

Atcharaporn Khongmanee 2012: An Analysis of Export Competitiveness of Thailand's Agricultural Products and Agro-Industry in China. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Mrs. Kanchana Sripruetkiat, Ph.D. 166 pages.

The objectives of this study were to analyze the competitiveness of Thailand's agricultural products and agro-industry exported to China. Agricultural products were cassava products, frozen/chilled fresh fruit, frozen/chilled fresh fish, orchid, natural rubber, rice, frozen/chilled fresh shrimps, fats and oil made from vegetable and animals, wheat products and other finished food, canned fruits and processed fruits, and sugar and sugar wastes (malasses). Revealed Comparative Advantages (RCA) and Constant Market Share Analysis (CMS) were employed and yearly data from period 1999-2010 were used to computing average RCA and CMS for period of 1999-2002 and 2003-2010, respectively.

The result of RCA showed that Thailand's agricultural products and agro-industry had more competitiveness advantage than China. With respect to CMS analysis, factors effecting on change of Thailand's exporting value in agricultural products were world growth effect, directional effect, interaction effect, and competitiveness effect. From the result competitiveness can be classified into 3 groups. First group was high level of competitiveness such as cassava products, frozen/chilled fresh fruits, rice, and orchids. Second group was medium level of competitiveness such as natural rubbers, wheat products and other finished food and canned fruits and processed fruits. Last group was low level of competitiveness such as frozen/chilled fresh fishes, frozen/chilled fresh shrimps, fats and oil made from vegetable and animals, and sugars and sugar wastes (malasses).

This study suggested that government should promote and provide international trade information to help exporters doing business effectively and efficiently.

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Thesis Advisor's signature