

orders! Exporters should also keep in mind that Bangkok does not represent Thailand and that there is a much larger, although very different market located outside of Bangkok's city limits.

There are several reasons why Thailand presents abundant opportunities for Canadian food producers:

Changes in Duty Rate

For those Canadian companies who have attempted to export to Thailand in the past but were unsuccessful, now is the time to try again. In the last few years (since the Anand II Administration), there has been a steadily declining duty rate on many products being imported into Thailand. Commensurately, the price of foreign goods is also declining, and are becoming more accessible to a wider percentage of the population. The government of Thailand has also been working hard to help streamline the administration of the importation process.

Economic Prosperity and the Emergence of a Middle Class

While the general decline in the rates of duty have widened the potential market segment for many products, it is Thailand's own economic development that has had the most effect on the number of people able to afford foreign goods. As has been a repeated theme of this report, the rise of the Thai middle class has propelled to the forefront a new and very powerful consumer group. The buying power of this group is considerable. There is also a significant status associated with foreign goods. The combination of these two factors is helping to create an ideal environment for foreign foods in Thailand.

Other areas of opportunity to consider are:

Value Added and Technology

While not discussed in the text of this report, a consistent theme uncovered during the course of researching this report involved what is broadly defined as non-traditional areas. Canadians traditionally export raw materials and commodities to Thailand, and while the demand for many of these items is growing (see Section VIII), there is scant value added. Canadians are encouraged to go beyond the export of commodities and raw goods and look to areas where the value added component is more substantial or where the processes developed in Canada can be sold.

Canadian food producers could do well to consider pursuing joint ventures in Thailand between Thai food processing companies. Keep in mind that Thailand is still developing its manufacturing base and the demand for proven and effective technology and processes is high. Opportunities exist in the areas of fruit and vegetable processing, as well as in swine farming and to a lesser extent, in chicken production. With a growing domestic market and expanding base of exported products, Thai producers and processors will increasingly look to countries like Canada for assistance in instituting more efficient and cost-effective ways to process food.

In regard to value added, Canadians should also consider the market for "branded" or high-profile food products. Canada's President Choice products have recently been introduced into