



“Cooperatives 4.0” model, “O2O Double Market” digital marketing model, and the establishment of University for Cooperatives



Mr. Alongkorn Ponlabut, Advisor to the Minister, Ministry of Agriculture and Cooperatives (MOAC), as a honorary advisor of the Cooperative League of Thailand was assigned by Dr. Chalermchai Srion, Minister of Ministry of Agriculture and Cooperatives to preside over the 97th International Cooperatives Day. He gave the remarks on "Renovate Thai Cooperatives toward Digital Trade Era: Promote E-Commerce with Thai Cooperatives".

The event was held at Ratchanee conference room, Cooperative League of Thailand Building, on July 3, 2020, between 1.00 – 2.00 pm. The meeting was organized in accordance with the two policies established by MOAC, “Marketing leading Production” and “O2O Double Market” the digital marketing model policy. The intention was to drive the agricultural sector into “Thailand 4.0 era” by Dr. Chalermchai Sri-On, and serve the "Agriculture Produces, Commerce Markets" policy, which is a cooperation between MOAC and Ministry of Commerce by Mr. Jurin Laksanawisit, Deputy Prime Minister and Minister of Commerce.

As a result of the meeting, there will be five universities to be selected in each region as universities for cooperatives called “Coop University.” These selected universities will become the Agritech and Innovation Center (AIC) as a center of excellence. Lastly, the selection results will be announced on August 16, 2020.

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