

<b>Research Title</b>	The 10 Thai Handcraft Potential of Thai Upper Northern to Thai- South China Boarder Trade
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### ABSTRACT

This study aims to 1) study the trading situation of 10 fields of upper Northern Thailand handicraft products in Thailand – Southern China border area 2) study the commercial community context in Thailand – Southern China border area 3) study trade route of the 10 fields of upper Northern Thailand handicraft products in Thailand – Southern China border, under North – South Economic Corridor 4) study the Thailand – Southern China border’s customs formality for 10 fields of upper Northern Thailand handicraft products 5) study the way to develop the 10 fields of upper Northern Thailand handicraft products’ entrepreneurs and 6) create an English language International Trade Wordbook for Thailand – Southern China border’s Trade. Research population and sample were 1) handicraft entrepreneurs 2) the entrepreneurs who used to trade in Thailand – Southern China border area 3) handicraft entrepreneurs in Upper Northern Thailand’s provinces; Chiang Mai, Lampang, Lamphoon and Mea Hong sorn 4) customers and people in Yunnan province of China especially in Kunming city and Xishuangbanna and 5) related officers in customs house, provinces’ chamber of commerce, Thai/Chinese transportation service providers, and related businesses. The research tools were questionnaires, survey form and interview forms.

This study found that **the trading situation of 10 Fields of Upper Northern Thailand Handicraft Products in Thailand – Southern China border area** was related to the overall country’s export situation. In the first 10 months of 2013 (January – October), Thailand’s exportation decreased 8.48% compared with the year before. Comparing product by product, the study found that benzene oil, automobiles; tools and parts, and computers; tools and parts exportation decreased 56.21%, 32.53%

and 25.77% orderly, while there was 611.96% increasing in the motors and generators exportation. The main export route was R3A road to Southern China, which begin from Mukdahan customs house in Mukdahan province and Chiang Khong customs house in Chiang Rai province.

**The commercial community context in Thailand – Southern China border area influenced to the 10 Fields of Upper Northern Thailand Handicraft Products' forms.** Kunming city is a capital city and has the most potential in every aspects, compared with other cities in Yunnan province. It is located in the north of the middle province, near Tian Shi Lake, with 6.2 million population. Kunming has the largest economy in Yunnan and is being developed to be a southern Asia trade center. The consumption behavior of people in Kunming is almost the same as people in the big city, because it is a developing city. The consumption behavior of people in Xishuangbanna is divided on their economic potential. In Chiang Rung city, people also consume like people in big cities like Kunming and Yunxi, while people in surrounded cities have lower purchasing power and different taste. People in surrounded cities, suburb, will not pay much attention to the technology and modern products, because of their purchasing power and way of life.

There are many **trade routes for the 10 fields of upper Northern Thailand handicraft products in Thailand – Southern China border area, under North – South Economic Corridor.** The most efficient route is Thailand – Lao – China road (R3A), because of the quickness, high safety. The route begins from Chiang Khong district of Chiang Rai province in Thailand to Bo Keaw – Luang Nam Tha – Bo Ten in the Lao PRD to Bo Han – Chiang Rung of Xishuangbanna – Yunxi – Kunming of Yunnan Province in China, with 1,258 Kilometers length, 21 – 24 hours of transportation and about 100,000 baht per container plus retailed entrepreneurs' expense for the transportation service providers, about 5,000 baht per cubic meter.

**The Thailand – Southern China border's customs formality for 10 fields of upper Northern Thailand handicraft products** is strict. Every exported commodity has to be reported and checked in customs formality. The customs documents for exportation are Export Declaration, Invoice, Export License (if any), Certificate of Origin (if any), and others such as catalog, ingredient tags. Normally, there are 4 steps in customs formality for exportation; transferring and/or showing

Export Declaration, tax/tariff proof, check and let commodity out of the country. About the export routes, land, sea and air are all the important trade route between Thailand and Yunnan. Nowadays, in Thailand, the Customs Department uses wireless electronics system for customs formality to facilitate the international trade. This all paperless process of customs formality for exportation is called E-Export, which included fee paying, information editing in case of asking permission from other departments, getting certificates and cargo permit.

**The way to develop the 10 fields of upper Northern Thailand handicraft products' entrepreneurs** should be divided into 2 groups; single and group entrepreneur. Nowadays, most businesses were organized in the vertical organization form and using their own capital to run the business. For the marketing, entrepreneurs were the price maker and most of them produced by the order of the customers. For the distribution channels, there were middlemen, exhibitions, market fairs, local walking streets and shops; both wholesale and retail, to distribute the handicraft products. For the payment, there were many ways to pay for goods; by cash, credit and sell on consignment. For the sell promotion, there were many techniques to do such as keeping contact with customers, finding new markets, and direct sell. The study also found that most of the producers used their own house as a producing place. They hired local labors and used local raw materials. The production management for both everyday sell and pre-order sell were used as the inventory management.

The creation of **English language International Trade Wordbook for Thailand – Southern China border's Trade** is one of the products' value added strategy. Even the products are always recreated all the time on the demand of the customers, but wordbook could be used in the real situation; to describe the product's origin which adds value to the products in the tourists' sight. The satisfaction of using this wordbooks is in the highest level.