



Season of Tropical Fruits

GI Executive's Talk

Promoting Thai GI Fruit to
Global Market

GI Registration

Sri Chiang Mai Pineapple
Top Quality Fruit from Northeast

GI TRIP

Road Trip with Views –
Rayong, Chantaburi, and Trat:
Fruit Capital Cities of Thailand

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Thailand's GI to propel Thai Fruits in Global Markets

Mr. Boonyarit Kalayanamit

(Permanent Secretary, Ministry of Commerce)

Geographical Indication or GI is a type of intellectual property which is construed when there is a connection between two key factors, i.e. nature and human; a community relies on the particular characteristics found in natural geographical location such as climate or unique raw materials in creating or manufacturing local products. So such products have unique characteristics derived from such particular quality. This special quality can refer to a quality, a reputation, or a certain characteristics derived from that particular geographical location.

Thai fruits has now become key economic crops generating income to Thailand no less than 150,000 million THB. Royal Thai Government focuses on 7 key fruits, i.e. Mango, Durian, Mangosteen, Rambutan, Langsat, Longan, and Lychee. Ministry of Commerce by Department of Intellectual Property reiterates their importance by protecting Thai fruits' names to be community right through the process of intellectual property right protection of Geographical Indication or GI. Thailand currently registers and protects 156 products, which 75 products are fruits and vegetables. These include 5 mango products - Nam Dok Mai Khung Bang Kachao Mango, Nam Dok Mai See Thong Bang Khla Mango, Yai Klam Nonthaburi Mango, Nam Dok Mai Sakeao Mango, Saraburi Man Nong Saeng Mango 11 Durian products - Nont Durian, Durian Pa La-u, Durian Praching, Uttaradit Long Lab-Lae Durian, Uttaradit Lin Lab-Lae Durian, Lava Durian Sisaket, Naiwong Ranong Durian, Durian Salika Phang Nga, Cha Nee Koh Chang Durian, Pakchong-Khaoyai Durian, Chan Durian 2 Mangosteen products - Naiwong Ranong Mangosteen, Khao Khiriwong Mangosteen 2 Rambutan products - Rongrien Nasan Rambutan, Thong Pha Phum Rambutan 1 Langsat product - Longkong Tanyougmat 2 Longan products - Banphaeo Phuang Thong Longan and Lamphun Biaokhiao and 4

Lychee products - Samutsongkram Kom Lychee, Nakhonphanom Lychee, Bang Khun Thien Lychee, and Phayao Lychee Mae Jai. The Department of Intellectual Property still determines to register more Thai fruits to get more Geographical Indication. Currently there are many more Thai fruits are in the process including searches for more Thai fruits to be key crops and protections. The products with GI potential tend to be famous and popular with their special quality or characteristics derived from geographical influences such as environment, soil, or weather of particular locations as well as skills and local wisdom of local people of such locations.

Quality control process by GI system is another important policy linking to 20 year national strategy, Thailand Fruit Operational Plan, and the enhancement of fruit production management efficiency and fruit standard improvement. These are also key responsibilities Department of Intellectual Property has continually focused on Once GI businesses provide quality monitoring system and passed Provincial Committee or Monitoring Unit assessment, there they can file a permission to use Thailand GI symbol on their products, which is valid for 2 years Upon expiration, there will be another quality assessment to retain GI symbol. GI registration and GI product standard will help ensure that GI products are local products with good standard quality, better than other sources, therefore can be sold at higher price, and ensure consumers' confidence in product quality and source.

The promotion of Thai fruit at international level market creates more income to Thailand. This is another integrating effort of many parts within Ministry of Commerce including Department of International Trade Promotion seeking new market channels at international level for Thai fruits, Department of Trade Negotiation focusing on mapping out the



Quality control process by GI system is another important policy linking to 20 year national strategy, Thailand Fruit Operational Plan, and the enhancement of fruit production management efficiency and fruit standard improvement. These are also key responsibilities Department of Intellectual Property has continually focused on



discussion to set import/export criteria to stabilize trade as well as to create new opportunities for Thai fruits in global forums, Department of Internal Trade aiming to promote domestic market and raising "Agriculture Produces, Commerce Markets" policy, and Department of Intellectual Property in promoting GI registration to protect Thailand's GI at international level. Now there are more filing for Thailand GIs in different countries such as Pakpanang Tabtimsiam Pomelo, Ratchaburi Aromatic Coconut, Durian Prachin, Petchabun Sweet Tamarind. This is primarily because Thai fruits are key economic plants Thai Government focuses on and relies on to earn more income to Thailand and improve Thai farmers' livelihoods altogether. ♦

“GI Gest Give a Gift” unveils more than 40 top GI products from all over Thailand to sell at Ministry of Commerce, aiming to stimulate economy and make people happier.



Ministry of Commerce by the Department of Intellectual Property organized an event to help boost the economy and return happiness to people with GI products in “GI Fest Give a Gift” with more than 40 GI product vendors from all over Thailand for shoppers. Those attractive products including Phuket Pearl, Mor Hom Phrae Fabric, Nakornchaisri Pomelo, Uttaradit Long Lab-lae Durian, Uttaradit Lin Lab-lae Durian,

Yasothon Sand-roasted Peanut, and Phuket Pineapple, etc. The event was held on 24 – 27 January 2022 at multipurpose venue, third floor, Ministry of Commerce Headquarters, and was under strict public health measure to prevent COVID-19 spread. It then aims that in 2022, it will promote more marketing and increase income of all GI businesses.



“Sinit Lertkrai” Deputy Minister of Commerce, stands by Thai businesses Taking GI products to the heart of Bangkok, ready for country reopen and boosting economy



Sinit Lertkrai, Deputy Minister of Commerce expressed concerns on local Thai businesses and went ahead with more trade negotiations to open up more market channels and opportunities for GI products. The Ministry works together with MBK Shopping Center to organize 2 important projects in order to help boost economy and local businesses through COVID-19 pandemic. The events include “GI Fest” featuring GI products of Thailand to sell at MBA for 6 days



during 14 – 19 October 2021 at Center Hall plaza at ground level, and opens “GI Shop” at Zone A, sixth floor, showcasing circulating GI products all year round.

Thailand's “Phetchabun Sweet Tamarind” as GI product now protected in Vietnam

Department of Intellectual Property, Ministry of Commerce, revealed that Vietnam authority recognized its GI registration of “Phetchabun Sweet Tamarind”. This will enhance Thailand's export in Vietnam market, and bring more income to the Nation, business, and community enterprises sustainably, and it is ready for more market expansion by registering “Phetchabun Sweet Tamarind” as GI product in China as the Tamarind has been a longstanding reputable GI product with outstanding taste, scent, texture, and color. The peak production output could be as high as 52,000 tons. The product has highly admirable quality control system at international level. Thailand's tamarind is a promising product in Vietnam, China, and many countries in Europe, earning for businesses in Phetchabun more than 3.9 billion baht annually.



Sri Chiang Mai Pineapple

Top quality tropical fruit from Northeast of Thailand



variety with oval shape fruit, shallower grooves, short stem, thin skin, smoother fiber, darker yellow (honey color), fragrant, sweet, and not very woody core, and not too acidic; from plantations in Sri Chiang Mai District, Nong Khai Province.

Sri Chiang Mai District situates on the west of Nong Khai city, mostly it is a flatland with forest surrounded by hills with Mekong river in the north side. Soil series is Phon Phisai series which is loamy and shallow layer before gravel level with sandy compound and high potassium level at pH level of 4.5 – 6.5. The average temperature is around 26.5 degree Celsius. The area is impacted by 2 seasonal weather, i.e. northeast monsoon bringing dry and cold weather, and southwest monsoon bringing humidity from ocean causing rain.

Furthermore, Nong Khai Provincial Agricultural Extension Office continually promote and educate pineapple growers to increase quality and push them to obtain Good Agricultural Practices (GAP) standard. So Sri Chiang Mai Pineapple grows better

With a serious selection and close care of the fruit, Sri Chiang Mai Pineapple becomes famous for Sri Chiang Mai District, Nong Khai Province as a main source. Fresh produces are sweet and delicious leading to an annual festival "Sweet Pineapple Day".

Sri Chiang Mai Pineapple is now registered as GI product from Department of Intellectual Property, 174th product of Thailand in March 2022. Sri Chiang Mai Pineapple is of Smooth Cayenne



quality with uniqueness and is available all year round. So it becomes very popular in markets as well as for processed factories. The pineapple is also usually available in leading supermarket like Tops Market in Central Department Stores. ♦

The registered GI Products 2022



Tak Granite Mortar



Ban Mo Taro



Saket Silk



Sri Chiang Mai Pineapple



Teen Jok Lhong-Li Lamphun Textiles



Nam Dok Mai Samutprakarn Mango

Amnat Tuntrakul

Continue with Quality, Chiangrai Phulae Strives to Global Market



For those who enjoy pineapple, Chiangrai Phulae Pineapple is surely familiar as the taste is unique and from its small size with long stem. It has thick peels and eyes. It will be yellow or greenish yellow when ripe with fragrant yellow flesh and crispy or snappy edible core, and sweet. It is available all year round.

Even though this is not native Chiang Rai plant, but with its ideal contributing geographical factors of Nang Lae, Tha Sud, and Ban Du Subdistrict, Chiang Rai Province,

the produces are of high quality. Mr. Amnat Tuntrakul, the owner of of Tor Trakul Plantation is one of the first members of Nang Lae Pineapple Grower Community Enterprise who is registered to be GI product, and popularly known countrywide.

Expanding Marketing Opportunities to Accommodate Consumers' Needs

Amnat shared that he inherited pineapple plantation from family and chose Nanglae varieties all along until later he change to Chiangrai Phulae Pineapple around 2001 – 2002 as old variety only yielded once a year. After the harvest, soon consumers shifted to something else. If one wants constant consumption of pineapple, Chiangrai Phulae yields few times a year, so the produces are available for consumers throughout the year.

Maintain Product Quality Toward Quality GI Product for Global Market

At that time, even Amnat was new in the market, but with product quality, he was supported to register to be GI product. "I have learnt about GI around 2003 – 2004, at that time, Kritsada Chaowathin along



with some other instructors from Chiang Rai Agriculture and Technology College who were on a project with National Research Council of Thailand and registered for GI product. So there were some staff to educate us on this and survey for information. It took almost a year back then before this registration was completed in 2006. In the meantime, there were networking attempts to push for pineapple export.

After we obtain GI status, the price went very well, from few baht out to 20 baht per kilogram recently. Apart from export it fresh to China, we send to sell in Bangkok as well as up front at our plantation. We also process to other products like dried pineapple, pineapple jam cookies, pineapple juice, and , soon as it is in the development process, pineapple sauce in future." With this determination to develop, Chiangrai Phulae Pineapple is selected to be a 5-star food product in Best OTOP product project in 2016 also. ♦



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Prawit Boonmee Nakornchaisri Pomelo – Nakhon Pathom's Finest Product

With a strong bond among Nakornchaisri Pomelo Community Enterprise, now their Nakornchaisri Pomelo product becomes Nakhon Pathom's finest product as they wish.

Nakornchaisri Pomelo consists of 2 varieties of pomelo, that is, Thong Dee and Khao Nam Pueng. Both are popularly grown in Nakhon Chai Si District, Sam Phran District, and Phuttamonthon District in Nakhon Pathom. Thong Dee variety is round and relatively flat with thin skin and small spots on the skin. It has pinkish red flesh, firm, watery, soft, mainly sweet and lightly sour taste with no bitterness or spicy note. While Khao



Nam Pueng Pomelo is round and plump with thin skin and bigger spots. The flesh is white or light color, firm, and will be relatively dry when fully ripe. The taste is also dominantly sweet with a touch of sourness without bitterness. The qualities are derived from geographical characteristics of the plantation in Nakhon Chai Si river plain, which is mainly river sediments, rich in nutrients. Around 2 meter below top soil, it will be sand layer. The top soil is loamy and brown, and slightly acidic, overall very rich, ideal for pomelo growing.

Solving Source of Origin with Unique Identity Announcement

Mr. Prawit as the owner of Prawit Pomelo Plantation and a Head of Nakornchaisri Pomelo Community, shared that the key problems farmers often face is that others wrongly claimed to be Nakornchaisri Pomelo, this needs to be fixed quickly.

"We had meetings among farmers, Chamber of Commerce, Provincial Commerce Officer, and Ministry of Commerce, and agreed that we can solve this problem by branding, so consumers can perceive what is authentic Nakornchaisri Pomelo. So the product is registered to be GI product, and it was not easy. After many more meetings and inspections of Department of Intellectual Property at our plantations for 2 – 3 years before our product become GI registered and also Thailand's first GI on 29 September 2004."

Mr. Prawit then added that before registration to be GI product, Thong Dee pomelo was sold about 25 – 40 THB per fruit, now we can sell at 80 – 100 THB per fruit, while Khao Nam Pueng variety was sold at 45 – 60 THB per fruit, now at 80 – 120 THB per fruit, because of GI registration. So regardless of export or domestic market, buyers have good confidence in standard of quality products, and our community enterprise allow our members to sell their products to us at the export price also.

Continuing Development is the Path to Success in Future

Mr. Prawit said that now Nakornchaisri Pomelo is exported to China, Hong Kong, Canada, and in near future USA. Besides, our farmer offer ready-to-eat pack in 26th km PTT gas station on Borommaratchachonnani Road, selling directly to customers, and to Jing Jai Market of Tops Market, Central Pattaya, Central West Gate, Central Chaeng Wattana, and Central Mahachai.

Not only that, to solve pomelo flooding market in high season or one with not so appealing skins, apart from processing them into 100% Pomelo Juice, Kasetsart University stepped in to help research for us Pomelo cider, increasing product values. Despite all these, Prawit and his group members are still looking for more new innovations to advance their businesses further. ♦

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Department of Agriculture Extension Works together to promote Thai fruits in Global Market



The main duties of the Agency is to promote and manage agricultural products in full circle leading to best efficiency in quality, quantity, and marketing. This makes Department of Agriculture Extension another essential factor in promoting Thai fruit development in order to compete in domestic and international markets.

Miss Penrapee Thongin, Director of Fruit Promotion, Bureau of Agricultural Commodities Promotion and Management, Department of Agriculture Extension, shared that the Agency supervising in promoting, quality developing, and managing balance in marketing, this makes us realize 3 major problems, that is, "first problem is natural limits, season plays important roles in agriculture. Often produces come out at the same time, so spoil market prices. The next one is quality, it is difficult to make produce quality 100% good due to natural factors like soil, water, wind, rain, disease, pest. Lastly, marketing such as certain fruit market is monopolized such as durian that China has monopolized so far, and

COVID-19 pandemic has caused problems in export.

These problems are addressed by the Agency and managed by planning ahead such as during Durian season, we help provide more spots and connections with destination channels. The Department has been also performing as a secretary of Fruit Development and Management Committee or Fruit Board, so we can help shape policies, and measures along with other related public agencies in helping distribution during peak season when produces come out the most."

Even though online trade become important these days, but discussing with farmers, Miss Penrapee learned the key obstacles was that farmers lack essential managerial skills, marketing skill, and online commerce skill, particularly those older age group. They need to learn more about this as now it is social media world. We need to show them successful cases along with offering training sessions for small businesses and entrepreneurs such as Big Plot Promotion project of Department

of Agriculture Extensions showing farmers that uniting in group does improve production, selling and marketing. We try to promote this and help solve problems."

Miss Penrapee added that now Thailand domestic fruit market is still going well for fresh produces and processed products. Now along with health concern trend in Thailand, fruits are incorporated into many health products. For international market, Thailand maintains geographical advantage as it can grow top quality fruits like no other such as durian, which is still in high demand in China, the biggest market, and global demand is also on the rise.

To be able to offer full support as is, Department of Agriculture Extension has worked together with many agencies including Geographical Indication Office, Department of Intellectual Property, "We have worked with Department of Intellectual Property for 3 years already, and now into the fourth year. GI Office will be in charge of promoting GI products as kind of logo that alleviates brands, values, and marketing chances and linking to groups of farmers we aim to promote. Essentially we work together for our shared goal of helping and benefiting farmers.

All GI-registered products are guaranteed of quality such as Durian Prachin, Mayongchid Nakhonnayok, Nam Dok Mai Sakaeo Mango, Naiwong Ranong Mangosteen, and more. These are export-ready, but indeed only sufficient for domestic consumption. So for export, it means more product and production plan and vision in market. It is not much to worry about, if farmers can do it, we are ready to support." ended Miss Penrapee. ♦



Miss Penrapee Thongin,
Director of Fruit Promotion

Best Shopping and Tasting Thailand's Top Quality GI Fruit

Enjoy and appreciate tropical fruits at their prime for their sweetness and freshness as they are registered as GI products which guarantee their quality and unique tastes.

Uttaradit Lin Lab-lae Durian

Uttaradit Lin Lab-lae Durian is Lin Lab-lae durian which is in cylinder shape with indentations on top and bottom and deep groove. It is rather small in size, about 1 – 3 kilograms and has thinner shell. The flesh is fine, dry flesh



with light scent and low fiber. It can be kept longer in general. It is generally grown in Lab-lae District, Muaeng Uttaradit District. And Tha Pla District, Uttaradit Province.



Product owner – Ms. Pranom Jaiyai

Tel : 081 042 1410

Product owner – Mr. Chayapol Rangsaritnithikul

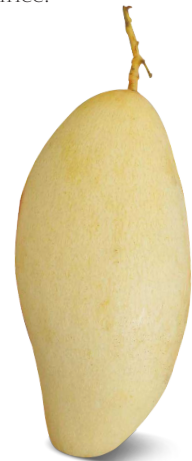
Tel : 089 565 3885



Nam Dok Mai See Thong Bang Khla Mango

Nam Dok Mai See Thong Bang Khla mango is Nam Dok Mai mango which is oblong shape with thin yellow skin and deep yellow sweet flesh

with no rough fiber and very thin stone. It is grown in Bang Khla District, Chachoengsao Province.



Product owner – Mr. Manop Kaewwongnukool

Tel : 089 938 9097

Product owner – Ms. Soonthorn Thippaporn

Tel : 089 929 8326



Mayongchid Nakhonnayok

Mayongchid Nakhonnayok can be Marian plum of Thun Klao, Bang Khun Non, Tha Dan, Chid Salika, Thun Klao Tawai, and Chid Sa-nga varieties. The fruit is yellowing orange in oval shape with thick firm flesh with thin stone. The taste

is sweet with slightly sour note. It is mainly grown in Muaeng Nakhon Nayok District, Ban Na District, Pak Plee District, and Ongkarak District, Nakhon Nayok Province.



Product owner – Ms Somchit Kaewkhon

Tel : 081 363 9249

Product owner – Mr. Sorawat Rujurakul

Tel : 097 101 1620



Nakhonphanom Lychee

Nakhonphanom Lychee is a lychee of Nor Phor 1 variety. The fruit has a pinkish red skin, oval shape, and round end. The size can be 4.0 - 4.5 centimeters long with 3.7 centimeters wide,

25 - 30 gram in weight per fruit. The skin is not smooth with blunt and wide spikes, and visible groove. The flesh is neat and dry with white color, sweet with slightly sourness and no bitterness. It is grown in Ma Kham Thao Subdistrict, Muaeng Nakhon Phanom, Nakhon Phanom Province.



Product Owner – Rassamee Uthawong

Tel : 081 320 1645

Product Owner – Winai Khamsucharit

Tel : 097 039 4255

Road Tip Through 3 Fruit Capital of Thailand – Rayong, Chanthaburi, and Trat

Rayong Botanical Garden

When summer arrives, added to sun and sea, tropical fruits are at the center of recognition, and they even taste better in season, at a reasonable price.

GI Trip this issue would like to show you destinations in the east, let start our trip as it will be long and filled with amazing destinations, scenic stops, thrilling activities, and top quality summer fruits GI level throughout the route.

Enjoying Nature and Tasting Delicious Fruits in Rayong

This coastal province has everything ranging from natural attractions, heavy industry, food, fruits, and history. It usually takes about 3 hours from Bangkok by car. Our first stop is coined 'Unseen New Series' of 'Amazing Thailand' destinations; that is, Rayong Botanical Garden, The Botanical Garden Organization, Ministry of Natural Resources and Environment. It situates around Samnak Yai Lake (Lake Jamrung) Chakpong Subdistrict, Klaeng District, with 3,800 rai area, in order to collect all flora species in the east region and a learning hub on nature. The park allows its visitors to explore on foot path surrounding by forest, by cycling, motor boat or kayaking as well.

After getting tired, Rayong Golden Pineapple, a Queen variety pineapple

locally grown in Rayong. It is in cylinder shape with shallow skin groove, big eyes, and thin skin. The flesh is deep yellow, firm, and not too watery, sweet and sour, fragrant, and most importantly, not too acidic to 'burn' your tongue.

New Scenic Destination in Chanthaburi

This small town is indeed filled with many interesting tourist attractions including old historical communities, sea, waterfalls, and mountains. Our first destination is also another one on Unseen New Series, that is, Khao Bo Toei viewpoint. This locates in Khung Kraben Wildlife Sanctuary which can be accessed by foot through Khao Bo Toei nature trail. The trail offers a stunning view of sky, sea and coast, and islands around the viewpoint. There is another destination on this trail



Rayong Golden Pineapple

is Huay Ta Bo reservoir. It offers natural and romantic atmosphere surrounding by forest, somehow like Pang Ung, Mea Hong Son, and misty in the morning.

Chanthaburi is a must-visit place for durian lovers. Chanthaburi durians include many local varieties like Puang Manee, Nok Yip, Thong Linjong, Thong Chan, and Kob Suwan, as well as more commercial variety like Chanthaburi 1 to Chanthaburi 10 which are all have fine yellow flesh with low or no fiber at all. They taste sharp



Bo Toei Viewpoint

Chan Durian



sweet, and are grown locally in Chanthaburi. Let taste them all before buying some for your loved one at home.

Thrilling with Various Activities in Trat

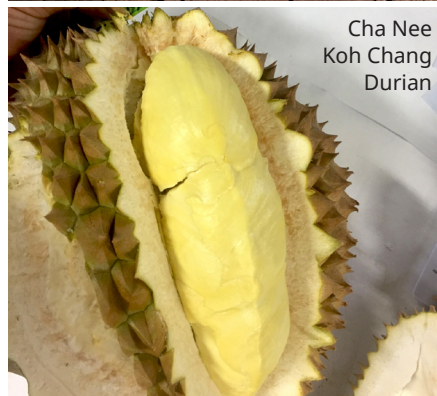
Trat is a highly attractive province with its numerous and beautiful islands such as Koh Chang Island. The island has pristine nature and breathtakingly beautiful beaches plus many fun leisure activities such as kayaking to explore nature route into mangrove of Salak Kok village, the biggest mangrove forest of the Island. While Tree Top Adventure Park Koh Chang offers a thrilling experience of crossing between trees with rope bridges and zipline ride which are equally fun.

Trat experience cannot complete without its GI fruit products like Trat Si Thong Pineapple; a Queen variety with large cylinder shape fruit, yellowish green

thin skin, firm yellow flesh with low water content, and sweet. The flesh and core are low fiber, making the core edible. It is generally grown in Muaeng Trat District, Khao Saming District, Laem Ngob District, and Khlong Yai District. Cha Nee Koh Chang Durian is a prime choice for durian in Trat. It is of Cha Nee variety with oblong shape with bigger spikes, and thin reddish brown shell. It has thick, yellow, and dry flesh with yellow to light yellow orange and fine texture, sweet and fragrant. It is solely grown in Koh Chang District, Trat Province. ♦



Trat Si Thong Pineapple

Cha Nee
Koh Chang
Durian

Tree Top Adventure Park Koh Chang

Tips & Tricks



Add Values to GI Products with GI+ Mr. Vuttikrai Leewiraphan Director General, Department of Intellectual Property

Registration of community products to be Geographical Indication products or GI product alleviates regular community products to be premium ones. This is because community products that are capable of being registered as geographical products must have uniqueness linking to the sources, when combining with local culture and local wisdom, it strongly differentiates products from other products. In turn, this generates genuine demand of the product from consumers, and often higher demand raise the prices. This is particularly true for products registered to be GI along with good public relation campaigns.

In addition, values and prices of GI products can be even higher with GI Plus scheme. It is a combination of existing GI status with and something special that can make GI products even worth more for its specialty such as adding status of organic product on top of being GI products to add more values, using special design and eye-catching packaging, or combining GI products and other intellectual property like trademarks or art patents or people to make GI products known more or wider. So GI Plus is an act of addition to increase more than 1 things to establish higher value for GI product in a sustainable way.

“Adding for More”

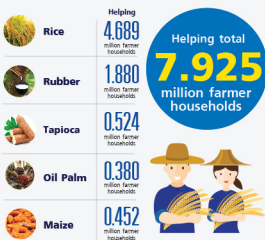
MINISTER'S HIGHLIGHTS

(July 19 – March 22)

Jurin Laksanawisit
Leader of the Democrat Party
Deputy Prime Minister and Minister of Commerce

Sinit Lertkrai
Deputy Minister of Commerce

Farmer Income Guarantee 5 produces



Good Price Fruit



Forming private-public joint committee on commerce



Agriculture Produces, Commerce Markets



Counter Trade



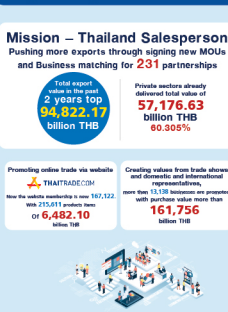
Thai Food, Global Food



Presiding RCEP Trade Ministerial Meeting Successfully RCEP15



Pushing Export to Fight Crises, Leading Businesses to Sign for Global Trades MOU



Promoting New Trade Format toward New Notmal



Training New Generation of Business Owners



MOC Online One Stop Service



Pushing Every Province to have GI Products



Develop and support Thai Intellectual Property



Promoting Thailand's Craftsmanship



#ทำได้ไม่ซ้ำใคร