

Hong Kong -- and are enjoying remarkable success both with the substantial expatriate community, but also with the local population who ascribe considerable status to premium products. While Hong Kong is developmentally ahead of Thailand, the market forces that are causing President's Choice products to succeed in Hong Kong are the same forces that are currently emerging in Thailand. Prepared and packaged foods like frozen pizzas, vegetables, and individually portioned foods for hotels and restaurants will only become more popular in Thailand (See Section VII).

#### **Off-Shore Manufacturing**

Some Canadian food producers have established manufacturing facilities in Thailand as a way of serving the markets in Thailand and in the surrounding countries. Utilising both Canadian expertise and some amount of raw materials, these are an ideal vehicle for entering the Thai market and for expansion to the markets in the greater Asian area.

#### **Licensing**

When logistics do not allow a Canadian company to set up full off-shore production facilities, Canadians should also consider either selling or licensing their technology and skills to a Thai manufacturer.

**Other issues:** Canadians should also keep in mind that Americans do have special privileges when it comes to establishing subsidiaries in Thailand. This can translate into a substantial competitive advantage for companies from the United States, so it is advised that Canadians research this area fully before establishing themselves (refer to Section X).