

Nuntida Prukpijan 2014: The Export of Thai Frozen Shrimp to the European Union with the Effect of the European Union's Generalized System of Preferences Withdrawal. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Miss Piyaphan Changwatchai, Ph.D. 137 pages.

The first objective of this research is to analyze the revealed comparative advantage and the market share of frozen shrimps exported to the European Union (EU) from Thailand and its competitors, including Ecuador, India, Vietnam and China, by using the revealed comparative advantage index (RCA) and the calculated market share (MS). The annual time-series data from 2005 to 2012 are used for the analysis. Another objective of this research is to examine the factors that may affect import of frozen shrimps by the EU from Thailand as well as the possible effect of the Generalized System of Preferences (GSP) being withdrawn on import of frozen shrimps by the EU from Thailand, using the quarterly time-series data of the same period.

The RCA analysis shows that all countries had comparative advantage in exporting frozen shrimps to the EU, except for Thailand and China that lost comparative advantage during 2005 and 2006, while the MS analysis shows that only Ecuador had high capability of competing for the market share of frozen shrimps in the EU market, except for years 2005 and 2006. The MS analysis also shows that Thailand, India, Vietnam and China had low capability of competing during 2005 to 2012, while India had high capability of competing in 2011 and 2012. The examination of contributing factors indicates that the growth rate of frozen shrimps imported by the EU from Thailand is negatively correlated with the growth rate of the import price of Thailand's frozen shrimps and the growth rate of the Euro-US Dollar exchange rate. It is also found that the EU's public debt crisis also negatively affects the growth rate of frozen shrimps imported from Thailand. On the other hand, the contributing factors that have a positive correlation with the growth rate of frozen shrimps imported from Thailand are the growth rate of the import price of Ecuador's frozen shrimps and the growth rate of the EU's gross domestic product. The GSP withdrawal will lead to an increase in import tariff being imposed on frozen shrimps from Thailand in 2015, that the post-tariff price of frozen shrimps from Thailand will rise by 0.07% and the imports of frozen shrimp will slow down by 0.16%. However, due to that this finding is under some assumptions, it only shows the prediction of change in import of frozen shrimps from Thailand after GSP withdrawn. Based on this research the frozen shrimp exporters should focus on exporting to other countries especially Canada and Vietnam, and the Thai government should negotiate on Free Trade Agreement with the EU.

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Student's signature

Thesis Advisor's signature