

**Q: To begin, could you please tell us a little about your company (foundation, product offer, offline and online distribution, sales channels, etc.) and the product variety you import from Chile?**

**Thanarak Interfoods** is an import and distribution company under S. Ruam Group, **based in Thailand**, along with four other companies: S. Ruamthai, M.R.J Foods, S. Ruam 1972, and S. Ruam Vietnam. We also have an office in Ho Chi Minh City, Vietnam, that operates on the export of seafood.

Currently, we have our own factory certified with FSSC 22000, and a cold storage with the capacity of 5,000 tons. As for the products, now we offer all kinds of dried foods, such as dried seafood, seafood snacks, dried agriculture products, i.e., nuts, mostly of which come from Chile. **To name a few, we import raisins, prunes, almonds, walnuts, and cranberries from Chile.**

**In terms of distribution channels, we do the wholesale traditional trading and retail trading for the modern supermarkets, super stores, and convenient stores.** We also export our products to many countries, such as USA, Canada, Australia, Japan, and Southeast Asia.

With the new business scheme during the COVID outbreak, we also sell our products through online channels. Some of the channels are Shopee, Lazada, and LINE My Shop. And as you know, we also have our partnership with ProChile Thailand. So, that's all about the introduction of our company.

**Q: When and how did your business relationship with Chile start?**

Our relationship with Chilean suppliers started back in 2011-2012. I think it was during ANUGA 's food fair in Germany, where we found the Foods from Chile stand and we got interested in the products.

After that, we also attended a food promotion event organized by the Embassy of Chile – ProChile Thailand, and the Department of Trade Promotion of Thailand. That was the first time we met on-site with the ProChile Thailand's team. **I think we have coordinated with ProChile since 7 or 8 years ago.** It was marked by the visit of ProChile and some Chilean exporters to our office around that time.

I still remember the first shipment was dried food. At that time, we were looking for a good source of dried food from other country and, **after doing our research, we found out that the good source we were looking for is from Chile.**

For a context, we were particularly interested in Chilean jumbo golden raisins. We concluded that Chilean golden raisins are different from other countries in the world, because the **Chilean golden raisins are bigger than the ones I've seen before.**

**Q: What key attributes have you identified regarding the Chilean products you are buying?**

I think it's the **quality of the product**. We believe that the good food begins with good raw material, and Chile has a good choice regarding our quality-focused mindset.

When we were considering on buying the raw material, **Chilean products met our requirements and expectations, and the quality is better than other countries**. When we compared, regarding the example I made, Chilean golden raisins jumbo size is bigger than the others. Maybe just a few other countries can make the raisins big like that.

**Q: Could you please tell us about your relationship with ProChile? Has it been a key supporter when doing business with Chile and promoting your Chilean products in the market?**

Yes, I think we have a **strong relationship with ProChile Thailand**. ProChile supports us with reliable information and helps us meet Chilean exporters. Besides, we just had a project with ProChile to promote our Chilean products in all our channels. **And I can say that this project has successfully built our Fruitmania's brand**. We brainstormed on how to promote on all the channels together, so we selected influencers and products to promote them online. It's quite a success with new channels in TikTok and Instagram for the market too.

**Q: Is this the first time that your company works with influencers to promote products from a particular origin?**

We have worked with influencers before, but **this is the first time that we joined and collaborated with other team; in this case, with ProChile Thailand**. That's why when we joined, we have a gimmick and show everyone that this **product is from Chile, it's from premium quality country**.

The audience and many of the **customers understand and can move their perceptions to level up our brand awareness, and also for the Chilean origin**.

**Q: Would you recommend other businessmen and importers to do business with Chile and its exporters? Why?**

Of course! I would definitely recommend them to do business with Chile. So far, we have a good relationship not only with our Chilean suppliers, but also with ProChile. So, I would like to thank ProChile Thailand for the opportunity to join and collaborate together.

Every time we start a business relationship, we want it to last long and both parties have mutual benefits. **With ProChile's trade office in Thailand, we believe we can achieve it together**.