

HP Strengthens Online Presence with Shopee



HP Thailand achieves success with impressive growth in sales across its technology product offerings on online platform

Bangkok, October 2019 - HP Inc Thailand, the global leading technology portfolio strengthens its online presence with Shopee, the leading e-commerce platform in Southeast Asia and Taiwan. Through this partnership, HP gains strong success in establishing its online presence and connecting with more consumers across the nation.

Alvin Gregory Charles, Country Head of Omnichannel Sales, HP Inc. (Thailand) Ltd. said “As e-commerce continues to gain traction in the Thai market, it is important for brands and companies to serve Thailand’s evolving shoppers better through a wide variety of products convenience. “HP is pleased to offer our print and PC innovation to customers in Thailand through our omnichannel partners. This gives us an opportunity to strengthen the HP brand online while really making lives better for the people of Thailand through technology.”

HP and Shopee also launched the HP Shopee Super Brand Day (SBD) during 6.6. HP participated in an in-app brand takeover in Shopee’s app for 24 hours, boosting HP’s brand visibility to consumers. The campaign was a huge success, with the HP Official Store recording an increase in orders compared to its average daily sales.

“At Shopee, we are committed to our vision to help improve the lives of people across the region with technology. This includes establishing strategic partnerships with top brands like HP to provide users access to the best innovative products and technology essentials. We are delighted to partner HP to further provide users greater convenience and cost-savings, and look forward to strengthening our partnership to bring to users even more exciting deals and exclusive offers from the brand.” said Siwagorn Siriwongpanupong, Head of Business Development, Shopee Thailand.

As part of its continued partnership, HP and Shopee will launch the HP Shopee Super Brand Day from 17-19 October 2019, where customers will enjoy greater savings and promotions including

discounts of up to 50%, and voucher giveaways for an additional 10% off.

HP has also teamed up with Shopee to launch the HP X Shopee Event, held on 19 October 2019 at BTS link 3th flr, Siam Square One. Consumers can look forward to exclusive deals and activities during the event including:

- Lucky draw for special freebies from HP
- Surprise performance from Thai rising star Pon - Nawasch Phupantachsee

Don't miss the HP Shopee Super Brand Day from 17-19 October 2019.

Check out more exciting deals on the HP Thailand Official Store on Shopee Thailand at https://shopee.co.th/online_hp.

Download Shopee for free on the App Store or Google Play Store.