

"Thailand Trust Mark"



The symbol of quality assurance for Thai products and services in the global market

Thai products have enjoyed continuous export expansion and have been widely accepted by consumers in the global market for their creativity, quality and reasonable price.

Due to the wide variety of Thai products available recognizes domestically and internationally, it is essential that Thai products must have a symbol that recognizes their high standards and quality. As such, **"Thailand Trust Mark"** has been introduced as a symbol of quality assurance of Thai products and services. It will help build confidence and trust in Thai products among worldwide consumers.

"International consumers trust products and services from Thailand. They believe that Thailand is a manufacturing base that has high standards in various aspects, including manufacturing process, raw materials selection, personnel development as well as environmental and social consciousness," revealed **Mrs. Nanthawan Sakuntanaga, Director General of the Department of International Trade Promotion (DITP), Ministry of Commerce.**

Thanks to the support of the Department of International Trade Promotion, the Ministry of Commerce exporters from various industrial sectors have been selected to verify quality products and services from leading Thai



companies with well-recognised trademarks. The **"Thailand Trust Mark"** will be displayed together with the companies' trademark to gain awareness from consumers worldwide that Thailand is a manufacturing base with

high-quality products.

As a matter of fact, Thai consumers are already familiar with many consumer products in their everyday lives, such as Mitpol sugar, Chaokoh coconut milk, Ginger ginger tea, Dutch Mill yogurt milk, Cook vegetable oil, Purn Pui canned fish, PLANTOY educational toys and KENKOON furniture. These are examples of Thai products that have also successfully established themselves in international markets and have become widely accepted by consumers both domestically and internationally. They are manufactured with continuous commitment to quality which is on par with international standards. **"Thailand Trust Mark"** displayed together with their trademarks will increase the trust and confidence in those and other leading Thai products in the global market.

Thai service operators that have been granted the **"Thailand Trust Mark"** include education such as Assumption University (ABAC), Mahidol University, Sasin Graduate Institute of Business Administration. The mark not only indicates the academic standards but also reflects the uniqueness of Thai businesses that perfectly blend the famous Thai smiles and Thai hospitality,



as clearly shown in the health and beauty business. Examples include Sukho Spa (Phuket) and Chiang Mai Ram Hospital which are widely accepted internationally for their exceptional service mindedness.

Today, **"Thailand Trust Mark"** is well recognised in the minds of Thai people and consumers worldwide as indicating the international quality standards of Thai products and services. It is a stepping stone in bringing great pride to Thai product manufacturers and Thai people in the success of Thai products and services in the global market.

