



# CHINESE MARKETING BOOKLET 2026



MMG

MOLIHUA MEDIA GROUP



**ENHANCE  
YOUR BRAND**

**GROW YOUR SALES**



**YOUR IN-HOUSE  
CHINESE DEPARTMENT  
IN THAILAND**



# About Us



# MMG THAILAND

## FROM MAINLAND CHINA

Molihua Media Group (MMG) is the only mainland Chinese-operated Chinese marketing and e-commerce consulting company based in Bangkok, Thailand.

In mainland China, they use entirely different platforms from the rest of the world, although their functions and targets are similar. In addition, they require a more complex sign-up process than most platforms globally due to security and government requirements. We understand the Chinese market 100% with the know-how and dedicated expertise to achieve your highest expectations.

## REAL-TIME CHINESE INFO

The Chinese market changes daily, so our research department is at the core of our business, ensuring we are informed about the latest trends and developments to deliver the most effective marketing and e-commerce solutions available. We are deeply rooted in China's digital ecosystem, assuring we will provide innovative and effective results.

## PROFESSIONAL TEAM

Our goal is to empower our clients' businesses and support them with relevant and compelling suggestions and solutions to grow their business

MMG Thailand achieves this with a dynamic team of Thai, Chinese, and Western members with years of experience in Thailand and abroad. All with the focus of clearly understanding the differences and potential of two markets and the "Pain Points" for various industries and businesses.

## UNIQUE SOLUTIONS

We understand that each business is unique, with specific selling points that require bespoke solutions. We distinguish the most suitable solutions that match the brand's goals and keep the established identity while adapting to the Chinese audience.

We are NOT an ordinary digital marketing agency, so we don't provide fixed packages. Every client deserves the choice of solutions for their unique product or service.

## FRIENDLY BUDGET

We operate each project with our established team of experts in Thailand and China we do not outsource to other agencies to ensure that budgets are competitive (Although we do offer white-label services to other agencies).

We take pride in guiding our clients with an open and transparent experience to maintain a lasting business relationship.

## POSITIVE RESULT

## POSITIVE RESULTS

Delivering results-oriented Chinese marketing programs that enhance our client's branding, improve sales and foster their growth.

# Some Interesting Numbers

We strive to be the leading **full-service** Chinese solutions center across Asia by **revolutionizing** the industry, and setting **higher standards** of professionalism and success.

**10+**

Years of Experience



**800+**

Proven Successful  
Projects



**27**

Diverse Industries Work  
Experience with Clients



**91.7%**

Contract Renewal Rate  
(from 2025 to 2026)



**80%**

New Clients Acquisition in 2025  
from Existing Client Referrals



**100%**

Response within  
1 Hour



**100%**

Proven Successful Solutions with  
Rapid Execution by  
Real Chinese Professionals

**100%**

Aligned with the Latest  
Chinese Market Trends

**100%**

Original & Customized  
Content and Solutions

**100%**

Transparent Reporting &  
Clear Information Sharing

# Trusted By These Leading Brands

They said yes to **MMG Thailand**



CENTRAL

CENTRAL Group



And More...

## Partners



And More...



# What We Do

# Driving Outcomes For Our Clients



## Chinese Marketing

- ✿ Chinese Tourists Marketing
- ✿ Chinese Expats Marketing
- ✿ Mainland Chinese Marketing/E-commerce
- ✿ China-based Chinese KOL/KOC Services
- ✿ Thailand-based Chinese KOL/KOC Services



## Business Support

- ✿ Chinese Recruitment
- ✿ Chinese Company Set Up
- ✿ Trademark – Patent Registration
- ✿ Chinese FDA/NMPA Registration
- ✿ Localization – Translation – Language Lessons



## Premium Services

- ✿ National-Level Media Press Release
- ✿ Portal Media Press Release
- ✿ Vertical Industry Media Press Release
- ✿ Chinese Celebrity Endorsement
- ✿ Chinese Brands Collaboration



## Agency White Label

- ✿ Full-Service Chinese Marketing



# Chinese Marketing

# THE MOST POTENTIAL

## “ 3 CHINESE MARKETS ”

China's economy has continued to grow by double-digit rates over the last couple of years despite a difficult economic climate around the world.

Understanding how to access the large and complex market has become crucial to most companies.

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Chinese Living in China

**1.4 Billion**

Chinese Travelling to Thailand

**10.98 Million In 2019** (7 Million+ in 2024)

Chinese Living in Thailand

**2 Million** (Including all Chinese-speaking nationalities)

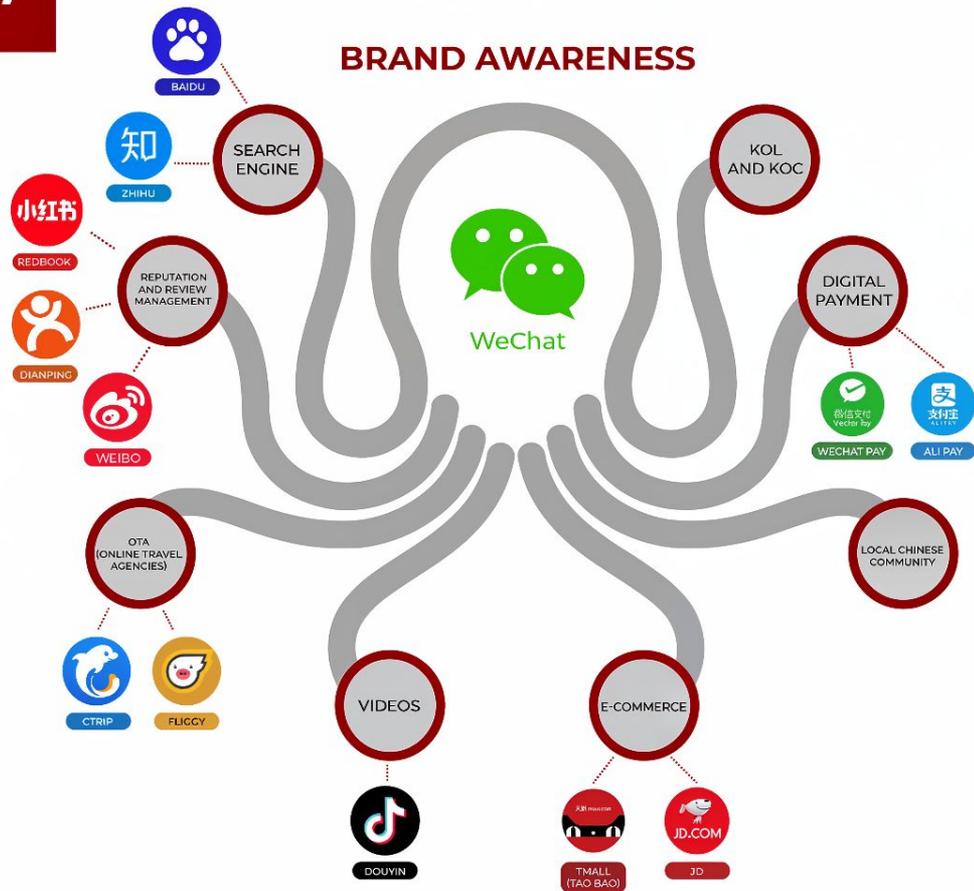


# “ OCTO-MARKETING ”

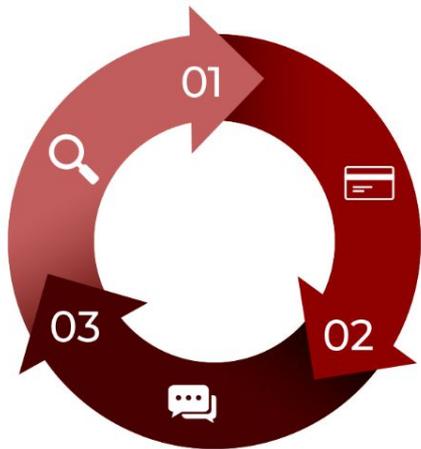
An octopus possesses one head and eight tentacles. Although the head lacks the ability to feed itself, the eight tentacles extend to obtain food and nourish the head.

## A similar analogy applies to Chinese marketing :

WeChat holds significant importance, yet it cannot directly generate sales. It functions as the "head" of Chinese marketing. To effectively generate sales, there must be eight "tentacles" reaching out to grasp opportunities and provide sustenance to the "head."



# MARKETING TIMING



# Marketing

helps people make decisions.

From the initiation of an idea to the execution than leaving a review of the experience. This is done with a variety of platforms.

## PRE-DECISION

The seeding process, this is the introduction for potential customersto learn about your business than leads them to purchase.



## AT-DECISION

The period when the customers execute their desires, in which review after the experience is common.



## POST-DECISION

A critical time for reviews, feedback and sharing content that influences the long term branding of the business. The reviews will eventually become the material and information to help a target audience make decisions.

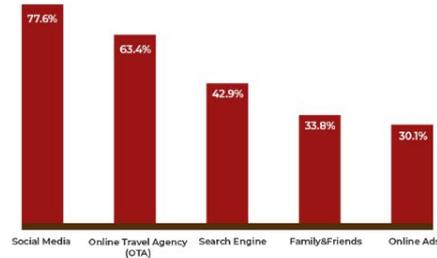


# Chinese Tourists Marketing : Dominating Number of FITs

The recovery of traditional large tour groups among Chinese travelers is progressing gradually. Data from early 2024 indicates that Chinese tourists visiting Thailand predominantly came from cities like Shanghai, Beijing, Guangzhou, and Chengdu, and were typically aged 25-44. Their preferred travel itineraries often included Bangkok plus one additional province, such as Pattaya, Phuket, or Chiang Mai.

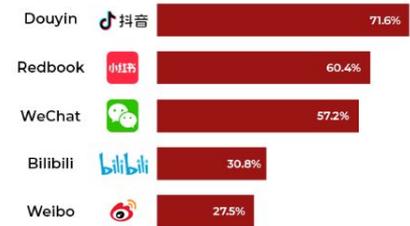


Independent Travel (FIT) Tourists, up to 86%, while the group tour group accounted for only 14%



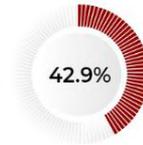
Ways of Travellers Find Inspiration for Trips

Chinese Tourism market is interested in :  
**Content Tourism** **Set-jetting Tourism** and **Event Tourism**  
**Gastronomy Tourism** **Medical and Wellness Tourism**  
**Summer Camp** **Mutelu Tourism**



Social Media Platform Usage Among Chinese Tourists Visiting Thailand

# Chinese Tourists Marketing : The Changes



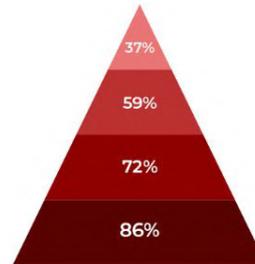
## Future Travel Plans

42.9% of group tour travelers in 2023 intend to try free independent travel (FIT) for their next trip.

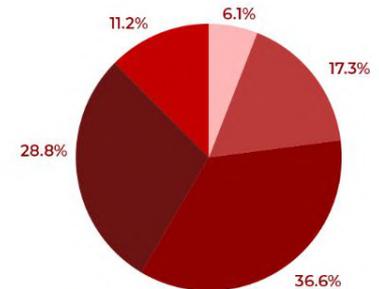


## Travel Preferences

96.8% of group travelers prefer booking accommodations as part of a tour package but switch to FIT on arrival for authentic local experiences.



FIT PREFERENCE



ALL OUTBOUND TRAVELLERS



# Chinese Tourists Marketing : The Changes



## Overseas Road Trips

Traveling abroad by car to explore different destinations at your own pace, offering a sense of freedom and adventure.



## Bold Travel Plans

Pursuing ambitious and large-scale travel plans, taking on exciting, sometimes challenging trips to new places.



## Outdoor Adventures & Nature Experiences

Engaging in activities that connect travelers with nature, like hiking, camping, and exploring natural landscapes, offering an authentic experience.



## Spontaneous Travel

Traveling on a whim, making impromptu decisions based on immediate desires or sudden inspiration.



## Unique & Authentic Experiences

Seeking one-of-a-kind experiences that move beyond typical tourist attractions, offering real, immersive encounters with local cultures.



## Solo Travel

Traveling alone, often for personal discovery, freedom, or introspection, gaining self-reliance and experiencing destinations in an individualistic way.



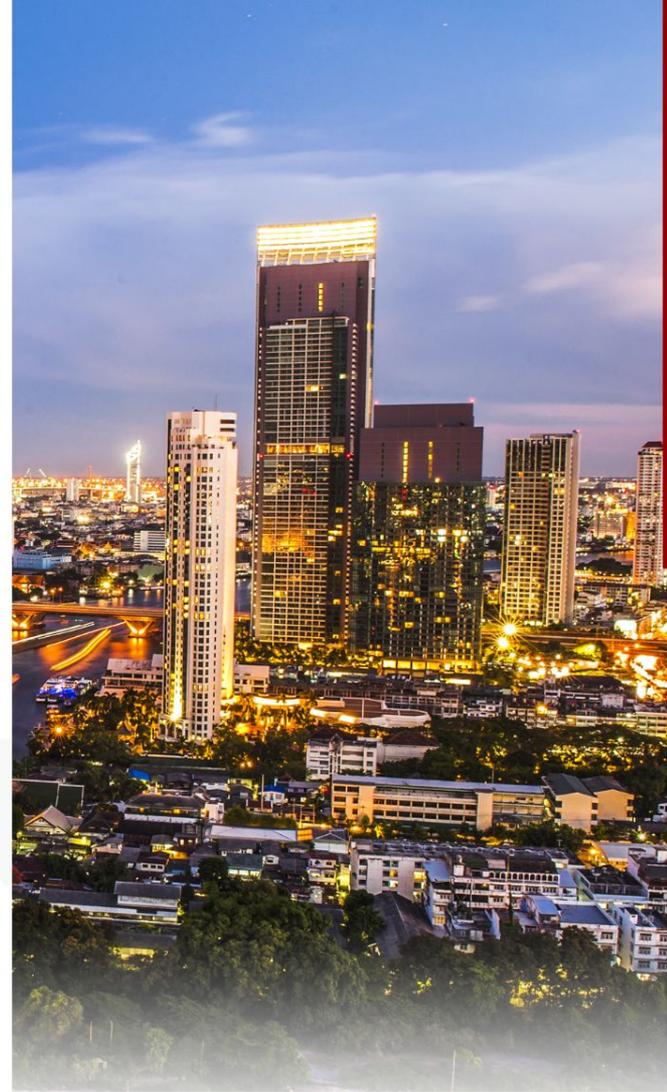
## Health & Self-Management

Wellness travel focused on physical and mental health, where travelers prioritize fitness, mindfulness, and well-being during their journey.

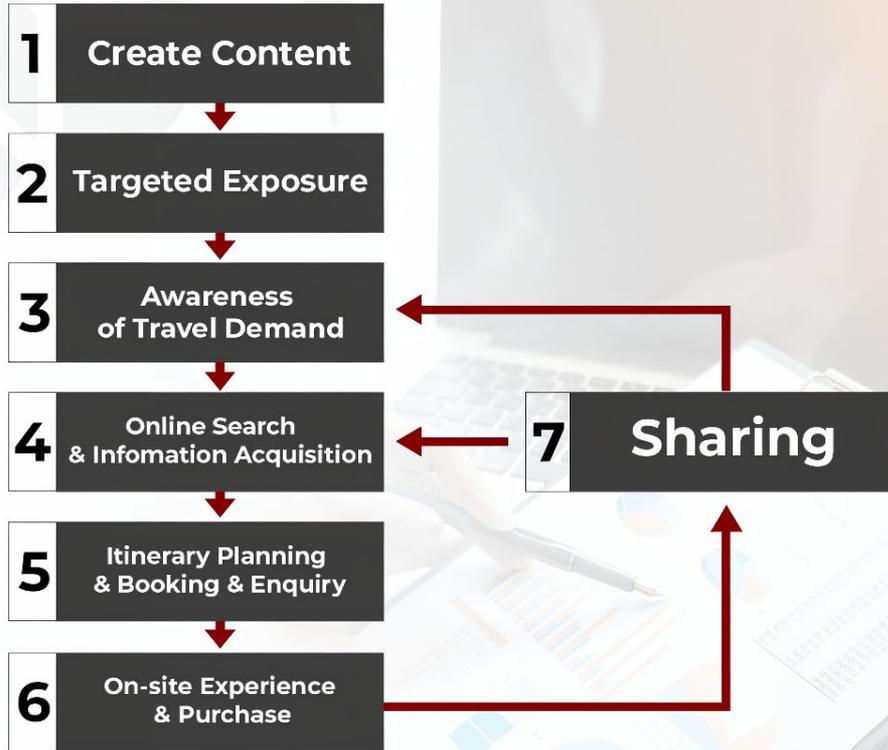


## Unconventional Travel Experiences

Exploring destinations and activities that offer unique, non-mainstream experiences, focusing on adventure, personal growth, and discovery.



# Chinese Tourists Marketing : Customer Journey



- 1. Create Content (WeChat/Weibo/Redbook/Douyin)**
  - Good content quality.
- 2. Targeted Exposure (Redbook Ads/Baidu Ads/Dianping)**
  - Collaborate with travel bloggers and influencers.
  - Optimize for search engines.
  - Utilize keyword advertising.
- 3. Awareness of Travel Demand (KOL/KOC reviews)**
  - Word-of-mouth
  - Social media
- 4. Online Search & Information Acquisition**
  - Check Redbook, Weibo, Baidu, Dianping, etc. to get more detailed information.
- 5. Itinerary Planning & Booking (OTA platforms)**
- 6. On-site Experience**
  - May freely change the itinerary according to their own interests and preferences.
  - Search for attractions locally.
- 7. Sharing**
  - Visitors share their experience on social media.

# Chinese Expats Marketing

An increasing number of Chinese have relocated to Thailand.

The Chinese Expat community has doubled in the past five years, totaling around 1 million making it the absolute largest foreign community in Thailand. An excellent opportunity for local businesses to establish a long-term relationship with potential customers.

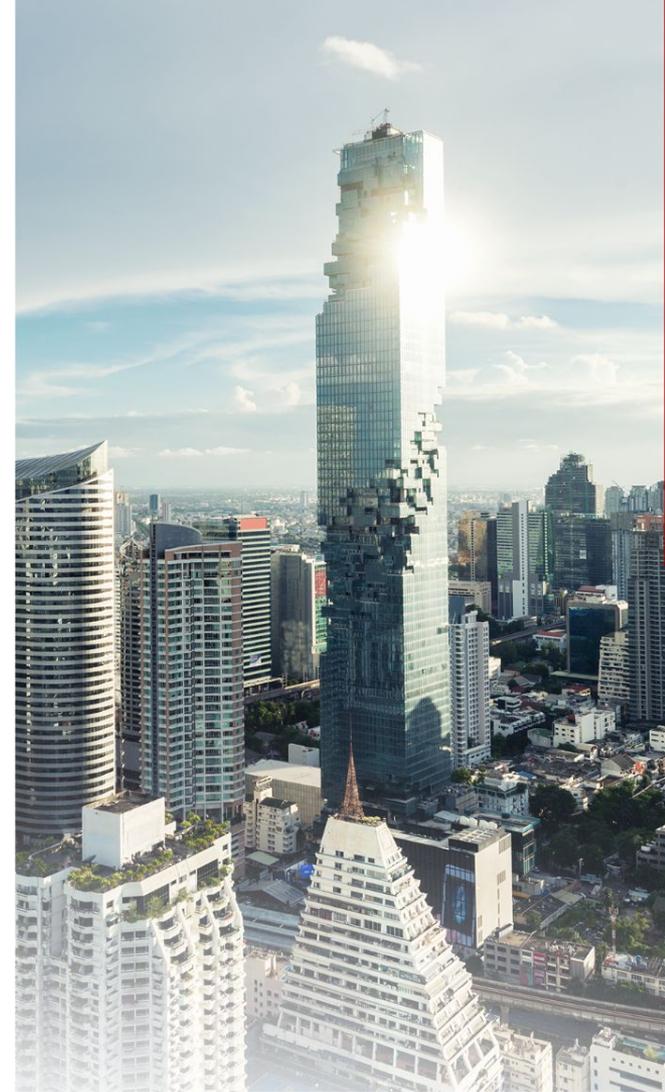
Marketing to Chinese expats will result in direct sales, return business, referrals offline and online, exposure locally and in China, affecting your e-reputation and reviews for the future.



## Expat Consumers

There are four fundamental reasons to focus on the Chinese expat consumers to increase sales and visibility with the community and beyond.

Throughout Thailand, MMG has successfully executed numerous community marketing campaigns for multiple brands and businesses.





# Chinese Expats Marketing



## High net-worth community

The existing filtered high-quality Chinese expats living in Thailand or the new arrivals who have gone through quarantine at ASQ hotels or AHQ hospitals have disposable income that we consider high-quality target consumers.



## High return on investment

Local Chinese expat marketing is cost-effective and typically gets prompt feedback and quick results. We have developed successful step-by-step strategies that have resulted in a high ROI for our clients.



## Recruit distributors and “true” KOLs

When your brand or product gains popularity with the local Chinese expats, word of mouth, reviews, and organic content will inevitably spread, impacting your brand's success with the local market. In addition, the returning tourist will also view the positive reviews.

Besides this, it will expose your brand to potential distributors living in Thailand or doing research for Thai brands or products.

# Chinese Expats Marketing

## Convert Sales

The Chinese expats in Thailand are a viable sales source and are considered quality leads.

**The following are the key points in marketing to the Expat Chinese community.**

### **Consistent Exposure**

- ✿ Press release
- ✿ Banner ads

### **KOL Review**

- ✿ Advertorial
- ✿ WeChat timeline ads

### **Build Community**

- ✿ Scan QR code
- ✿ Friends invitation

### **Conversion**

- ✿ Exclusive coupon
- ✿ Frequent engagement

MMG Thailand has built a network of WeChat groups and official pages that focus on a wide range of topics and interests that the Chinese expats trust



## Mainland Chinese Marketing/E-commerce

China has a large population and booming economy with over 1.4 billion citizens and has the world's second-largest economy globally, soon to be number one.

In addition, they have a rapidly growing middle class, accounting for 58% in 2019. By 2023, the average household earnings of the middle class are between US\$14,844 to US\$74,221 annually.

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## Tmall Marketing

Ensure that you leverage specific strategies and tactics that drive the conversations into revenue.

Ensure the message always rises above the noise on the most popular e-commerce channels, and your platform advertising budget is efficiently spent.

We will negotiate the best advertising packages on the critical Chinese third-party platforms to ensure your brand has the best exposure possible.

It is also imperative that your marketing timing matches with the promotional calendar to drive effective marketing to ensure consumers see your products at precisely the correct times.

MMG Thailand knows how to drive platform conversions on Tmall.



## JD Marketing

Before deciding to enter China, research is crucial; Tmall and JD.com (partially backed by Tencent) are the country's two most prominent players in the e-commerce landscape. So, what are the critical differences between the two platforms? From historic tendencies Tmall for fashion, JD for electronics.



# Pinduoduo

Primarily used in tier-two and tier-three markets for inexpensive daily necessities. With the main feature being group purchases with friends, family, neighbors, etc., the user buys the product at a lower price.



## Live Streaming

Live streaming is a highly effective Chinese digital marketing tactic for leveraging your brand or product sales and visibility.

Brands can partner with well-known, iconic KOL's in China or can hire actors to conduct the live streams; both can be highly effective in driving awareness and conversions.



# China-based Chinese KOL/KOC Services

Elevate your brand with MMG Thailand's superior China-based Chinese KOL/KOC services. MMG Thailand stands out through cutting-edge technology and precise data-driven selection of influencers of over **2,000,000** accounts.

At MMG Thailand, we boast millions of direct associations with Chinese KOL/KOCs across various platforms. This extensive network enables us to offer unparalleled reach and impact. Our proven approach, backed by concrete numbers, guarantees strategic and impactful engagements that set your brand apart in the competitive Chinese market.

You are not limited to a select few options – you're exploring the full spectrum of possibilities with all the influential voices in the Chinese market



The screenshot displays a user interface for selecting influencers. On the left, a red sidebar shows summary statistics: 957 total influencers, 193 selected, and 61 MCN accounts. The main area shows a list of influencers with their profile pictures, names, and follower counts. The list includes:

账号信息	粉丝数	操作
石大小组 @石大小组 ID: 955144924	140.34w	
空气尘埃 ID: 783270155	99.83w	
阿豆阿豆 @阿豆阿豆 ID: 852787862	96.54w	
神一样的幸福生活 ID: 958099427	78.9w	
吴欣 ID: 496611737	65.99w	
小美说映画 ID: 108377304	58.6w	

**Our process is not left to chance, it involves:**

- Step 1: Data Analysis
- Step 2: Meticulous Manual Filtering
- Step 3: Direct Connections
- Step 4: Client Final Selection

**We ensure a level of professionalism unmatched in the industry.**



## Thailand-based Chinese KOL/KOC Services

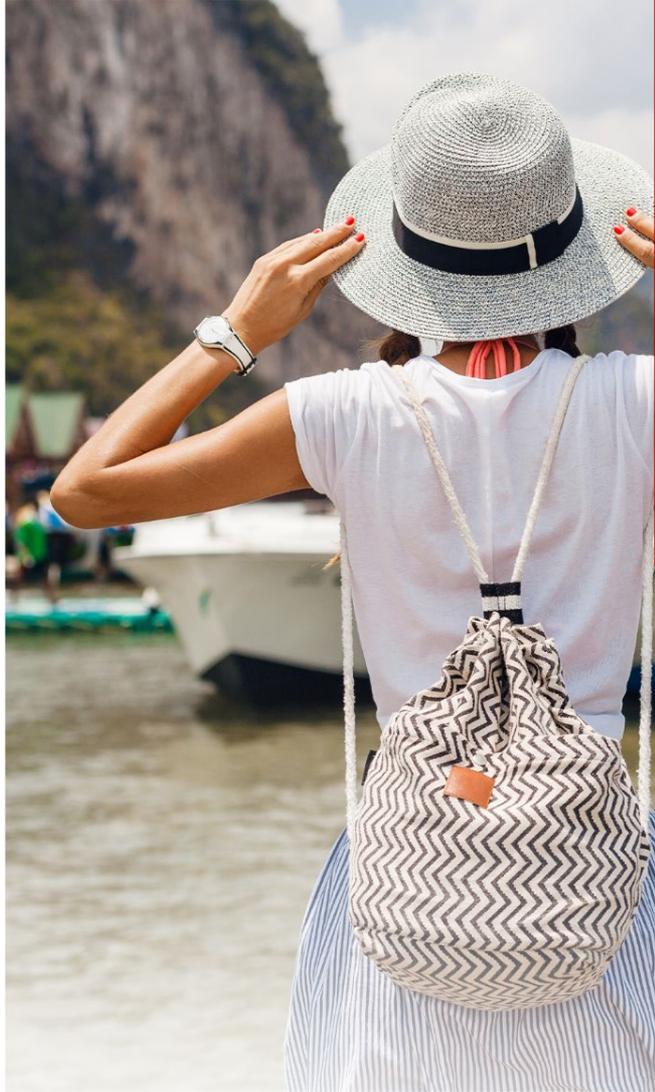
A distinctive avenue connecting you with 3,000+ credible Chinese KOC/KOL accounts in Thailand. Utilizing our advanced strategy and tools akin to those KOLs, we offer authenticity and cost-effectiveness to your campaigns.



**These influencers provide the possibilities to amplify your brand's credibility by:**

- ✿ visiting your business
- ✿ curating on-site, real-time content
- ✿ furnishing genuine reviews

Our Thailand-based network presents a localized, budget-friendly approach to influencer marketing, ensuring impactful and genuine engagements for your brand in the Chinese market.





# Introduction to Platform

### WECHAT

**1.1 BILLION ACTIVE USERS**, China's biggest social media platform. It is the all in one ecosystem where people connect, pay, share, chat, learn and is a key channel for building a brands fan base and to inform customers of news and information.

WeChat pages have replaced websites, and are where Mainland Chinese get their information and share it.



# BRAND INFORMATION CENTRE

# FUNCTIONS OF WECHAT OFFICIAL ACCOUNT

Directly communicate with visitors



Link to official website



Direct booking



Q&As

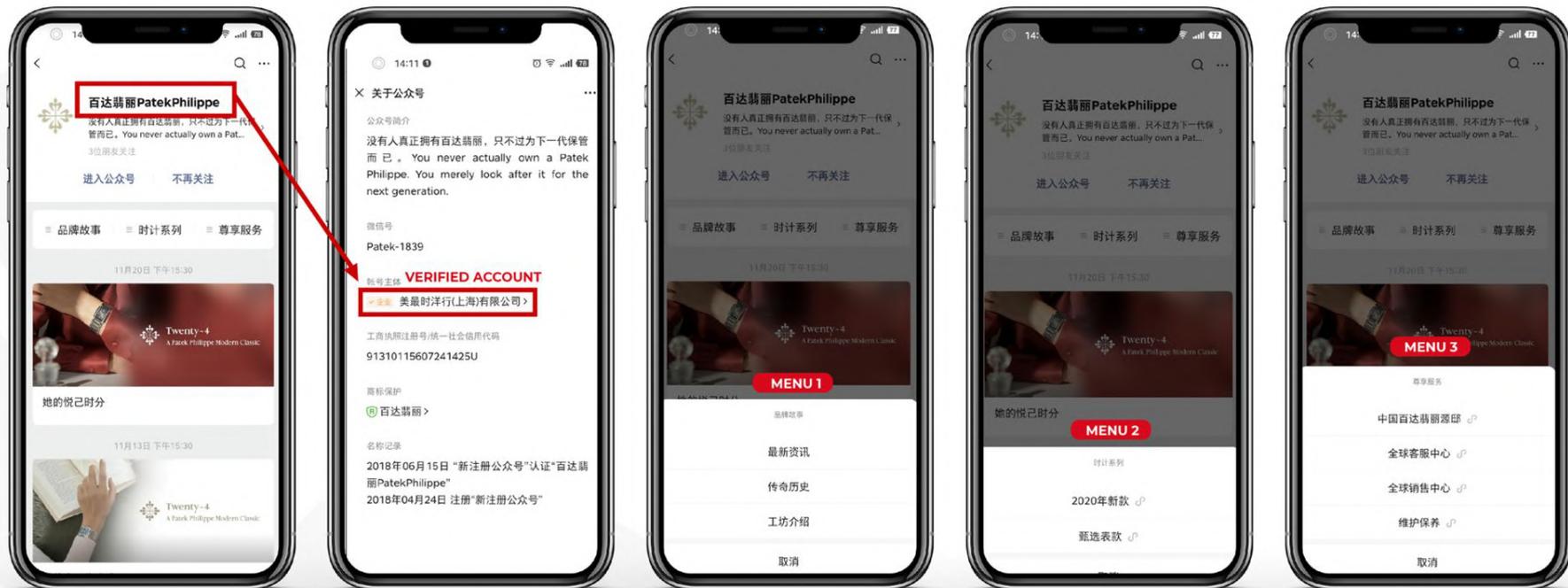


Show products online



# BRAND INFORMATION CENTRE

# EXAMPLE OF WECHAT OFFICIAL ACCOUNT





# REPUTATION AND REVIEW MANAGEMENT

## REDBOOK

One of China's most trusted platforms for females with a unique blend of trusted user-generated content, word of mouth advertising and online community-building with 99% of users aged 18 - 40, 70% female users with a total of **350 million registered users**. It is a mix between Pinterest, Instagram sprinkled with Taobao allowing users and well-known personalities to post and share product reviews, travel blogs and lifestyle stories via short videos and photos.

This unique mix has proven to be a huge hit with young urban Chinese women, who often struggle to find trusted sources of product information. And many of these women hold the power to sway the decisions of husbands, boyfriends or other male family members establishing it as a top pick from MMG Thailand.



# REPUTATION AND REVIEW MANAGEMENT

# REDBOOK BASIC USER LOGIC

Search for need



Attracted by pictures



Review more information



Engage with others



# REPUTATION AND REVIEW MANAGEMENT

# EXAMPLE OF REDBOOK OFFICIAL ACCOUNT

Redbook Home Page



Redbook Official Post



# REPUTATION AND REVIEW MANAGEMENT

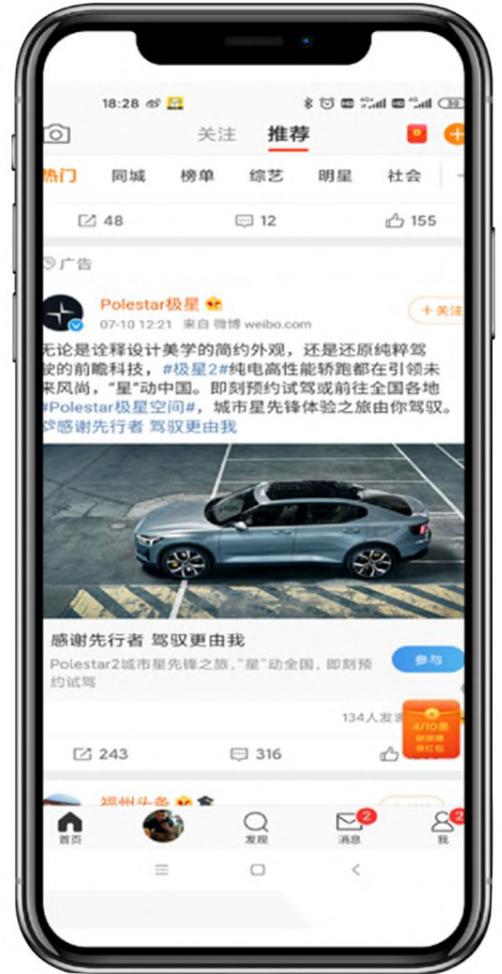
REDBOOK POST



# BRAND AWARENESS

## WEIBO

Weibo is China's version of Twitter with **605 Million active monthly users** - a powerhouse of microblogging website & app. It is a staple for company's branding, brand awareness and is China's biggest social media platform after Tencent WeChat. Most medium and large size companies have an official page as it is a key platform to establish your company's branding.



# BRAND AWARENESS

# WEIBO USER INTERFACE



# BRAND AWARENESS

weibo homepage



weibo post



# EXAMPLE OF WEIBO POST

weibo post



# KOL & KOC

## KEY OPINION LEADER (Influencer)

There are more than 100,000 KOLs listed on all platforms. The most effective voice for your product or business.

## KEY OPINION CONSUMER

There are more than 2 million KOCs listed in all platforms. The most effective voice for your product or business.



# KOL & KOC

# MMG MARKETING TOOL TO FIND RELEVANT INFLUENCERS

行业排行榜 地区排行榜 明星排行榜 品牌号排行榜 MCN榜 直播排行榜

日榜 周榜 月榜 2020-08-12 更新时间: 2020-08-13 08:00:00

行业: 全部 **彩妆** 护肤 洗护香氛 时尚穿搭 美食饮品 母婴育儿 旅行住宿 健身减肥 星座情感 动漫 萌宠动物 萌宠 影音娱乐 情感两性 科技数码 出行工具 想嫁 居家生活 教育 摄影 医疗养生 民生资讯 游戏应用 赛事 其他

默认排序 粉丝增量 获赞增量

排行	达人	粉丝总量   增量	获赞总量   增量	操作	
1	 允在允在 ID:1004118402	804.59	2.12万 / 1	10.33万 / 19	详情
2	 柒柒小妖 ID:qxqjBaby920	833.72	7.93万 / -14	10.06万 / 16	详情
3	 一只蛋蛋 ID:amy1045124953	812.82	6.66万 / -1	31.2万 / 7	详情

行业排行榜 地区排行榜 **明星排行榜** 品牌号排行榜 MCN榜 直播排行榜

日榜 周榜 2020-08-13 更新时间: 2020-08-14 08:00:00

增量榜 总量榜 **粉丝榜** 点赞榜 收藏榜

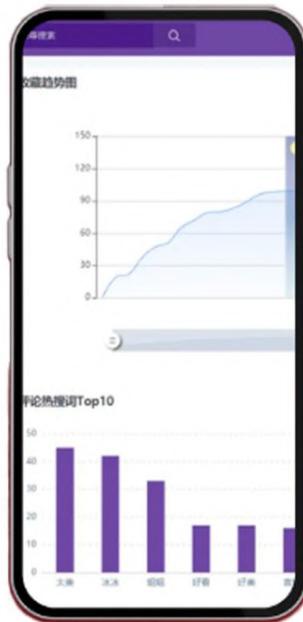
排行	达人	粉丝增量	操作	
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2	 王霏霏 ID:2f0486911	936.58	8531	详情
3	 关晓彤 ID:150947496	962.69	7704	详情
4	 吉娜爱丽丝Gina ID:700223615	945.42	7610	详情

# KOL & KOC

SELECT  
KOL CATEGORY



MONITOR KOL  
ACCOUNTS



INDICATE  
THE TREND



# KOL & KOC

## FILTER KOL ACCOUNTS



## MATCH THE DEMOGRAPHIC



## OPTIMIZE HASHTAGS



# E-COMMERCE

## JINGDONG

Chinese version of "AMAZON"

## TMALL

## PINDUODUO

China's latest C2C e-commerce solution platform





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## COUNTLESS SKUS



## BRAND'S OFFICIAL STORE



## LIVE-COMMERCE



**BRAND'S  
OFFICIAL STORE**

**CHECK  
REVIEWS**

**CUSTOMER  
SERVICES**


## PROMOTIONS



## GROUP BUY



## LOW PRICE STRATEGY



# SEARCH ENGINE

## BAIDU

- Chinese version of “Google”
- 174 million daily active users





## SEM



SEARCH ENGINE



MARKETING



TARGET GROUP



CONTENT



LINKS



RANKING

**SEM**  
Searching Engine Marketing

## SEO



WEB



ANALYSIS



CONTENT



BACKLINKS



KEYWORDS



TRAFFIC



RANKING



OPTIMIZATION

**SEO**  
Searching Engine Optimization

# SEARCH ENGINE AND Q&A

## ZHIHU

- Chinese version of “Quora” “Pantip”
- China’s most popular Q&A Platform
- **180 million registered users**





## SEM



**SEM**  
Searching Engine Marketing

## SEO



**SEO**  
Searching Engine Optimization

# REPUTATION AND REVIEW MANAGEMENT

## DIANPING

China's answer to Yelp, TripAdvisor and Groupon. When Chinese travel overseas this is the trusted app to find restaurants, entertainment and activities.

It is a trusted source because it is a review site that has only customer generated reviews. It is the world's largest online and on-demand delivery platform with **over 290 million monthly active users and 600 million registered users.**

In addition, it offers coupons and group deals that many Chinese have become accustomed to. Let us add this to your arsenal of online platforms to gain more customers, make your business stand out with good reviews.



# REPUTATION AND REVIEW MANAGEMENT

# DIANPING INSIGHT

Searching for need  
(food / entertainment)



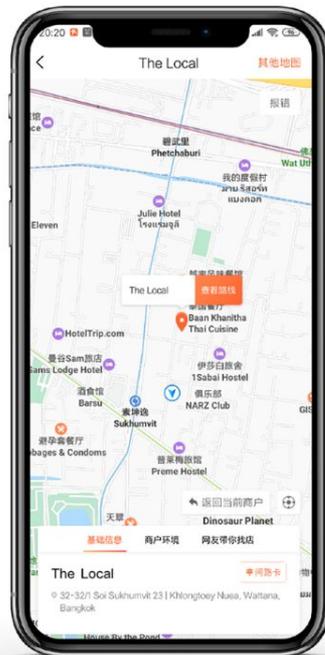
Browsing information



Reading reviews



Action



# REPUTATION AND REVIEW MANAGEMENT

# DIANPING INSIGHT

Help design the official page



Ranking optimization



Banner Ads



AI & Location-based service



# REPUTATION AND REVIEW MANAGEMENT

Official Banner Ads



It's all about REVIEWS



MMG Hidden Solutions



# OTA (ONLINE TRAVEL AGENCY)

## CTRIP

"China's one-stop travel platform" Ctrip is the leading provider of room reservations, Tour packages, transportation, and corporate travel, including other travel-related services. It was established in 1999 and has seen rapid growth to now have **more than 210 million users per month**, making for the largest travel company in Asia and China.

Ctrip's core functions are Travel marketplace, trip, travel albums, and customer service, all with a comprehensive mobile experience, considering that 60% of flights and 75% of hotel bookings are done with mobile devices, which is the norm in China.



# REPUTATION AND REVIEW MANAGEMENT



## BOOK HOTELS



## BUY TICKETS



## RENT A CAR



# OTA (ONLINE TRAVEL AGENCY)

## FLIGGY

China's biggest travel marketplace, created by **Alibaba**, is one of the most popular online travel platforms for travelers from China. With **more than 270 million users per month**, Fliggy is not limited to hotel bookings. It serves as a one-stop hub for travelers to make their entire travel plan for both their trips domestically in China and internationally.

The users can book and pay in advance for their whole trip including, transportation, shopping, tours, excursions, restaurants, and hotel packages offering more than just rooms. The convenience of making all your plans in one place makes Fliggy an essential part of planning any trip for Chinese tourists.



# REPUTATION AND REVIEW MANAGEMENT



## ENTER FROM TMALL



## ENTER FROM ALI PAY



## LOCAL ACTIVITIES



# SHORT VIDEO

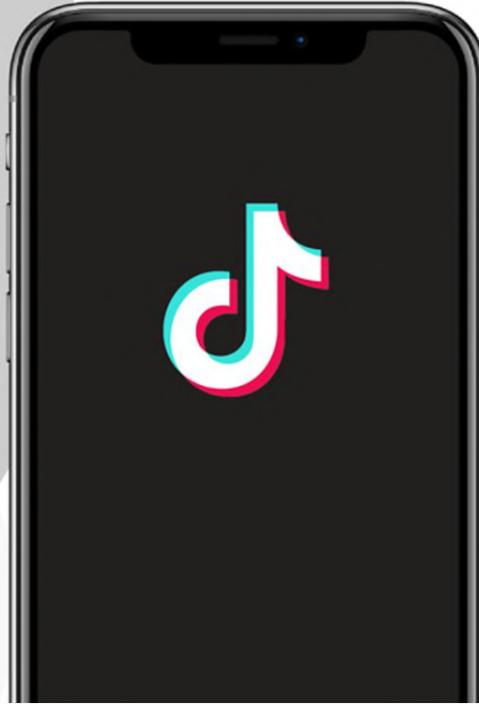
## DOUYIN

- Chinese version of "Youtube"
- Total 1.1 billion registered users
- 800 million daily, active user
- China's most effective video solution for marketing

**Duoyin** is a popular short video and live-streaming platform in **China**, often compared to TikTok. Launched by ByteDance in 2016, it allows users to create, share, and discover a wide variety of content, including entertainment, education, and lifestyle videos.

The app is designed to cater to Chinese users, featuring localized trends and content styles. Duoyin has gained immense popularity due to its user-friendly interface, powerful editing tools, and algorithms that effectively promote engaging content. It also incorporates social networking features, enabling users to interact through comments, likes, and shares.

It is the most popular video platform in China and one of the best places for e-commerce shops to sell products and gain brand awareness. Brands can own their channels and promote original content with KOLs driving instant sales and product awareness, transforming the way businesses and brands sell and market their products.



# REPUTATION AND REVIEW MANAGEMENT



## OFFICIAL ACCOUNT



## SWIPE FOR CONTENT



## E-COMMERCE





# Chinese Expat Community

# CHINESE EXPAT COMMUNITY

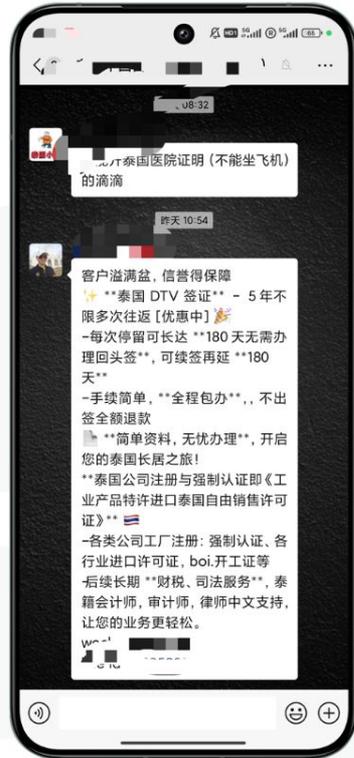
**Chinese Expats KOL & 200 WeChat Groups:** There are more than 500,000 Chinese expats living in Bangkok, and around 2,000,000 living all over Thailand. MMG has exclusive ways to contact them directly based on WeChat Eco-system.





# CHINESE EXPAT COMMUNITY

## Expat WeChat Group



## Banner Ads



# DIGITAL PAYMENT

## WECHAT PAY

payment solution completely integrated inside the social and messaging application of Tencent: WeChat

## ALIPAY

the most widely used third-party online payment service provider in China developed by Alibaba



# REPUTATION AND REVIEW MANAGEMENT



## WeChat PAY ACCOUNT



## PAY CREDIT CARD



## ALL-IN-ONE LIFE SOLUTIONS



# REPUTATION AND REVIEW MANAGEMENT



## ALIPAY ACCOUNT



## CHECK EXCHANGE RATE



## COLLECT COUPONS





# **Business Support**

# Chinese Recruitment, Company Set-up

Trust in MMG Thailand to find the right Mandarin-speaking staff member for your business.

If you are recruiting for a Mandarin-speaking job, MMG Thailand can help. We have been recruiting people for Mandarin-speaking positions in Thailand for several years, and we consistently received referrals and positive feedback on placements from many of our clients.

We can recruit for a wide range of international and Chinese companies from SMEs to Blue Chips, generally on an exclusive or preferred basis.

- 
-  Company name application
  -  Certificate of approval
  -  Business license application
  -  Company stamps
  -  Organizing the company bank accounts
  -  Tax bureau registration: VAT & Fapiao
  -  Foreign funds license



## Trademark, Patent, China FDA/NMPA Registration, Localization

At MMG Thailand, we pride ourselves on giving our clients the most relevant expert advice and information. We have established partnerships with some of the leading companies in Mainland China.

As in the case for our business services department, we have partnered with Duan & Duan, a powerhouse law firm established in 1992, and Sun legal, our sister company, handles all the local legal services for Chinese businesses to expand in Thailand.

We provide the best quality legal services in registering a foreign-owned company, trademark registration, and or disputes, among other related legal services.

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In China's healthcare and cosmetic industry, the NMPA (formerly CFDA) is the key regulatory body, ensuring safety and efficacy of medical products. It evaluates and approves pharmaceuticals, medical devices, and health goods.

 Content localization

 Translation

 Chinese lessons for tourists & expat markets

 Business Chinese lessons





# Premium Services

# From Government to Vertica Industry Press Releases



## National-level media Press Release

We offer Chinese public relations services in various industries, including national media and Chinese government relations.

As public relations is incredibly complex, and even more so in China, given the government's influence on media outlets and language barriers between brands and consumers, we can assist in all of your PR needs.

人民网People's Net: <http://www.people.com.cn/>

新华网Xinhua Net: <http://www.news.cn/>

光明网Guangming Net: <https://www.gmw.cn/>

中国经济网China Economic Network: <http://www.ce.cn/>

中国日报网China Daily: <https://cn.chinadaily.com.cn/>

## Portal Media Press Release

Step into the spotlight with MMG Thailand's Press Release services, strategically tailored to harness the immense reach and influence of China's five major portal websites.

腾讯网Tencent: <https://www.qq.com/>

搜狐网Souhu: <https://www.sohu.com/>

网易网Netease: <https://www.163.com/>

凤凰网Ifeng: <https://www.ifeng.com/>

新浪网Sina: <https://www.sina.com.cn/>

## Vertical Industry Press Release

Partnering with MMG Thailand grants you access to a network of over 200 authentic, trustworthy, and vertical industry-specific media outlets in each sector. This meticulous approach ensures that your message not only reaches but resonates with the right audience, enhancing your brand's professionalism and credibility.

Whether your focus lies in EDUCATION, HOSPITALITY, TOURISM, HEALTH, TECHNOLOGY, FASHION, LIFESTYLE, BEAUTY, or other sectors, our services extend beyond conventional press releases.



# Celebrity Endorsement, Brand Collaboration



中國演出行業協會  
China Association of Performing Arts



Dive into the glitz and glamour with MMG Thailand's collaboration with the China Association of Performing Arts. This dynamic partnership grants us exclusive access to a constellation of celebrities, singers, and actors in China. Picture your brand standing side by side with these influential figures as brand ambassadors, instantly adding a dash of star power and credibility to your image.

With MMG Thailand's connection to this association, your brand gains the unique advantage of not only being noticed but also trusted by a vast and diverse audience throughout China.



国家体育总局  
General Administration of Sport of China



Embark on a journey into the realm of champions with MMG Thailand's unique link to the General Administration of Sport of China.

This special connection opens doors for your brand to team up with world champions and Olympic medalists. Imagine having these sporting heroes as ambassadors, instantly boosting your brand's image and making it a "champion brand." MMG Thailand's access to these influential figures ensures your brand isn't just seen but celebrated as a symbol of excellence.

## THE NOBEL PRIZE



Visit the world of excellence with MMG Thailand. Our collaboration with Nobel Prize winners allows your brand to share the stage with global thought leaders.

With these connections, your brand becomes more than a name; it's a symbol of innovation and intellectual prowess. Elevate your brand's image and connect with your audience on a profound level as your brand becomes synonymous with the highest echelons of achievement.



# Case Studies

# 1. Government & Official Organizations

## 🌸 Challenge & Objective

The Thai Ministry of Commerce wants to boost exports of lesser-known durian and mangosteen from the southern region to China, aiming to diversify beyond the popular eastern fruits.

## 🌸 Solutions

The MMG team partnered with trusted Chinese Key Opinion Leaders (KOLs) in Thailand, conducting thorough reviews and on-site visits to southern Thai fruit plantations. With MMG's guidance, KOLs created compelling content in line with client specifications.

## 🌸 Results

**Explosive Reach:** Reviews surpassed 100,000 views in three days, accumulating over 1,000,000 views with an impressive 3% engagement rate.

**Market Entry Breakthrough:** Swift inquiries and wholesale commitments showcased the campaign's success in introducing southern Thai fruits to the Chinese market.

**Immediate Impact:** Intense interest from potential buyers validated the campaign's effectiveness, marking a pivotal moment in exporting top-quality tropical fruits from Thailand to China.



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## 2. FMCG

### Challenge & Objective

Singha urgently needed widespread exposure among the Chinese expatriate community for an upcoming food festival in just four days. Swift decision-making and immediate action were vital to capture their attention.

### Solutions

MMG moved fast, teaming up with key media channels and using its strong connections to boost the "Singha Foodfest." They even convinced some to rearrange plans, increasing exposure through the top five KOL/news channels in the Chinese expat community. Plus, they spread the event details in over 400 expatriate WeChat groups.

### Results

**Explosive Reach:** achieved 100,000+ impressions leveraging traffic from top KOL/news channels and targeting 400+ expat WeChat groups, significantly boosting online visibility.

**Event Impact:** Welcomed over 500 enthusiastic Chinese attendees within a mere four days, showcasing immediate engagement and positive reception among the expatriate community.

# 3. Mall & Retail

## Challenge & Objective

MMG capitalized on Central Department Store's popularity with Chinese shoppers especially post-pandemic border reopenings. Partnering with Central, MMG aimed to expand influence by reaching travelers even before they landed in China. They focused on engaging customers upon entry, encouraging offline interactions and creating a smooth online-to-offline experience for overall growth in both online and offline channels.

## Solutions

MMG expanded its presence on WeChat, Weibo, and Xiaohongshu, focusing on top-notch content and improved user experience to boost follower engagement. Every month, they ran an online-to-offline campaign where users hunted for hidden "codes" in posts, leaving corresponding messages. MMG and Central then selected winners, notified them through MMG, and rewarded them with prizes collected at offline stores.

## Results

**Exponential Follower Growth:** Central Department Store's social media accounts, managed by MMG, amassed over 1,000,000 total followers, signifying a substantial surge in online audience engagement.

**Highly Engaging Activities:** The monthly interactive lottery events orchestrated by MMG attracted crowds of eager participants, necessitating queues for participation, showcasing a remarkable increase in user engagement and interest.

**Organic Social Sharing:** Users actively shared their participation experiences on various social media platforms, amplifying Central's reach and engagement organically.





## 4. Real Estate

### 🌸 Challenge & Objective

Chinese individuals make up 48.3% of Thailand's foreign apartment market, a big deal. SC ASSET, a major Thai real estate developer, wants in. They're targeting Chinese residents and potential relocators, trying to attract agents and expand their reach. Dealing with Chinese government restrictions on overseas real estate ads adds an extra challenge.

### 🌸 Solutions

- 1. Property Makeover:** MMG transformed the client's properties with visual appeal, making real estate more relatable.
- 2. Outreach Mastery:** Deep collaboration with Chinese influencers and news platforms quickly reached a wide audience in Bangkok.
- 3. Buyer Temptations:** Attractive deals like "10% off," "Free Gold bar," and "Free iPhone" effectively drew in potential buyers.
- 4. Digital Connection:** Using Chinese platforms and QR codes, MMG built an exclusive agent group, boosting SC ASSET's reach for future projects.

### 🌸 Results

- 📈 Follower Growth:** SC ASSET's official account gained a whopping 59.4% more followers in just two months. Precise targeting attracted high net-worth individuals in key areas like Bangkok, Beijing, Shanghai, Shenzhen, and Hong Kong.
- 📊 Engagement Metrics:** A staggering 25.4% call-to-action rate showcased the audience's active response. Exposure rates soared by an astonishing 800% compared to previous benchmarks.
- 👥 Community Establishment:** MMG successfully established an exclusive, high-quality Chinese real estate agent community comprising 79 individuals for the client.
- 🏢 Establishment of Representative Office:** With MMG's support, the client established a mainland China representative office, granting them advertising rights equivalent to any Chinese company and placing them at the forefront among Thai real estate developers.

# 5. Fashion

## Challenge

1. Limited brand awareness among Chinese consumers.
2. Lack of knowledge about the Jim Thompson House as a tourist destination in Bangkok.
3. Products not aligned with viral micro-trends in China, affecting market relevance.

## Solutions

- 1. Story Emphasis:** Highlighted Jim Thompson's rich history and unique product features.
- 2. Catering to Chinese Visitors:** Developed a Chinese version of the menu and entrance ticket to accommodate essential information for Chinese customers.
- 3. Influencer Collaboration:** Engaged with 20 Chinese influencers and 100 Redbook-based amateur reviewers monthly to promote Jim Thompson.
- 4. Tailored Offers:** Crafted exclusive promotional offers and discounts targeting Chinese consumers, including a 10% discount for travelers who joined the brand's Fanclub/Social Media channels.

## Results

- 1. Brand Popularity:** Established JT as a sought-after brand for Chinese tourists on Redbook, achieving a Monthly Growth of over 1,000 followers on WeChat Official Account, with consistently positive reviews.
- 2. Purchase Conversion:** Attained an impressive 18.8% purchase conversion rate among Chinese tourists at JT's retail stores, averaging a purchase per person of over 15,000 THB.
- 3. Tourist Attraction:** The Jim Thompson House gained traction among Chinese travelers, accumulating more than 500 user posts within 1 month, showcasing their experiences with JT products and visiting the JT House.
- 4. Revenue Surge:** Saw a 25% increase in sales revenue at JT's restaurant and JT House within 4 months.

JIM THOMPSON X





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## 6. Healthcare

### Challenge & Objective

1. Limited promotion due to constraints in the overseas medical industry preventing extensive advertising.
2. Chinese individuals in the country lack information about international hospitals in Thailand.
3. Language barriers hinder Thai-Chinese residents from making informed choices regarding suitable hospitals.

### Solutions

1. **WeChat Presence:** Created WeChat account for medical articles, featuring detailed info on hospital departments, doctors, and key services. Implemented Chinese customer service for quick inquiries and top-notch assistance, fostering client satisfaction and encouraging referrals.
2. **Internet Presence:** Registered as a translator on online platforms, sharing daily hospital updates for domestic and international Chinese audiences. Provided free translation services to boost engagement.
3. **Offline Promotion:** Placed QR codes at hospital locations to promote the official account and social media. Utilized premium online content to drive offline traffic, ensuring consistent and growing client acquisition.
4. **Press Releases/Vertical Marketing:** Published articles across various Chinese doctor and healthcare platforms to promote hospital departments, specialized units, renowned doctors, and specific projects like IVF.

### Results

- Over 400 monthly interactions for appointments across all online platforms.
- Monthly article readings exceeding 30,000 on various internet platforms.
- Over 5 significant medical projects completed (specifically related to inquiries about childbirth and IVF, exceeding expectations).

**Impact:** Organically encouraged sharing of medical experiences, boosting hospital visibility, improving understanding among Chinese individuals globally, and converting potential clients.

## 7.1 Education

### ❁ Challenge

In the past two years, Shrewsbury International School Bangkok (SHB) has collaborated closely with MMG, solidifying its status as a top British international school brand in Asia. Despite ongoing challenges, especially in Shrewsbury Bangkok and Shrewsbury Hong Kong, MMG's proactive efforts have boosted visibility on Chinese social media, attracting enrollment applications.

However, SHB faces the task of selectively identifying families aligned with its unique culture. Meanwhile, Shrewsbury International School Hong Kong (SHK) contends with the competitive international school market, aiming to attract more parents and convert interested families successfully.



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## 7.2 Education

### 🌸 Solutions

#### SHB

**Establishing a Comprehensive Social Media Platform:** Start new social platforms like WeChat, Redbook, Zhihu for showcasing school life, teaching, and student achievements. Regular updates are key to attract prospective parents and students.

**Professional Customer Service Support:** Set up customer support to help families assess school compatibility and deliver pre-screened leads. This not only tackles initial communication hurdles but also cuts communication costs, letting the school prioritize top-notch education.

**Baidu SEM and PPC Strategy:** Leverage Search Engine Marketing (SEM) and Pay-Per-Click (PPC) advertising for strategic outreach in international education. Identify over 1,000 relevant keywords for precise ad placement on Baidu. This boosts exposure and click-through rates among the intended audience, maximizing the impact of the campaign.

**Strategic PR Activities:** Craft and launch PR content for the 5th anniversary at the city campus and 20th anniversary at the Riverside campus of Shrewsbury Bangkok. Elevate the school's image as the top international institution in Thailand through these celebratory events.



# 7.3 Education

## Solutions

### SHK

**Social Media Content Updates and Optimization:** Optimize and regularly update content on WeChat, Xiaohongshu, and Zhihu platforms to attract local and international attention, crafting a brand image with diverse appeal.

**KOL (Key Opinion Leader) Collaborations:** Collaborate with local education experts, teachers, and other KOLs in Hong Kong. Leverage their social media influence to enhance the school's exposure and strengthen the trust parents and students have in the school.

**Online and Offline Campus Exploration Events:** Organize multiple online and offline campus exploration events to provide in-depth showcases of the school's distinctive features. This strategy aims to attract more parental attention and participation.

**Baidu Advertising:** Provide a detailed explanation of the strategic importance of Search Engine Marketing (SEM) and Pay-Per-Click (PPC). Through keyword optimization, ensure that advertisements reach the target parents and students more accurately on Baidu. This approach aims to increase visibility and enrollment effectiveness.

## Results

SHB is excelling with a 35% growth in Chinese students, impressive online exposure on Baidu, Redbook, and WeChat, and a top-three presence in Shrewsbury Bangkok searches. Successful conversions include affluent families and students from top-tier cities and international schools like Harrow China.

SHK's operational strategy shines, with targeted social media efforts drawing mainland families. Six successful campus events offer comprehensive insights. Baidu ads impress with a monthly exposure of 549,131 and a 2.96% click-through rate, showcasing effective search engine marketing and advertising strategies.





## 8. Skincare & Cosmetic

### 🌸 Challenge

In the fierce beauty industry, Chinese brands outshine, edging out foreign competitors. The pandemic hit Thai tourism, slashing offline sales of Thai essential oils in China. Adapting for survival is the key.

### 🌸 Solutions

**E-commerce Boost:** Set up a Tmall store, making Thai oils accessible to Chinese buyers. Emphasized Hero Products in brand promotion, driving sales.

**WeChat Impact:** Launched a WeChat account for timely, info-packed updates, integrating product highlights with Chinese trends for better engagement and conversions.

**Platform Outreach:** Engaged audiences on Redbook and Weibo, hosting draws for visibility. Targeted potential customers for brand exposure.

**Influencer Power:** Teamed up with 500+ Chinese influencers on Redbook and Douyin during the pandemic, later collaborating with 100+ Thai-based influencers post-China reopening, amplifying Hero product endorsements.

### 🌸 Results

**Brand Triumph:** Teaming up with MMG for four years, SATIRA is now hailed as the "Thai national essential oil brand." Globally recognized on major online platforms, it achieved a surge in sales on Chinese e-commerce during the pandemic.

**Storefront Success:** Bolstered recognition as a must-buy Thai product, driving a 50% spike in offline store sales post-pandemic. Extended the Terminal 21 mall pop-up store contract for another year.

**Social Buzz:** Monthly reads hit 100,000+, amassing 200,000+ fans on social media. Fans actively share, expanding SATIRA's reach and converting potential customers.

# 9. Hospitality

## Challenge

- Lack of brand recognition and engagement among Chinese tourists.
- Reliance on Chinese OTAs for bookings, aiming to increase direct bookings.
- Desire to build brand reputation and strengthen brand image in China becoming the preferred hotel for Chinese tourists visiting Thailand.

## Solutions

**Localization:** Translated the hotel's core information brochure into Chinese, ensuring it aligns with Chinese cultural norms and values, and created culturally relevant content.

### Digital Marketing:

- Social Media: Established a strong presence on Chinese social media platforms such as WeChat, and Xiaohongshu. Engaged potential customers through regular posts, interactive content, and customer reviews.
- Influencer Partnerships: Collaborated with Key Opinion Leaders (KOLs) and Key Opinion Consumers (KOCs) in China to leverage their influence and reach a wider audience, precisely conveying hotel information and brand tone.
- Search Engine Marketing: Implemented targeted search term advertising to increase visibility and drive traffic to the hotel's website.

**Promotional Activities:** Developed promotional packages tailored to Chinese tourists, highlighting unique experiences and exclusive offers.

## Results

**Increased Brand Awareness:** Brand mentions and engagement on Chinese social media platforms increased by 200%.

**Social Media Growth:** Within just three months, the official Xiaohongshu and WeChat accounts experienced substantial growth, with follower numbers increasing by 87% and interactions surpassing 10,000+.

**KOL and KOC Collaborations:** Partnering with over 50 KOLs and KOCs significantly enhanced the hotel's visibility and influence. This collaboration drove brand engagement and recognition, resulting in over 600,000 impressions.

**Advertising Performance:** The client's ad campaign achieved an impressive CTR of 7.8% and CPM of 161.5 THB surpassing industry benchmarks.

**Higher Booking Rates:** Targeted marketing activities and promotional offers led to a 30% increase in direct bookings from Chinese tourists within 5 weeks.

**Enhanced Customer Experience:** Positive reviews and feedback from Chinese guests increased indicating higher customer satisfaction and loyalty.





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## 10. Attractions

### Challenge

- Limited brand awareness among Chinese consumers
- Lack of knowledge about Andamanda Water Park as a tourist destination in Phuket
- Price inconsistency due to a dispersed distribution system.

### Solutions

**Digital Marketing:** Utilized WeChat, Weibo, and Redbook (Xiaohongshu) for content creation, advertising, and PR.

Collaborating with both China-based, and Phuket-based influencers to promote the water park, extending brand exposure to 30 leading Chinese tourism platforms

**Price System Integration:** MMG scrutinized retail prices on key OTA platforms, delivering market reports to clients.

Through negotiations, we aligned vendor prices with market standards.

**Promotion During Peak Periods:** Implemented focused promotions during peak seasons, significantly boosting brand awareness. Statistics reveal that almost 20% of Chinese tourists in Phuket visited the water park.

### Results

**Market domination and social growth:** Redbook followers surged by over 900 with consistently positive reviews within a few months from scratch, showcasing the park's allure and gaining momentum among Chinese travelers. Over 500 user posts in a month vividly highlighted their vibrant experiences.

**Traffic evolution and Chinese visitor engagement:** Revamped traffic dynamics, going from zero to a bustling natural influx. Promotional efforts catapulted daily Chinese visitors from 30-60 in June to 100 in July, marking a 300% monthly growth. This mirrors a rising trend among Chinese tourists, with nearly 20% of all visitors in Phuket choosing the water park experience.

**Enhanced Chinese visitor experience:** Implemented Chinese signage across the park for improved navigation. Recruited mandarin-speaking staff and introduced park shuttle services for Chinese guests.

**Strategic marketing yield:** Established a flourishing natural flow of visitors, with approximately 85% of park attendees opting to purchase annual passes.

# 11. Food & Beverage

## Challenge & Objective

**Lack of Chinese-Friendly Services:** Nara initially struggled to cater to Chinese-speaking customers due to the absence of translated menus and services in Chinese language.

**Limited Online Presence:** The restaurant's online visibility was minimal, and potential customers had no easy way to access information or reviews about Nara online.

## Solutions

**Chinese Menu Creation:** we introduced a comprehensive Chinese menu, enabling Chinese-speaking customers to easily understand the dishes

**QR Code Campaign:** we suggested a QR Code Campaign that offered complimentary beverages to customers who scanned the codes

**KOL/KOC Collaboration:** engaged with 10 Chinese influencers and 50 amateur reviews per month on Redbook based in Thailand to promote 8 Nara branches in Bangkok and Chiang Mai, Pattaya.

**Dianping Premium Accounts:** registered Dianping premium accounts, and managed the POI's ads, ranking, cash-coupon, and online giveaways

## Results

**Increased footfall:** there has been a significant increase in customer footfall, especially among Chinese-speaking diners. Current, more than 70% of Nara's customers are Chinese, with a monthly count of 14,000 Chinese visitors.

**Enhanced engagement:** nearly every customer started scanning QR codes to learn more about the restaurants. This resulted in a remarkable growth of over 500% in Nara's WeChat followers for 6 months' operation

**Increased Popularity:** Resulted in long queues of eager customers, diners may have to wait up to 1 hour during peak hours.



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MMG  
MOLUHA MEDIA GROUP



## 12. Luxury Jewelry



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### Challenge

- Establishing initial brand awareness amidst a fiercely competitive market environment and effectively capturing and retaining the attention of Chinese consumers.
- Attracting Chinese consumers to visit physical stores and converting visits into actual purchases.
- Cultivating awareness among Chinese consumers about natural diamonds and encouraging them to choose them as distinctive gifts.

### Solutions

**Social Media Content:** Customizing social media content and brand storytelling to enhance brand visibility and awareness in the Chinese market. Tailoring content to resonate with Chinese consumer tastes and cultural preferences to increase user engagement and participation.

**KOL and KOC Collaborations:** Collaborating deeply with over 200 KOLs and KOCs to leverage their influence in promoting brand values and unique allure, thereby expanding brand influence and market coverage.

**Advertising Campaigns:** Utilizing keyword search advertising to amplify brand impact and directly guide consumers to offline stores, facilitating actual sales conversions.

**Optimization of Offline Store Experience:** Enhancing Jubilee's offline store experience in China to increase traffic. Through targeted promotions and offline activities, improving customer firsthand experience and brand loyalty.

### Results

**Social Media Growth:** In just 4 weeks, Jubilee's total platform followers surpassed 10,000, with a growth rate exceeding 110% and engagement exceeding 100,000 interactions.

**Impact of KOL and KOC Collaborations:** Successful partnerships with over 200 KOLs and KOCs significantly elevated brand exposure and awareness, effectively promoting Jubilee's brand value with a cumulative exposure exceeding 15,000,000+ impressions in the Chinese market.

**Advertising Performance:** The client's ad campaign achieved an impressive CTR of 6.6% and CPM of 108.6 THB surpassing industry benchmarks. Keywords related to offline stores such as #MustBuyCentralWorld and #MustVisitCentralWorld consistently ranked in the top 3 search results pages.

**Increase in Offline Store Traffic:** Traffic from Chinese customers to Jubilee's stores increased by over 200% with Chinese customers at the CentralWorld store accounting for 70% of the total and achieving a purchase rate of 30% validating the effectiveness and appeal of our market strategies in physical retail spaces.



**Meet Us**



Board of Directors

CEO

COO

CFO

Process Optimization Manager

Marketing Manager

Resource Development Manager

KA Manager

Business Group A Manager

Business Group X Manager

MMG Care Manager

Corporate Service Manager

Senior Accountant

Accountant

Influencer Development

Copywriter

Copywriter

Copywriter

Monthly Report

Secretary

New-Technology Development

Production

Production

Production

Service Quality Control

HR

Government Relations Development

Graphic Designer

Graphic Designer

Graphic Designer

Legal Services

Brand Collaboration Development

Team Support

Team Support

Team Support



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**THANK YOU!**



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