

## **"22nd Saha Group Fair" at BITEC Bang Na**

Saha Group collaborates with the Ministry of Commerce to boost the grassroots economy by inviting Thong Fah (Blue Flag) low-price model stores nationwide to participate in the 22<sup>nd</sup> Saha Group Fair so that they can visit the model stores, join a professional store management training and receive special discounts for purchasing goods at the Fair. The Press Conference of the 22<sup>nd</sup> Saha Group Fair was held on Tuesday, 5 June 2018, at Amber room 2-3, 2<sup>nd</sup> Floor of Bangkok International Trade & Exhibition Centre: BITEC. Saha Group also proceeds to open the platform for trade agreement between investors and bring a wide range of innovative product and service showcases as well as special price product sales across 1,000 exhibition booths with free delivery service. Saha Group Fair is being held during 28 June - 1 July 2018 in a new and bigger venue at BITEC Bang Na.

**Mr. Boonsithi Chokwatana**, Chairman of Saha Group, affirmed that grassroots economy development is one of the main goals that the government of Thailand has been pursuing. Under the efficient and competent management, grassroots economy can generate revenue that can further lead to local and national economic development. Saha Group recognizes the importance regarding this matter thus, driven to enhance the grassroots economy, in collaboration with the Ministry of Commerce by inviting over 20,000 Thong Fah (Blue Flag) Pracha Rat stores nationwide to the 22<sup>nd</sup> Saha Group Fair. Through participating and taking part in the Fair, existing and potential store owners are able to learn first-hand from the model stores and gain store management exposure, product display and product selling in the retail business. Moreover, there will be a training for 2,000 Thong Fah store operators, aiming to empower existing and potential owners towards a professional store management training. Sahapat will also offer a 2,000 baht discount coupons for the participating Thong Fah store operators purchasing products at the Fair and enjoy further convenience of the free delivery service.

The 22<sup>nd</sup> Saha Group Fair is to be held between 28 June - 1 July, 2018 from 10 AM to 8 PM under the concept "22<sup>nd</sup> Saha Group Fair @BITEC Bangna Wow the Crowd than Ever Before" in the new and bigger venue at BITEC Bangna, which is easily accessible by BTS (Bang Na Station). The Fair will feature special offers in various kinds of branded products from over 1,000 exhibition booths, which only takes place once a year, along with free home delivery service. Saha Group expects to wow its visitors with a wide range of innovative products and services which will be launched for the first time at the Fair, together with engaging seminars and special activities free of charge, including fashion shows, contests, concerts and career opportunities with Saha Group. The exhibition zone is divided into two zones, with the first being the exclusive sales of Saha Group's products throughout 4 days located at Hall 98-99 and second being the showcase of innovative products and services only on 28-29 of June at Hall 100.