

Piyanuch Prakobkij 2007: An Analysis of Export Competitiveness for Frozen Shrimps and Processed Shrimps of Thailand. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Assistant Professor Nongnuch Angyurekul, M.B.A. 231 pages.

The objectives of the study were to investigate general condition in production and export market of frozen shrimps and processed shrimps; analyze the competitiveness of export frozen shrimps and processed shrimps of Thailand and the main competitors by using An Index on Revealed Comparative Advantage (IRCA); and analyze the exported expansion of frozen shrimps and processed shrimps of Thailand and the main competitors by using Constant Market Share Model (CMS).

The result of the study concerned the competitiveness of export frozen shrimps and processed shrimps of Thailand in three periods such as 1994-1996, 1998-2000, and 2001-2005 which was the pre and post economics crisis of Thailand as well as Thailand encounter from the competitors. The study was found that Thailand got the advantage all three periods. During 2001-2005 Thailand trend to loss advantage export frozen shrimps and processed shrimp both USA and Japan market including the export products comparison and the agricultural products comparison for the agricultural products consideration of the competitor countries found that the competition of frozen shrimps and processed shrimps in USA got IRCA more than one in the three periods and the advantages were increased. such as Vietnam, Indonesia and India; and in Japan market got IRCA more than one also such as Vietnam and Indonesia. The export processed shrimp in USA, the competitors got IRCA more than one in each period, and Japan market got IRCA more than one in Vietnam in three periods and the advantage were increased. The study of the expansion of frozen shrimps export market and export processed shrimps of Thailand and the competitors found that rate of expansion of frozen shrimp of the world was decreased both 2 periods (1998-2000; and 2001-2005) as well as the processed shrimp was increased both 2 periods. During 2001-2005, Thailand was decreased the export value of frozen shrimp and processed shrimp both USA and Japan was decreased from the competitiveness effect as the main factor. Meanwhile, the competitors was increased the export value of frozen shrimp and processed shrimp both USA and Japan from the competitiveness effect as the most increasing factor such as India, Indonesia, China and Vietnam, exception the increasing the export value of processed shrimp in USA from Ecuador and Canada. Therefore, the related government and private sector should plan for adding value of processed shrimp and decreasing the cost of production, in order to increase the capability of export competition with the competitors.

Piyanuch Prakobkij

Student's signature

M. Angyurekul

Thesis Advisor's signature

8 May 2007