

- \* Value-added food processing and packaging has potential throughout the country and will play a key role in raising farm incomes.
- \* Canada has strengths which coincide with Thailand's development needs in the agro-food industries: dairy and livestock, seed, animal feed and forages and food processing. To be successful, Canada must vigorously market agri-food products and technology and not remain as mere commodity exporters.
- \* Thailand offers Canada access to the world's biggest market in the Asia-Pacific which presently accounts for less than 10% of Canada's total exports. This is following a dramatic shift in the pattern of world trade towards the Asia-Pacific.

## RECOMMENDATIONS

- \* Thailand has achieved considerable progress in industrial development; however, its efforts have led to a high degree of concentration of industries and businesses in and around Bangkok. Canadians should single out other principal cities (eg. Nong Khai) to act as development poles and to take advantages of investment privileges.
- \* Canadians should take advantage of Thailand's investment incentives and desire to become a leader in food processing by establishing joint ventures with Thai companies and developing export commodities in which Thailand enjoys a comparative advantage.
- \* Thailand requires assistance in developing its agro-industry to produce more value-added goods by acquiring new technologies. Canada can assist Thailand's development through technology transfer in areas such as food processing, dairy production and cattle breeding.
- \* The agro-food industry with the most potential for cooperative ventures with Canada is the dairy industry. Canada has the expertise and capability, while Thailand requires the technology and management skill. Canada should become more active in Thailand's expanding dairy industry.
- \* In order to gain access to Thailand's agro-industry market, Canadian companies must become more active in promoting their companies and their services by participating in trade fairs and trade missions. Business relationships in Thailand take time to nurture and develop. If Canadians are patient and show some effort, they will reap the rewards.