

Nantapong Nanon 2009: Impacts of FTA ASEAN- China on the Export of Thai Mangosteen to China. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Kampanart Phensupha, Ph.D. 153 pages.

The objectives of the study were to explore production sub-system, processing and export of Thai mangosteen to Republic of China, and to analyze impact of FTA (ASEAN - China) on Thai Mangosteen to the Republic of China by using Reveal Comparative Advantage Index (RCA) and Boston Consulting Group model. Both primary and secondary data were used in this study. Only emerging in tariff HS. 0804500301 mangosteen was analyzed.

The study of agribusiness system found that there was significant effect of more non tariff measures after FTA ASEAN-China. These measures resulted in costly of production, processing and export. The result of competitive advantage found that Thai had competitive advantage in the export of Thai mangosteen both before and after FTA ASEAN - China. From BCG Matrix Model comparing with Indonesia revealed that Thailand has been ranked at “Star” before FTA ASEAN-China and Indonesia has been ranked at “Dog”. After FTA ASEAN-China was applied it resulted in lower position of Thai RCA to the rank at “Cash Cow” and Indonesia to the rank at “Question Mark”. From the analysis of factors that impact on mangosteen export quantity found that China GDP was positive effect on mangosteen input to the average exporting price was negative effect on mangosteen input to the Republic of China from Thailand.

The study revealed that policy guidelines and strategies to increase Thailand’s mangosteen export to the Republic of China should be implemented. By reducing cost in mangosteen business system, decrease some limitations and obstacles of non-tariff measures including extend Thai mangosteen market into other regions where people never consume mangosteen in to increase Thailand’s competitive advantage and to extend Thai mangosteen market in China.

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Thesis Advisor’s signature

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