

Lulu Boosts Southeast Asia Exports to MENA ; Thailand Commerce Minister Suphajee Suthumpun Inaugurated Regional Office and Export Hub in Bangkok

Minister Suphajee pledges full support, saying Lulu is boosting the global reach of Thai products to the Middle East

Bangkok: Lulu Group has strengthened its presence in Southeast Asia with the opening of the Regional Office and Export Hub for its subsidiary, MAY Exports, in Bangkok. The new facilities are aimed at boosting the export of Thai products to Lulu stores across the Middle East, Egypt and North Africa .

The MAY Exports Regional office and Export Hub in Bangkok was officially inaugurated by Thailand's Minister of Commerce, Suphajee Suthumpun, at a grand opening ceremony attended by Dr. Kirida Paochit, Assistant Minister of Commerce; Piyanut Wuttisorn, Advisor to the Minister of Commerce; Sunanta Kangvalkulki, Director General of the Department of International Trade Promotion; Charat Rattanaboonniti, President of Export Import Bank of Thailand; Suood Ebrahim Leamash Alteneiji, Charge d'Affaires at the UAE Embassy in Thailand; Wirongrong Wooraphan, Economic Researcher, UAE Embassy; Yusuffali M.A., Chairman of Lulu Group and Sayeed Abdul Anees, Director of Lulu Thailand.

During the event, the delegation led by Minister Suphajee Suthumpun held discussions with Yusuffali M.A., Chairman of Lulu Group, to explore ways to expand imports of Thai products into the retail network in the Middle East and North Africa, particularly promoting Thai Rice Exports.

Minister Suphajee thanked Lulu Group for consistently importing Thai Products since 1998 and assured full government support for Lulu's continued investment in Thailand. The Minister noted that Lulu's direct sourcing network is helping Thai products reach wider international markets and providing greater opportunities for local farmers and producers.

Yusuffali M.A. said the new export hub reflects the growing regional demand for Thai products. "Lulu Group is proud to bring high-quality Thai products to customers across the

Middle East and Asia. Our partnership continues to deliver the best of Thai to homes across the regions. This expansion strengthens our supply chain and opens more opportunities for trade and local employment”

During the ceremony, Minister Suphatee Suthumpun and Yusuffali M.A., Chairman of Lulu Group honoured Suwin, a Thai national who has been with the company since it started operations in Thailand in 1998.

Lulu currently exports more than 4000 Thai products, including garments, footwear, stationery, food items, frozen products, fresh fruits and vegetables, and household goods to its hypermarkets. MAY Exports operates as a fully export-oriented focused on GCC markets, offering consolidation services and advanced logistics facilities.