

Treeyanart Hatapradit 2011: An Analysis of Thai Natural Rubber Export to Main Importing Countries. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Nongnuch Angyurekul, M.B.A. 177 pages.

The objectives of this study were to study the production, marketing and the natural rubber exported by using Revealed Comparative Advantage (RCA), Constant Market Share Model (CMS) and BCG Matrix Model.

The results of the study showed that the RCA of the natural rubber export of Thailand, Malaysia and Vietnam were advantage with a declining trend except for Indonesia. The study of the overall their natural rubber export expansion of Thailand and the competitors showed an increasing rate as a whole except for rubber rod. The export values of natural rubber to U.S.A, China and Japan market from Thailand and competitors increased. The BCG Matrix, relative market share analysis showed that Thailand was the export's leader in China's market. Although the market growth rate of Thailand was lower than Indonesia and Vietnam. The interesting evidence in 2010 was Indonesia's market share increased by 13.86 % from 2006, as well as Vietnam increased by 74.07%, on the other hand, Thai market share decreased by 31.59%. Indonesia had more market share than Thailand by 2.49 times. Thailand's market growth rate was lower than Indonesia and Malaysia but Thailand was the leader in Japan's market. Since 2008, Thai market share was less than Indonesia. In 2010 Thailand had market share less than Indonesia by 1.09 times as well as Indonesia's market share has increased continually. In 2009, Indonesia's market share increased from 2006 by 62.91 % while Thailand market share decreased continually, Thai market share decreased 58.94 %. In the future, Indonesia might be the export leader of natural rubber market in Japan instead of Thailand. Then, the government sector; the Ministry of Agriculture, Rubber Research Institute, Office of the Rubber Replanting Aid Fund and the private sector should carried out by collaboration between institutions to increase market share, by improving the quality of products based on the standard and the requirements of importing countries, to increase export growth and increase market share in the future.

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Student's signature

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Thesis Advisor's signature