

Thitima Thongsamak 2009: An Analysis of Export Capability of Thailand's Passenger and Pick-Up Cars to Australia. Master of Economics (Business Economics),
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The Advanced Automobile Industry of Thailand have been obviously appeared since economic crisis terminated, caused by popularity of Global Free Trade and Thailand's commitment to International Organization, till Thai government has the goal to become the regional center of vehicle production and export in Southeast-Asia region. At the present, main exporting markets of Thailand's automobile are Australia, Indonesia, Saudi Arabia and United Arab Emirates etc.

This study is to examine the general characteristics of Thailand's automobile industry, Comparative Advantage of passenger and 1-ton pick-up car of Thailand and competitor countries which influence in Australia market, analysis of Exporting demand of Thailand's automobile to Australia and factors which affect to Competitive Advantage of Thailand's automobile industry.

Proportion of automobile's production, domestic sales and export found that quantity of 1-ton pick-up are the highest due to Multi-National Corporation had expanded investment to Thailand in order to be regional center for pick-up's production and export with government encouragement through various measure and policy. Australia imports passenger cars from Thailand as No.3 and be as No.1 for importing of pick-up correspond to calculation of Revealed Comparative Advantage index (RCA). It indicates that Thailand have more comparative advantage in exporting pick-up than other competitor countries but have comparative disadvantage in exporting passenger car. Analysis of exporting demand of Thailand's automobile to Australia shows the most important factor in exporting both passenger and pick-up car is Australia Gross Domestic Product Per Capita. Changing of exporting automobile to Australia will direct-modify to Australia GDP Per Capita. Result of analysis of factors cause Competitive Advantage of Thailand's Automobile Industry point to research and develop both product and human resource by emphasizing advanced and specialized on production technology. The study suggests government sector and entrepreneur should provide more cooperation program and unhesitatingly develop potential of Thailand's automobile industry to be stability perfection.

Student's signature

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