

Pakorn Talsook 2010: An Analysis of Export of Thai Cassava Chips to China.  
Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and  
Resource Economics. Thesis Advisor: Mr. Apichart Daloonpate, Ph.D. 106 pages.

The objectives of this study were to analyze factors affecting Import demand for Thai cassava chips in China, to analyze comparative advantage on export of Thai cassava chips to China, and to study problems and obstacles of export of Thai cassava chips to China. Multiple regression model was employed to analyze the import demand using quarterly data from 1998 to 2008. In addition, Porter's diamond of national comparative advantage was applied to analyze the comparative advantage of Thai cassava chips export.

The results revealed that price of Thai cassava chips and price of Vietnamese cassava chips were crucial factors that affected the import demand for cassava chips in China. The own-price elasticity of demand for Thai cassava chips was elastic. The results also showed that cassava chips from Vietnam had been a good substitute for Thai cassava chips. However, according to the Asian - China free trade area China had increased the import volume of cassava chips from Thailand.

The study also indicated that Thailand had more competitive advantage than Vietnam and Indonesia which were potential rivals in Chinese market. Vietnam, nonetheless, had continuously strengthened the capacity of cassava chip export, and had been able to export the chips in lower prices than Thailand. This research suggested that Thai government should put emphasis on technology development in decreasing cassava chip production costs so that Thai exporters would be able to compete in prices with their rivals.

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Thesis Advisor's signature

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