

As was examined in the preceding section on the retail sector (Section II), the emerging middle class, the rise in disposable income and the penchant for things western are the same factors shaping the development of the institutional food sector in Thailand. However, the growth of the institutional sector is also being assisted by the rise in tourist arrivals who consistently look for and pay a premium for imported foods. Any way you look at this market, there are opportunities for Canadian producers of food products.