

About two-thirds of leather products are made from domestic supplies of tanned leather, with the balance imported from the U.S., Australia, New Zealand, Afghanistan and Italy.

The leather industry consists of three main products: shoes, gloves and bags. The major raw materials for the products are tanned cow and buffalo leather, snake skin, other reptile skins and pigskin. These are imported from Australia, the U.S. and Europe.

The leather product sector has a promising future, although it must overcome several problems, including a shortage of raw leather and low quality of tanned leather.

DAIRY INDUSTRY

Overview

The growth potential for the dairy farming industry is one of the most impressive in Thailand. There are vast opportunities for joint venture and cooperative efforts for suppliers of all types of products and equipment ranging from animal feed to vaccines, to milk processing machines to storage silos.

During 1987 and 1988 the dairy industry in Thailand has experienced strong growth, reflected by the strong performance of the unprocessed and ready-to-drink milk sector.

This strong performance is due to a number of factors:

1. Population growth.
2. A rise in per capita income.
3. Milk Drinking Campaign and greater acceptance to fresh milk consumption among the present generation.
4. Recognition of the nutritional value of milk.

Government Policy

The Thai government has made self-sufficiency in dairy products a prime objective in the current NESDP Plan.

The Milk Drinking Campaign

The Milk Drinking Campaign was instituted two years ago to promote public daily milk drinking habits, to expand the pasturized milk market and to support the government's agricultural policy.

To date, the Milk Drinking Campaign has been highly successful creating a 20% increase in milk consumption in each of the last two years. The campaign has been directed towards the younger generation, thus establishing a foundation for future markets.