking officials from the Ministry of Agriculture and Cooperatives of the Kingdom of Thailand and the CEO of Farm Expo, paid a visit to the Hunan Provincial Department of Commerce. Both parties engaged in an in-depth exchange of views on promoting economic and trade cooperation across various industrial sectors between Hunan and Thailand.

During the meeting, the two sides discussed the potential and strategies for enhancing collaboration between Hunan and Thailand in key areas such as **agricultural products trade, cross-border e-commerce, and investment**

The Thai delegation provided detailed information on the preparation status, platform highlights, and market opportunities of the **Thailand E-Commerce Selection Expo 2026 (TESE 2026)**. Furthermore, the delegation formally invited the Hunan Provincial Department of Commerce to organize a group of high-quality enterprises within the province—especially those specializing in **agricultural products, consumer goods, and e-commerce goods**—to participate in the exhibition. The goal is to jointly explore the e-commerce markets in Thailand and Southeast Asia.



Both parties reached a consensus on several important issues, including **information sharing, business matching, and exhibition cooperation**. This visit proved to be highly fruitful and laid a solid foundation for comprehensively strengthening future economic and trade exchanges between Guangxi /Hunan and Thailand.