

# Trade Servicing Mission – Asia (Vietnam, Thailand, Singapore & Indonesia)



From **May 25 to June 10, 2024** TA's President, Hank Mazingo, traveled to South East Asia for trade servicing meetings with officials from several companies. Namely, the Saigon Tobacco Company – Vietnam, Thailand Authority of Tobacco – Thailand, Lubritrade Trading Pte Ltd and Sangroup International Pte Ltd – Singapore and PT. Alfa Multi Harmoni, Gouldlink International Pte Ltd, PT. Tembakau Djajasakti Sari, Wismilak, NV. Sumatra Tobacco Trading Company and PT. Djarum – Indonesia. He had the following good news for growers: sales of STC's *Saigon* brands jumped from 45 million packs a month to 60 million, requiring more U.S. flue-cured; Thailand is back buying U.S. flue-cured after over a decade; industry sources indicated that Indonesian companies placed several new orders following our June 2023 International Leaf Standards Seminar in Surabaya; relations with companies in Singapore and Indonesia remain strong and so to does interest in U.S. flue-cured for 2025-2026.

Tobacco Associates' **Trade Servicing Missions** provide market exploration, customer servicing and information gathering opportunities, forming the basis for TA's promotion strategies. Personal meetings with customers and potential customers allow TA to obtain relevant information required to adequately access market opportunities for U.S. flue-cured exports. In return, TA has the opportunity to discuss U.S. leaf, explain its mission and capabilities and discuss areas where TA may assist in utilizing U.S. flue-cured.

