

Thai and Chinese firms sign a strategic cooperation agreement to boost agricultural productivity and cross-border collaboration

18 August 2025 | News

Hong Taiyang Co., Ltd. and Hongtou International signed a strategic cooperation agreement



Hong Taiyang Co., Ltd. and Hongtou International signed a strategic cooperation agreement

China's Nanjing Red Sun Co., Ltd. and Yunnan Red Investment International Investment Development Group Co., Ltd. held a strategic cooperation signing ceremony in Kunming, China. Hu Rongmao, General Manager of Red Sun Co., Ltd. , and He Yuming, Chairman of Red Investment International, attended the ceremony and witnessed the signing, jointly opening a new chapter in the strategic cooperation between the two parties.

The signing ceremony was attended by members of Thailand's Hong Taiyang Co., Ltd. and China's Hongtou International, as well as Yang Zhiwei, member of the Party Committee and vice president of Honghe Development Group.

To optimize resource allocation and efficient utilization, the two parties will merge Red Sun's technological expertise and product advantages in the agrochemical industry with Red Investment International's resources in cross-border trade, supply chain services, and regional market development. During the 15th Five-Year Plan and Belt and Road Initiative, high quality development of the agrochemical industry will be the driving force behind the collaboration, which will assist in upgrading the agricultural industry chain and building a cross-border industrial ecosystem in key markets such as Southeast Asia. The collaboration will provide both parties with greater development potential and lay the foundation for sustainable win-win outcomes.

According to Hu Rongmao, the collaboration has a strong resonance between Hong Taiyang's original objective of "serving agriculture, rural areas, and farmers, strengthening agriculture, and serving the nation" and Hongtou International's mission of "empowering entities and connecting the world."

By partnering with Hongtou International, the nation is committing to its "15th Five-Year Plan" strategy for high-quality agricultural development and bringing together their respective industrial missions.

Hu Rongmao stressed that cultivating new agricultural productivity requires a dual-driven approach of "industry + trade." As part of the Belt and Road Initiative and to establish Yunnan as an Asian hub, industrial chains and cross-border service networks need to be deeply integrated.

The strategic cooperation between Nanjing Red Sun Co., Ltd. and Yunnan Red Investment International Investment Development Group Co., Ltd. marks a significant milestone in advancing agricultural modernization and cross-border industrial ecosystems. By integrating Hong Taiyang's decades of industrial expertise and full-chain production capabilities with Hongtou International's global service network and resource integration strengths, the partnership aims to shift from traditional single-product trade to a comprehensive "service + brand" model. This collaboration focuses on optimizing resource allocation and driving high-quality agricultural development, particularly in Southeast Asia. It not only strengthens agricultural productivity but also empowers the reconstruction of cross-border industrial ecosystems, creating new opportunities for sustainable, win-win growth.

He Yuming said that Hongtou International will be able to create new glory for development through investment financing, industry cultivation and capital operation, through the same direction linkage and in-depth cooperation with Hong Taiyang. Hongtou International will actively seize cooperation opportunities, give full play to its own business advantages, cooperate sincerely with Hong Taiyang, and take this signing as an opportunity to promote the cooperation between the two sides to go deeper and more practical and reach a new level.