



Bilateral Trade and Investment Opportunities in Thailand

14 MAY 2024

Mr. Visit Limlurcha

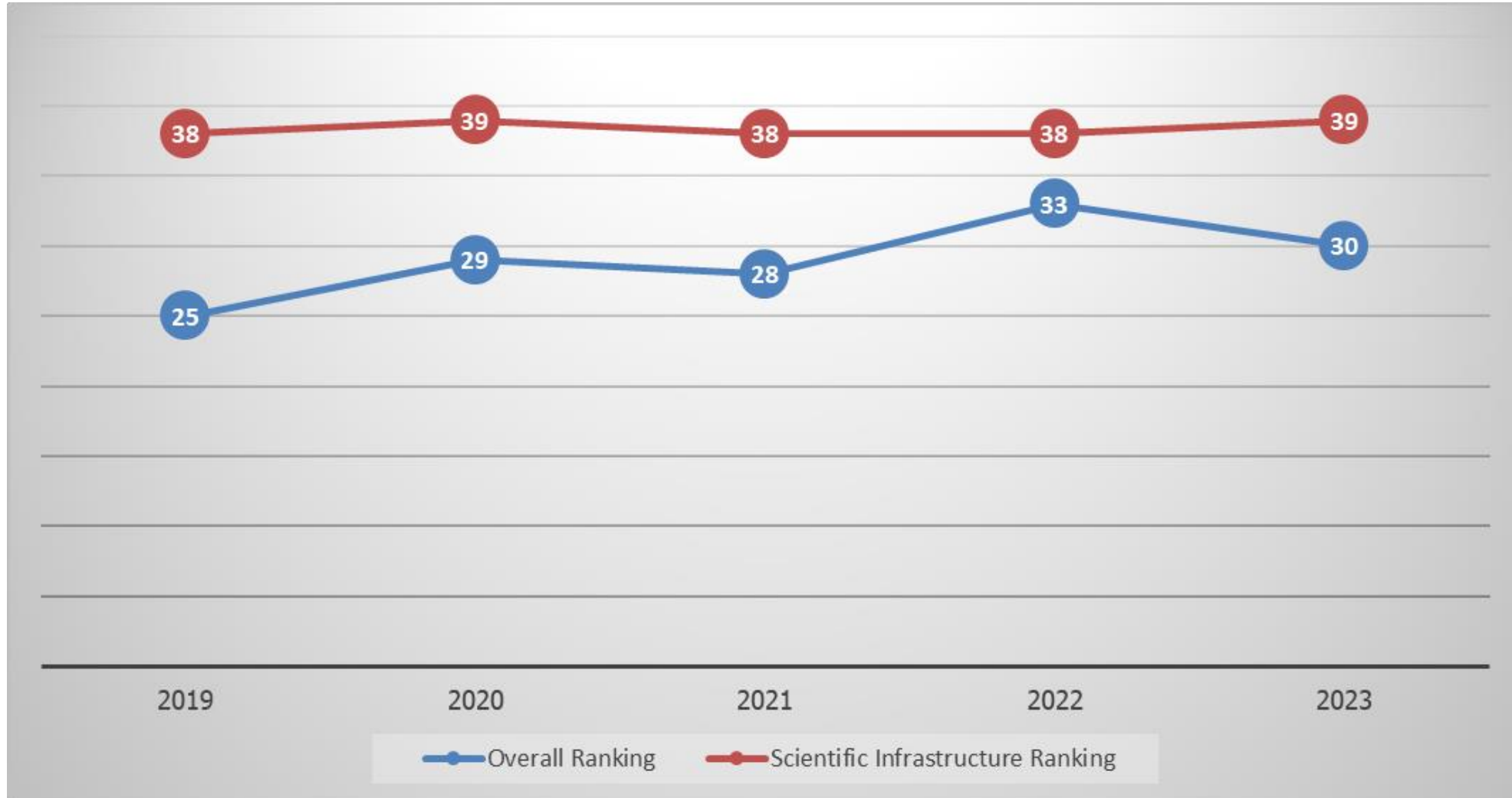
Vice Chairman of Thai Chamber of Commerce

Chairman of Processed Food & Future Food Committee (PFC)

Honorary President of Thai Food Processors' Association

President of Thai Future Food Trade Association

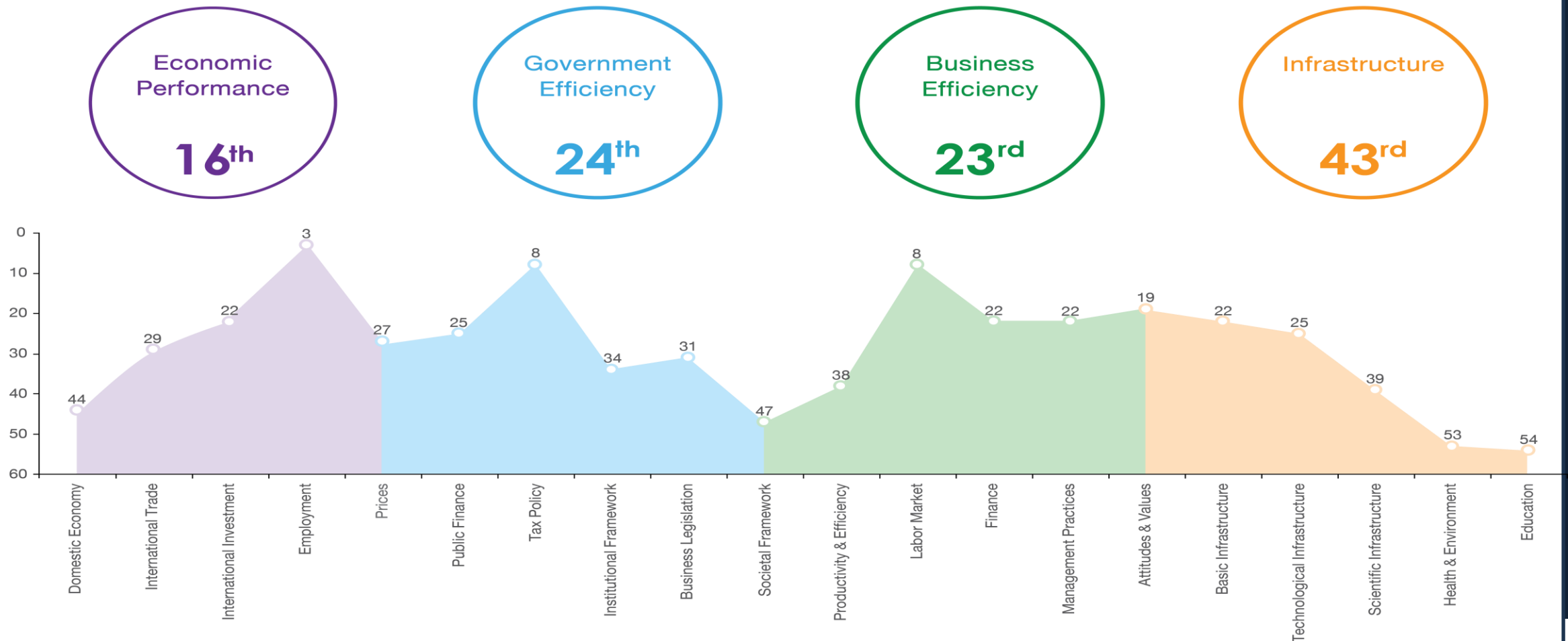
Ranking of Thailand's competitiveness



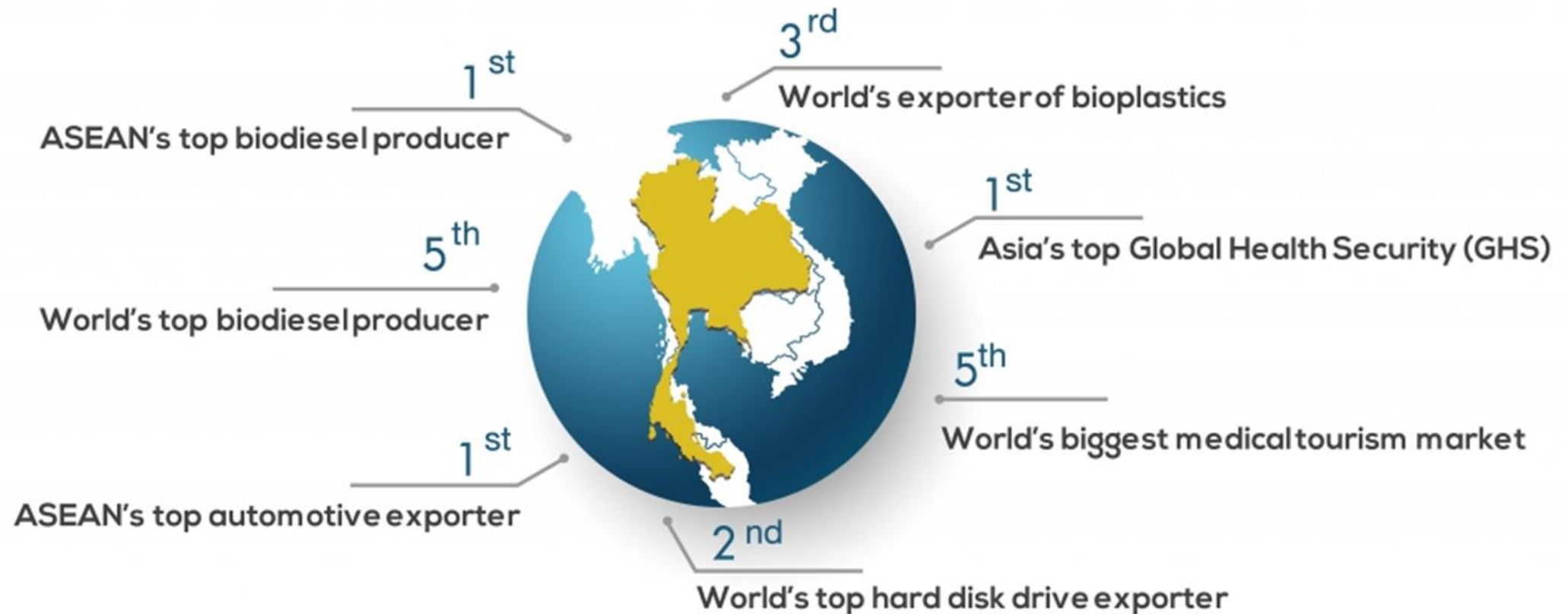
Ranking of Thailand's competitiveness (2)



2023 Global Competitiveness Index THAILAND AT 30

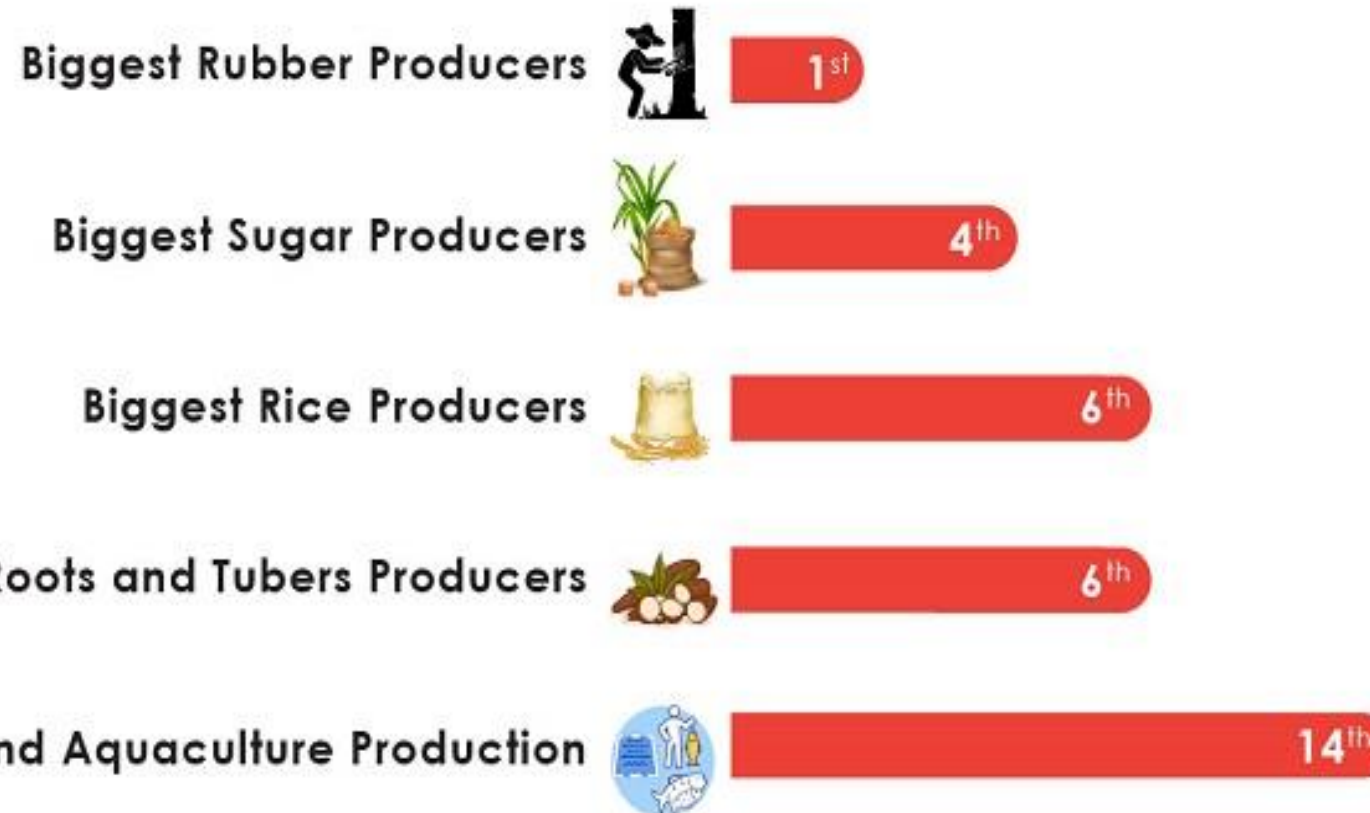


THAILAND IN THE WORLD'S RANKING



Sources: NESDC, BOT, MOC, Johns Hopkins Center for Health Security, Pocket World in Figures 2022

Thailand – Kitchen of the World



Source: Pocket World in Figures 2022 Edition

Exporter ranking in 2022

- Thailand ranked 2nd in exporting Rubber Products
- Thailand ranked 3rd in exporting sugar
- Thailand ranked 2nd in exporting rice
- Thailand ranked 1st in exporting root & Tuber crops
- Thailand ranked 2nd in exporting processed seafood



World Food Export Value in 2023 : 1.5 Trillion USD



Ranking: 1



USA

Share: 10%

The most exported products

- ✓ Cereal
- ✓ Soybeans, Oilseeds.
- ✓ Meat
- ✓ Delicatessen

Ranking: 2



Brazil

Share: 7%

The most exported products

- ✓ Soybeans, Oilseeds
- ✓ Meat
- ✓ Cereal
- ✓ Sugar

Ranking: 3



Netherlands

Share: 6%

The most exported products

- ✓ Dairy Products
- ✓ Meat
- ✓ Beverage
- ✓ Oil

Ranking: 4



China

Share: 5%

The most exported products

- ✓ Processed Meat
- ✓ Fishery Products
- ✓ Vegetables
- ✓ Processed Fruits and Vegetables

Ranking: 12



Thailand

Share: 2.5%

The most exported products

- ✓ Processed Fruits and Vegetables
- ✓ Rices
- ✓ Processed Chicken and Canned Fish
- ✓ Cassava Products
- ✓ Sugar



Thailand's Advantages and Thailand vision

Thailand's Advantages

- ✓ Good Infrastructure of Thailand
- ✓ Thailand's strategic location as a regional hub, considered a strategic point in the Southeast Asian region.
- ✓ Abundant resources, especially in agriculture and food.
- ✓ Efficient transportation infrastructure covering both land and air transportation.
- ✓ Thailand has skilled labor compared to other countries.
- ✓ Thailand has continuous development in business, trade, and industry.

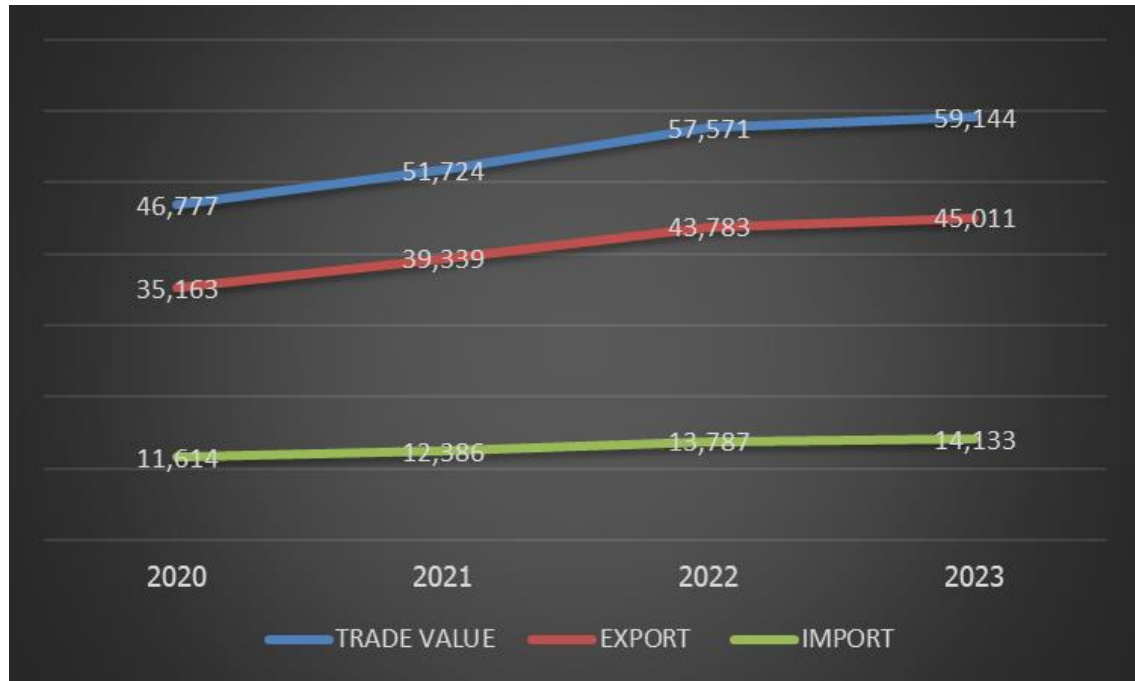
THAILAND vision

IGNITE THAILAND vision drives the Thai economy towards sustainable future, aiming to elevate and propel industries to become central in various

sectors:

- Tourism Hub
- Wellness & Medical Hub
- Agriculture & Food Hub
- Aviation Hub
- Logistic Hub
- Future Mobility Hub
- Digital Economy Hub
- Financial Hub

Thai Food Trade Value



MIL USD	2020	2021	2022	2023	% growth 2021	% growth 2022	% growth 2023
TRADE VALUE	46,777	51,724	57,571	59,144	10.6%	11%	2.7%
EXPORT	35,163	39,339	43,783	45,011	11.9%	11%	2.8%
IMPORT	11,614	12,386	13,787	14,133	6.6%	11%	2.5%

Top 3 on Export Value : 2023

1



Fruit (Fresh Frozen Dried)

6,942 mil USD

Growth : +22.7%

2



Rice

5,144 mil USD

Growth : +23%

3



Chicken Products

4,082 mil USD

Growth : +0.2%

Top 3 on Import Value : 2023

1



Fresh, chilled, frozen and processed seafood

3,070 mil USD

Growth : -10 %

2



Cereals, flour

2,455 mil USD

Growth : +53 %

3



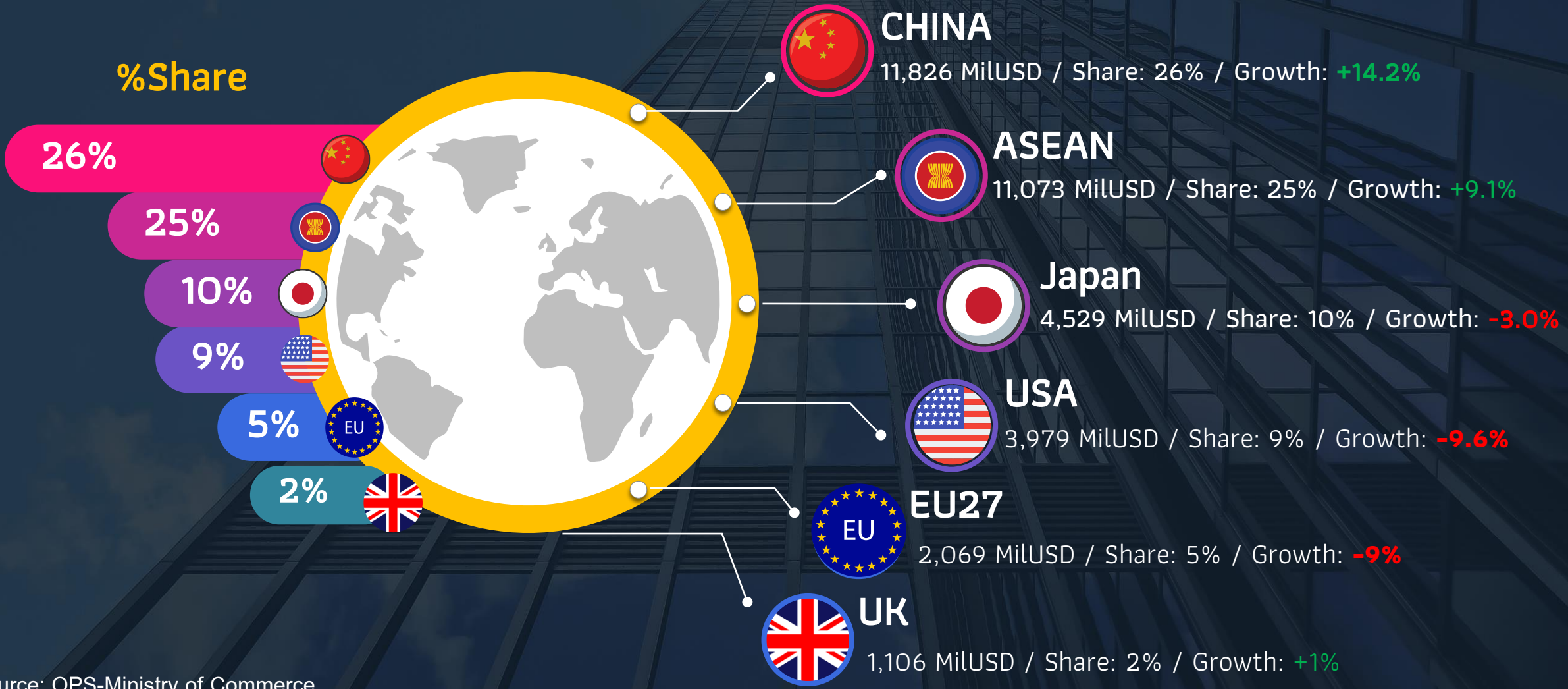
Fresh and processed vegetables.

1,460 mil USD

Growth : +7 %

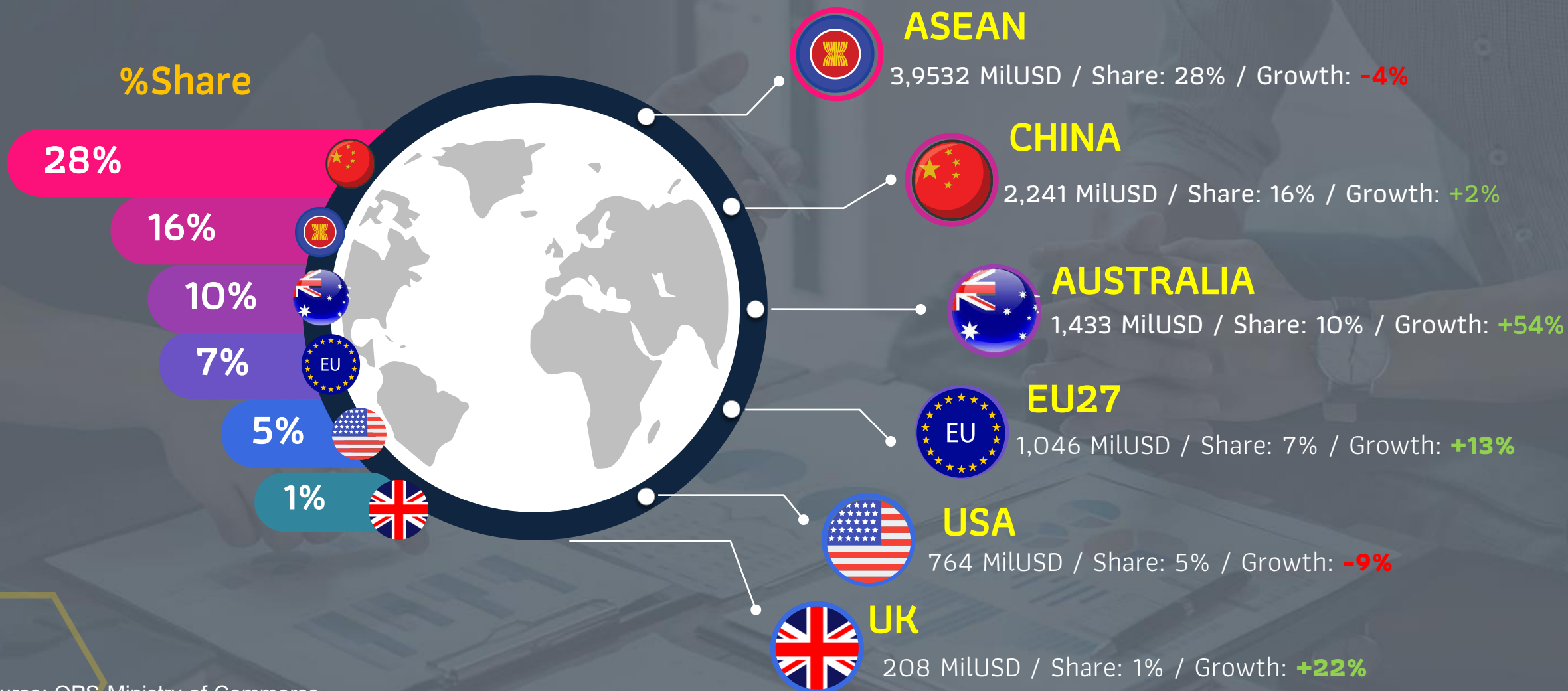


Thailand Food Markets with High Export Value in 2023



Source: OPS-Ministry of Commerce

Thailand Food Markets with High Import Value in 2023





Thailand-Greece Trade

Trade Value of Thailand and Greece							
Mil USD	2019	2020	2021	2022	2023	2023 Q1	2024 Q1
TRADE VALUE	217	203	237	212	243	55	84
%GROWTH		-7%	17%	-11%	15%		52%
THAILAND EXPORT TO GREECE	144	127	146	137	138	38	67
%GROWTH		-11%	15%	-7%	1%		75%
THAILAND IMPORT GREECE	73	75	91	75	105	17	17
%GROWTH		3%	21%	-17%	40%		0.3%

Opportunities for Thai products in the Thai-Greece trade



Opportunities for Greece products in the Thai-Greece trade



Thailand Export to Greece	2023	2023 Q1	2024 Q1	% Growth 2023	% Growth 2024 Q1
Mil USD					
- Computer	250	82	909	32%	1007%
- Motor cars, parts and accessories	507	100	471	34%	370%
- Rubber products	812	241	226	-8%	-6%
- Air conditioning machine and parts thereof	681	233	171	-15%	-27%
- Motorcycles, parts and accessories	288	96	59	18%	-39%
- Prepared or preserved fish&Seafood	184	9	53	-29%	518%
- Precious stones and jewellery	143	31	45	27%	46%
- Synthetic filament and staple fibres	145	17	39	88%	125%
- Prepared or preserved fruits	148	30	38	-20%	25%
- Articles of apparel and clothing accessories	126	43	37	13%	-14%

Thailand Import From Greece	2023	2023 Q1	2024 Q1	% Growth 2023	% Growth 2024 Q1
Mil USD					
- Electronic integrated circuits	15.10	4.03	4.15	69%	3%
- Medicinal and pharmaceutical products	15.35	3.51	4.13	20%	18%
- Fruits, vegetables, fruit and vegetable preparations	11.93	2.02	3.03	-39%	51%
- Mineral and mineral products	4.92	1.14	1.53	-1%	34%
- Other metal ores, metal waste scrap, and products	12.95	3.43	0.67	13%	-80%
- Animals and animal products	0.17	0.03	0.43	-83%	1292%
- Chemicals	1.52	0.56	0.42	-41%	-25%
- Miscellaneous manufactured articles	1.41	0.47	0.35	-23%	-25%
- Yarn and fibers	0.28	0.00	0.29	1490%	41243%
- Pulp, waste and scrap of paper	1.40	0.13	0.24	-74%	77%



Trade value of food and beverages between Thailand and the Greece



Trade Value Food and Beverage of Thailand and Greece

Mil USD	2019	2020	2021	2022	2023	2023 Q1	2024 Q1
TRADE VALUE	45	49	47	43	32	6	8
%GROWTH		10%	-5%	-8%	-25%		32%
THAILAND EXPORT TO GREECE	27	22	21	22	19	4	5
%GROWTH		-18%	-3%	5%	-12%		32%
THAILAND IMPORT GREECE	18	28	26	21	13	2.45	3.23
%GROWTH		51%	-7%	-18%	-38%		31.9%

Top 5 Products

NO	THAILAND EXPORT TO GREECE IN 2024 Q1	USD	% GROWTH
NO1	- Prepared or preserved fish and Seafood	1,508,100	494%
NO2	- Prepared or preserved fruits	1,064,800	20%
NO3	- Pet food	775,600	1%
NO4	- Sauces and preparations therefor	353,700	33%
NO5	- Wheat products and other food preparations	272,900	92%

Top 5 Products

NO	THAILAND IMPORT From GREECE IN 2024 Q1	USD	% GROWTH
NO1	- Fruits, vegetables, fruit and vegetable preparations	3,034,200	51%
NO2	- Milk and dairy products	76,800	-34%
NO3	- Rice and products of flour	32,900	4%
NO4	- Other food products	1,000	
NO5	- Edible meat	500	-55%



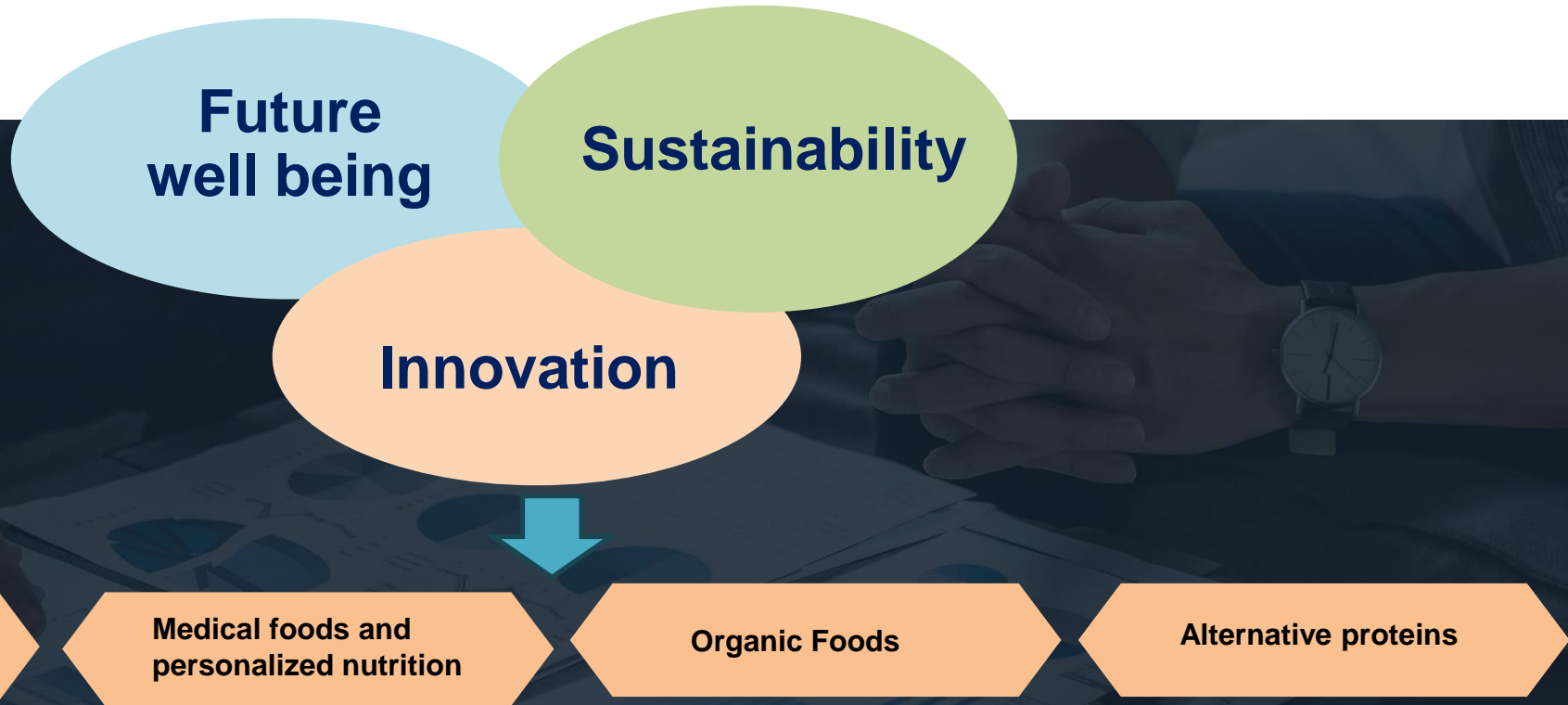
“ Thailand’s Future Food ”



“Future Food”



“Future Food” is safe and beneficial for health, catering to the lifestyle of people in the new era. It involves production processes that utilize innovative technology to address sustainability and environmental friendliness.



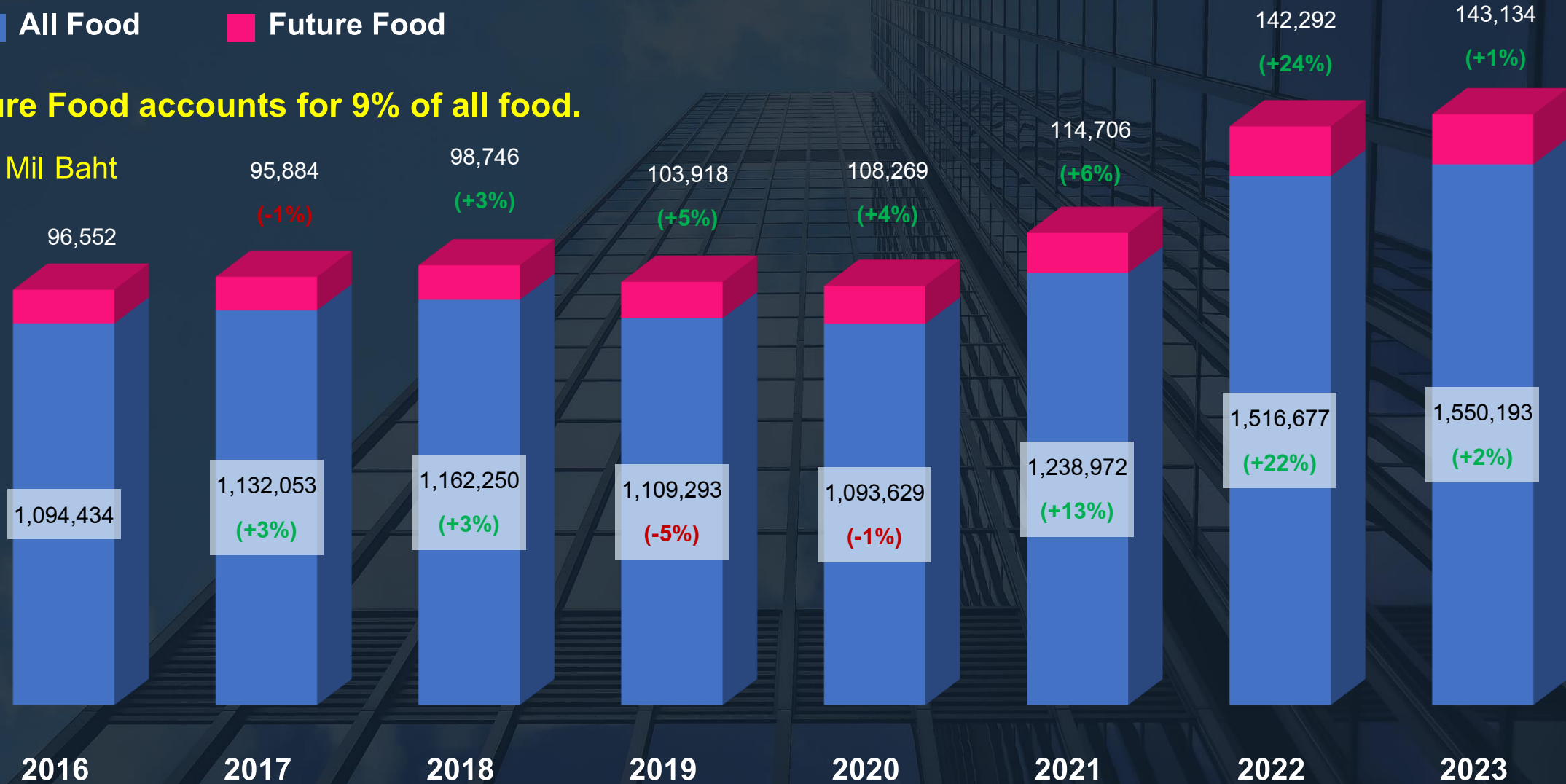
Office of National Higher Education Science Research and Innovation Policy, in collaboration with the Thai Future Food Trade Association, Thai Food Processors' Association, the Thai Chamber of Commerce, and private-public sector agencies, held a meeting to define and set goals for the future food of Thai

Thailand's Future Food Exports

■ All Food ■ Future Food

Future Food accounts for 9% of all food.

Unit: Mil Baht



Examples of Thailand's Future Food Products



Thailand investment perspective



The Board of Investment (BOI) is an organization established to develop business competitiveness and promote investment for both Thais and foreigners conducting business in Thailand, including outbound investments by Thais.



BOI promotes FOOD TECH to create FUTURE FOOD



The BOI's aggressive investment promotion plan for the year 2024

aims to attract foreign investment in targeted industries by:

- ✓ Promoting targeted investment
- ✓ Elevating the business environment by promoting FTA negotiations with key trading partners, driving the use of clean energy,
- ✓ Attracting highly skilled foreign talent.
- ✓ Integrating Thai entrepreneurs into targeted industries' supply chains.
- ✓ Promoting competitiveness and environmental friendliness.

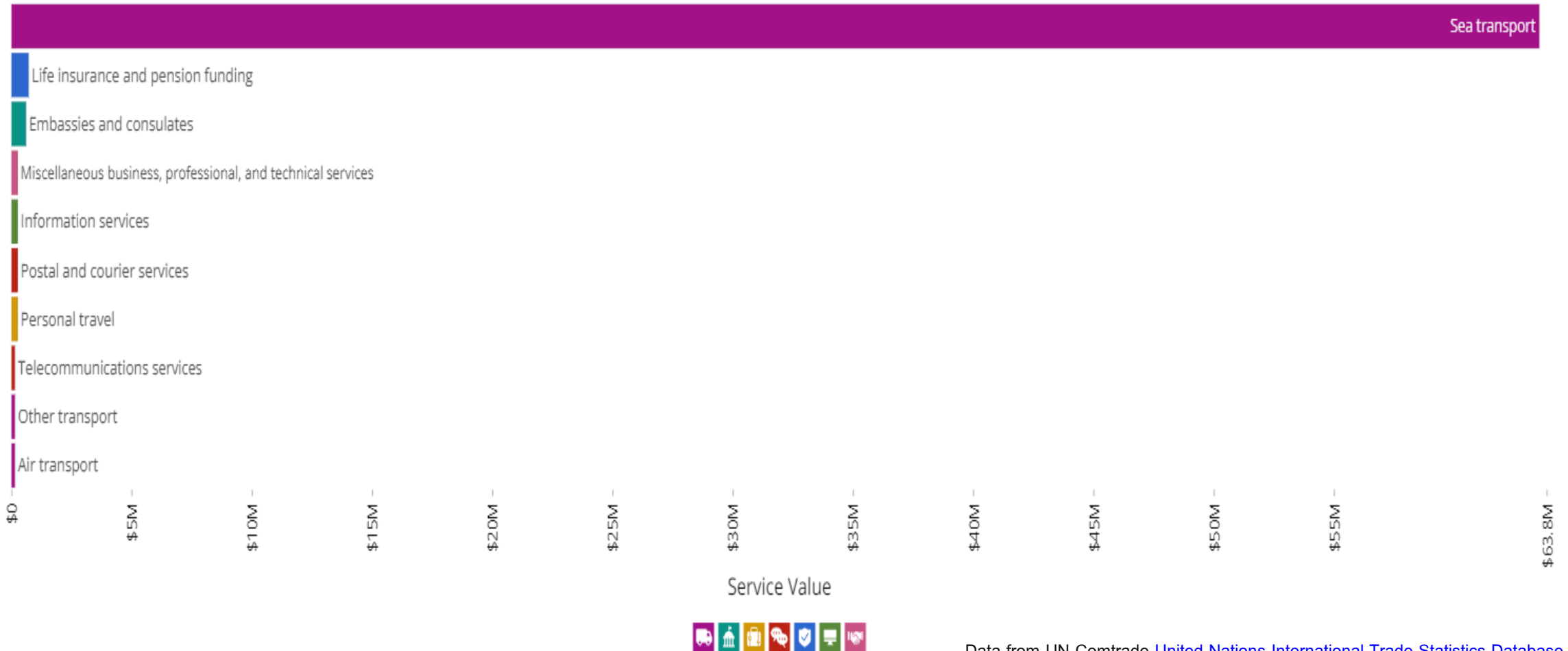
Future Food involves measures to promote investment in industries that are important to national development.

Services value between Thailand and Greece



Services Exports from Greece (🇬🇷) to Thailand (🇹🇭) (2020)

Total: \$66M



Data from UN Comtrade [United Nations International Trade Statistics Database](https://data.uncomtrade.org/).

Examples of Thai restaurants in Greece



Opportunities for trade and investment between Thailand and Greece

- **Trade:** Building business partnerships can increase opportunities for exchanging goods and services between both countries
- **Tourism :** Opportunities to generate income and enhance cooperation between countries in the tourism sector.
- **Logistics :** Opportunities for cooperation in logistics and facilitating trade between both countries.
- **Investment:** Investment opportunities between Thailand and Greece may be interesting, such as in Healthcare and Wellness industries, Energy and Renewable Resources.
- **Cultural Exchange and Education:** Opportunities to promote cultural exchange programs and educational cooperation between Thailand and Greece.
- **Technology Development:** Technology and innovation exchange may promote business development and linkages between both countries, such as cooperation in agricultural technology



Thank You



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