

## Ministerial Regulation

### Prescription of the Purchase – Sale of Goods and Services Through Commercial Electronic Means Not Considered as Direct Sales B.E. 2561

By virtue of the authority according to the meaning of “Direct marketing” under Section 3 of the Direct Sales and Direct Marketing Act B.E. 2545 and as amended, the Direct Sales and Direct Marketing Act (Issue 3) B.E. 2560 and Section 4 Paragraph 1 of the Direct Sales and Direct Marketing Act B.E. 2545, the Prime Minister has issued the following regulation:

The selling of goods or services through commercial electronic means in the following are not considered direct sales:

- 1) The sale of the goods or services of ordinary persons who have not registered themselves as business operators in direct sales and receive a wage from the selling of goods or services through electronic means of not more than 1,800,000 baht per year
- 2) The sale of the goods or services of middle-sized and small state enterprises that have registered under the Small and Medium Enterprises Promotion Act.
- 3) The sale of the goods or services of community enterprises and networks of community enterprises that have registered under the Community Enterprise Promotion Act
- 4) The sale of the goods or services of cooperatives and groups of agriculturalists that have registered under the Cooperatives Act

Announced on November 2, B.E. 2561  
General Prayuth Chan-o-cha  
Prime Minister

Remarks: The reason for the announcement of this Ministerial Regulation is due to the fact that Direct Marketing under Section 3 of the Direct Sales and Direct Marketing Act B.E. 2545 and as amended, the Direct Sales and Direct Marketing Act (Issue 3) B.E. 2560 does not include the direct sales of goods or services through commercial electronic means, and according to the criteria and conditions prescribed in the Ministerial regulations, it shall develop and promote small entrepreneurs who are ordinary people, middle-sized and small-sized state enterprises, community enterprises, networks of community enterprises, including cooperatives and groups of agriculturalists, to be able to sell goods or services through commercial electronic means which are not considered to be direct sales, in order to promote the abilities in competing of such entrepreneurs. Therefore it is necessary to issue this Ministerial Regulation.