

Patcharee Vihakarat 2011: Thai Frozen Seafood Competitiveness in Major International Markets. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Ruangrai Tokrisna, Ph.D. 199 pages.

Chilled and frozen seafood was an important commodity in Thai exporting sector as well as economic development. Main exports consisted of chilled and frozen shrimp, chilled and frozen squid, and chilled and frozen fish fillet. Nevertheless there had been problem in competitiveness due to the increasing number of new exporters. This study intended to study the competitiveness of Thai chilled and frozen seafood in important market destinations including the United States of America, Japan, Canada, China, and European Union (15) targeting at the study on export conditions, analyzing pattern of trade and comparative advantages and analyzing factors affecting market expansion of Thai chilled and frozen seafood in these markets, using the constant market share (CMS) and real effective exchange rate (REER).

Results of the study, dividing in to three periods, 1998 – 2001, 2002 – 2005, and 2006 – 2009 revealed that chilled and frozen shrimp and chilled and frozen squid had high comparative advantages in the five export markets during the three periods. Chilled and frozen fish fillet did not have a high comparative advantage relatively to the other competitors. The exception was only for Japan with a high comparative advantage during the three periods. In 2002 – 2005 Thailand did not have a comparative advantage for chilled and frozen fish fillet in the United States and in Canada. Important competitors were Vietnam, India, Indonesia and China. Factors affecting changes in export values of Thai chilled and frozen seafood were the decreasing in competitiveness of each commodity while the world trade effect and commodity – composition effect were still positive. Fluctuation in exchange rate was another important factor affecting the export. Baht appreciation led to less export expansion. In order to promote export of frozen seafood, Thailand should not use pricing policy but should focus on the development of product quality and standard to cope with trade restriction measures in importing countries as well as promotion on processed seafood in order to increase Thai export value.

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