

As income in Thailand continues to rise over the long-term, a shift towards a diminishing demand for grains and a rise in protein content in the Thai diet is leading to the increased development of Thailand's livestock industry. The developing livestock industry will require more coarse grains, animal feeds and breeding technology which Canada has expertise in.

The rise in income also opens up new markets for agricultural commodities, raw materials and processed foods and technology in which Canada has a competitive advantage.

Canadians must also recognize Thailand's large and developing domestic market, as well as its increasing importance as a key platform for developing linkages with the growing and increasingly integrated Southeast Asian and Indochina markets. As Thai tastes and income levels change, so will their demand for processed goods.

To be successful, Canada must effectively market agri-food products and technology and not remain a mere exporter of commodities.

Canadians must become more perceptive, flexible and aware of market demands, and be able to make the timely delivery of goods, products and services to suit the specified requirements.

Canada must develop strategies, innovative approaches and possible trade-offs to compete in Thailand's agro-food industry to promote and capture a larger share of the growing Thai market.

Areas of cooperation include seafood and meat processing, transfer of technology, animal breeding, feed production and management; training; food and feed storage technology; embryos and semen; milk production technology; and fruit and vegetable producers seeking to increase exporting capacity via joint ventures and licensing.