



THAILAND'S GEOGRAPHICAL IDENTIFICATION

JOURNAL



GI Thailand MAGAZINE

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Department of Intellectual Property
Enhancing the support
of Thailand's GI
Through the COVID-19
crisis

GI Executive's Talk

Promote and protect GI products to assist the manufacturers and enterprises go through COVID-19.

GI Registration

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GI TRIP

Ratchaburi Nature Calling Visit
Old City GI Product Shopping

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GI EXECUTIVE'S TALK



The strategy to promote Thai GI products in order to battle the COVID-19 situation.

Mr. Jurin Laksanawisit

Deputy Prime Minister and Minister of Commerce

Thailand has numerous quality local products that are famous and reckon the characteristic of each place, geographically. Most of them are agricultural items that cultivated locally, as well as handicrafts or industrial products from raw material found

nearby. The materials are, then, incorporate with the skillful artisan of the villagers i.e. Salika Durian from Phang-Nga, Phulae Pineapple from Chiang Rai, Chaiya Salted egg, Wine of Phu Rue. These are categorized as Geographical Indication (GI).



As Deputy Prime Minister and Commerce Minister, I would like to offer the policies on directions Ministry of Commerce in 2021, and solutions and relieves of COVID-19 pandemic crisis in 3 main ideas:

1. Progressing with "Market-led Production" Strategy
2. Accelerating national earning, focusing on the service sector along with the manufacturing sector
3. Focusing in working together with all sectors and industries, particularly private sector in a form of private-public joint committee on commerce, which is a vital part of the plan assigned to all ministerial executives. Department of Intellectual Property is assigned to push Geographical Identification commercial registration for local community enterprise and related parties.

Since July 2019, Ministry of Commerce has been pursuing GI registration and successfully increased them by 34 items, which eventually led to increased market values 8.5 billion baht annually. Today, there are 141 registered items now for Thailand, creating market value approximately 36.726 billion baht annually. This confirms that Thailand now has GI products for each of its 77 provinces.



I encourage Department of Intellectual Property to work closely with other sectors and agencies to establish quality control system for GI products, in order to achieve quality and standard to create a lasting trust among consumers at international level. This also means to develop and alleviate added value of GI products

means to develop and alleviate added value of GI products by improving its packaging to match market taste and demand. In meantime we continually create more opportunities for Thailand's GI products via online and off-line markets. The Ministry additionally enhance GI products with export potentials to fulfil their capacity. This will help improve livelihoods of Thais, and strengthen local economy, improve income opportunities for local communities. This should help local manufacturers and enterprises go through this crisis, and lead to Thailand's sustainable economic growth and wealth. ♦

Furthermore on the mission to promote and protect GI products, I encourage Department of Intellectual Property to work closely with other sectors and agencies to establish quality control system for GI products, in order to achieve quality and standard to create a lasting trust among consumers at international level. This also

GI Market – Go Shopping and Chilling Fest

Before the third wave of COVID-19, Department of Intellectual Property opens 'GI Fest' to support GI products of Thailand as Mr. Sinit Lertkrai, Deputy Minister of Commerce along with Department of Intellectual Property executives visited and offered moral support to GI enterprise by welcoming public to this festive event at multipurpose space at third floor, Department of Intellectual Property Building. There are many interesting products such as Pla Tu Mae Klong (Mae Klong mackerel) Sukhothai Sapodilla, Yarang Velvet Tamarind, Petchaburi Khao Rai Leum Pua glutinous rice, Ban Ka pineapple, Ratchaburi aromatic coconut, Nakornchaisri Pomelo, Pa La-u durian, Chantaburi Peppercorn, Thung Kula Rong-hai jasmine rice, etc.



Department of Intellectual Property “Delivering Thung Kula Rong-hai Jasmine Rice to World's Kitchen”

Mr. Wutthikrai Leeweraphan, Director-General, Department of Intellectual Intelligence visited Kaset Wisai District, Roi-Et and participated in “Delivering Thung Kula Rong-hai Jasmine Rice to World's Kitchen” activity. This is hoped to be a key model to launch other GI products to international market. Also they aim to push Thung Kula Rong-hai Jasmine Rice product to register in various markets as it is already successfully registered as GI product in EU, and waiting to be registered as a GI product in China, Malaysia, and Indonesia, hopefully in the next year.

“Nonthaburi Durian” Ready for selling at Jing Jai Farmers Market

Department of Intellectual Property in cooperation with Central Food Retail Company, a Central Retail affiliate company, has piloted distributing Nonthaburi durian in “Jing Jai Farmers Market Flagship Store” as it welcomes all durian aficionados to taste and enjoy this supreme product now. Mr. Prayoth Benyasut, Deputy Director-General, Department of Intellectual Property, revealed that “Jing Jai Farmers Market” opening in all Tops Super Market and Central Food Halls nationwide has piloted its first nationwide distribution of Nonthaburi durians, which is another registered GI products which are very limited for its number each year. So this will be another distributing channel for authentic Nonthaburi durians.



Ngho Thong Pha Phum Thong Pha Phum Rambutan

Successfully registered as GI product – a pride of Thailand



Department of Intellectual Property announced the success in registering “Thong Pha Phum rambutan” as our latest GI product, the pride of Kanchanaburi with its local uniqueness. This now enters GI protection system and GI product name violation protection.

Ngho Thong Pha Phum or Thong Pha Phum Rambutan is now registered as GI product as it has been known as a famous Rongrien rambutan variation of Kanchanaburi. It has been unique as it has smaller size, shorter light green hair, with yellowish red skin, smaller stone, thick sweet

flesh, easy to detach from stone, not too watery. It is consumed when it is almost ripe. It is mainly found in the districts of Thong Pha Phum, Sai Yok, Sangkhla Buri, and Si Sawat. It is mainly available during May to July to market.

Thong Pha Phum rambutan is registered as 157th GI product of Thailand in this June 2021. Now this delicious rambutan is out to market, and let get some before the end of season. ♦

The registered GI Products



Chainat
Hom Khaojek Rice



Mae Hong Son
Tiger Stripe Peanut



Kaw Diew
Pichit Rice



Higashine Cherry



Klong Ekkarat



Thong Pha Phum
Rambutan



Chalermchai Setharujanont Inheriting “Thong Pa-Thum Banana” From “One Banana” to Sustainable Agriculture and GI Product Standard

“Thong Pa-Thum Banana” has been long popular among Thai and international market. With this reputation, it is now registered as the first GI product of Pathum Thani. Among top producers, “One Banana Farm” is among the first farm producing international standard products along with its novel marketing plan riding digital economy, and leading it to international standard products. Mr. Chalermchai Setharujanont, the second generation farm owner, is now a managing director of One Banana company limited, a energetic agricultural entrepreneur, inherited this farm.

Altering from tourism and service sector to full agriculture.

“My parent started this farm since 1990 and initially I had no interest in this at all. But one day I got a chance to help them out at the farm, I saw a good opportunity to grow it further as a business including improving product standard to increase product value. So I joined them fully, set up a company, and establish my own brand ‘One Banana’ until now.”



2 Years of Journey to GI Product Standard

“Since 2017, farmers in Pathum Thani have worked together towards registering local products to be GI products, and Thong Pa-Thum banana is the first product to be successful because it has an outstanding and unique physical characteristics. The product has thin skin, long in shape with circular cross-section, slightly bended at the end, with smooth outer skin. The banana is light green before it is young and it will turn golden in color when fully ripe. It has firm pleasant texture with sweet aromatic taste, different than other bananas. It is cultivated in clay soil, and often covered with mud which contains good plant nutrients to retain soil moistures and nourish the plants.



Furthermore, the area regularly get irrigation water from Pasak Chonlasit dam via Rangsit canal system which ensure the abundance of the cultivating land.”

When “Thong Pa-Thum Banana” is registered successfully, Mr. Chalermchai revealed that “This is another mean to guarantee our quality and local identity to our product which can benefit and generate income for our farmers and our community sustainably.”

The Link of Producers Markets

“On upstream side, we have our own banana plantation, but we do not just grow to monopolize the market, as we also have our own network growers. This is because banana market has high growth. So we are open for network farmers who can work up to good quality to grow for us. This means success for other local farmers as well. We work as a link in the middle, connecting markets at the end, as we contract with Lotus’s chain stores to distribute to its all stores for more than 8 years. This is a full scale operation.” ♦

Facebook : One Banana Co.,Ltd
Tel. : 09 5365 3559, 0 2156 9220

World Renown “Thung Kula Rong-hai Jasmine Rice” Boonmee Surakot Head of Rice Community Enterprise, Oomsaeng Community, Si Saket Province



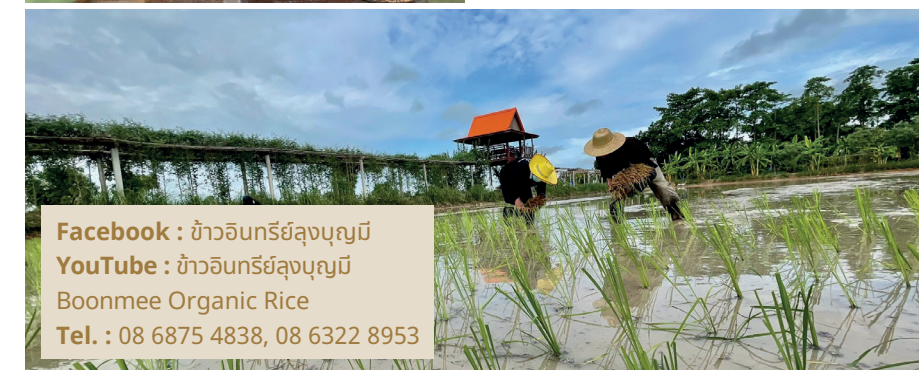
Many need to take up a journey to get success, while Mr. Boonmee has built it on his own pride in his own land. He started by founding “Oomsaeng Rice Community Enterprise, Si Saket” which is a model for strong farmer community cultivating organic rice since 2004 in Thung Kula Rong-hai area, one of the best rice growing area in the world, quality certified by many organizations including GI registered “Thung Kula Rong-hai Jasmine Rice”, a world renowned Thai jasmine rice.

His key inspiration in developing his own motherland and building strong self-reliant community successfully is the late His Majesty King Bhumibol and

his concept of sufficient economy and self reliance.

Despite irrigation problem as there is no formal irrigation canal in the area, the community relies solely on rainwater to water the crops. But this limitation soon becomes their strength in implementing 100% organic rice growing. Eventually “Thung Kula Rong-hai Jasmine Rice” is registered as GI product and certified by international standard.

“With GI product standard, my international client once told me that this is a clearer mark of value added product, not a plain product at all. Any place can grow organic rice. But with GI registration, our rice is now officially identified geographically, it is unique. Thung Kula Rong-hai Jasmine rice is unique, only from our place, particularly important for international market. Organic rice and specialty rice with GI certification will gain better confidence from market.”



Facebook : ข้าวอินทรีย์ลุ่มบุญมี
YouTube : ข้าวอินทรีย์ลุ่มบุญมี
Boonmee Organic Rice
Tel. : 08 6875 4838, 08 6322 8953

In this COVID-19 pandemic, it is certain that everyone is affected as well as our local community enterprise. “this third wave of the spread has an eminent impact. So far there is no event for us to show as all event are cancelled nationwide. Our earning from that vanished. There are also impacts to our business clients on logistic cost issues as it goes up many folds during COVID crisis as never seen before. It in turn affects us. However we must keep on fighting. We also diverse our business and products to be more online system oriented such as flour, treats, soap, cosmetics, and so on. We are also now working with various institutes to develop products and knowledges of online marketing including Facebook, Line, and other platforms.

I would like to offer moral support for Thai farmers. If we initiate something, we must determine, genuinely study them, set target, and plan for ourselves. But if we face any obstacles, we must not feel down. And ultimately we must take pride that we are a key part that drive social movement, we are food producer for our fellow human. Be proud of our profession and believe in ourselves. We must do it with full intent, and all will be successful.” ♦

New Market Platform

AGTECH 4OTOP

Extending Innovation and Answering Local Identity Agriculture

Dr. Krithpaka Boonfueng

National Innovation Agency (Public Organization)



"In the past, National Innovation Agency was assigned to be a key agency in developing start-up companies to be new economic warriors (New Economic Warrior – NEW) for 5 year period. This is done by prioritizing and creating agriculture start-ups using technology and innovation that solve agricultural problems throughout its value chain, particularly distributing channel creation for agricultural products. This should also answer to ever changing consumer behavior in this New Normal period where online purchase is increasing. So the Agency has worked together with agriculture start-ups to develop new market platform as a new pilot project."

Dr. Krithpaka Boonfueng, Deputy Executive Director, National Innovation Agency (Public Organization) or NIA as a head of Ag Tech4OTOP taskforce, agriculture market on start-up platform, shared that this new market platform will connect producers of locally identified products to end consumers via the system producers help create. This features e-Bidding, online marketing system, and online selling system. This is now being piloted with 10 agriculture start-ups that help build this platform.

"NIA also focuses on local identity

agriculture product which is a part of GI products already registered with Department of Intellectual Property already as they are ready in term of quality and product standard. Their products are outstanding by its locations. Therefore the key ally is Department of Intellectual Property which specializes in this field along with other two agencies already working in agriculture and community products, that is, Community Development Department and Department of Agriculture Extension. This generates synergy in working and cooperating."

"The project is well accepted among participating farmers with a good satisfactory level for what we have come to support and develop for them, the missing parts in marketing. For start-ups, they extend innovations to replace actual markets, and can create mechanisms linking products into a platform that is capable to develop community products and promote marketing, and possibly in future to export."

"NIA must thank GI team kindly supported by Department of Intellectual Property in helping in sorting and selecting products and enterprises with good potentials to participate in this project. Furthermore they help us with instructors to educate entrepreneurs and panelist to judge in selection process, as well as being our consulting panels on consulting and guiding on product development and answering marketing requirements. This is indeed our success from this synergetic cooperation."

Our next step for Ag Tech4OTOP is to expand to marketing platform and it will not be limited to just agriculture products of local identity, but NIA is now expand this kind of Ag Tech Connex to cover more agriculture products from upstream, midstream, and downstream, and open for wider producers including crops, fruits, aquaculture, animals, and others.

"The success that we can build upon must come from the needs of all farmers and related agencies that wish to see changes in Thai agricultural sector. This will lead to new opportunities in implementing innovations to answer all needs in concrete manner for Thailand's agricultural sector in New Normal age raising from COVID-19 crisis, the period that everyone accepts new technology much easier than before." ♦



Farmer income guarantee scheme for 5 agriculture products: rice, tapioca, rubber, oil palm, and maize, is a key policy of Deputy Prime Minister and Minister of Commerce, Mr. Jurin Laksanawisit, and considered a key policy has been pursuing along with government policy since he has assumed the position at Ministry of Commerce as he aims to improve overall life quality and income of Thai farmers.

Farmer income guarantee policy sets a minimum income guarantee to be an insurance that if the overall market prices of certain agriculture products become lower than guarantee price, the farmers will be compensated the price difference to match income with the paid production cost. The sum will be transferred directly to farmers' bank accounts. Now the project is operated into its second year.



Mrs. Malika Boonmeetrakool Mahasook.
Advisor to the Minister of Commerce

Rice

(Cabinet resolution of 03 November and 01 December of 2020, and 09 March of 2021) Compensation will be paid every 7 days.

4.69 farmer households are entitled
49,509.81 million baht budget
4.687 million household are already compensated
48,174.63 million baht paid amount (= 97.30%)

After 30 instalments, rice farmers are compensated as

Jasmine rice 42,832 baht/ household
Jasmine rice outside area 41,680.96 baht/ household
Paddy 36,670 baht/ household
Pathum Thani rice 26,674 baht/ household
Glutinous rice 33,349 baht/ household

Maize

(Cabinet resolution dated 18 August 2020)

0.45 million farmer households are entitled
1,867.92 million baht budget
0.33 million household are already compensated
1,230.06 million baht paid amount (=65.85%)

Main criteria was announced 7 installments (from total 12 instalments) 5 more main criteria for reference are to be announced towards the end of October 2021 (20 Nov. 2020 – October 2021) The maximum payment per house is 9,625 baht.

Rubber

(Cabinet resolution dated 03 November 2020)

1.83 million farmer households are entitled
9,717,995 million baht budget
1,382,828 household are already compensated
7,481.39 million baht paid amount (=76.70%)

The average price was announced completely of 6 instalments (24 Nov. 20 – May 21) Farmers' maximum compensation feature:

Raw rubber sheet 3,610 baht/ household
Latex 14,770 baht/ household
Cup lump 13,400 baht/ household

Tapioca

(Cabinet resolution dated 18 August 2020)
Paid on the first of every month.

1.83 million farmer households are entitled
9,570.97 million baht budget
0.435 household are already compensated
7,481.39 million baht paid amount (=97.30%)

Main criteria are announced for 6 instalment (out of 8). The announced average price is higher than target price, therefore no compensation. There are two more announcement towards the end of August 2021. The potential maximum compensation is 28,000 baht.

Oil Palm

(Cabinet resolution dated 09 February 2021)

0.37 million farmer households are primarily entitled
4,600.85 million baht budget
0.435 household are already compensated
2,948.02 million baht paid amount (=30.80%)

Main criteria are announced for 6 instalment out of 8). The announced average price is higher than target price, therefore no compensation. There are two more announcement towards the end of August 2021

From our data on 14 June 2021, this income guarantee scheme is assigned 75,166.70 million baht as a budget, and already successfully compensated 59,834.10 million baht to 6,839 million household, accounted for 79.60% of total scheme budget. This demonstrates determination and perseverance of Minister of Commerce, HE Jurin, who works hard to ensure more than 7.67 million farmer household to have security and certainty in this COVID-19 crisis.

Apart from these 5 key crops, the Ministry has offered other assistance schemes in various forms through production planning before harvesting to ensure better market price and more incomes.

GREEN SEASON Ratchaburi

Nature Calling
Visit Old City GI
Product Shopping



Khao Ngu Stone Park



Damnoen Saduak Floating Market



Ban Kha Pineapple

Green season means plenty of rain and that might make many people feel like not going out, not to go through rain. It is also widely known that nature is most beautiful in rainy season as it is fully green and pleasant to the eyes. It is ideal to let yourself rest, and perhaps arrange a short road trip with for family to nearby city like "Ratchaburi". It is convenient for a night stay or a day trip. Pack up and travel to meet nature, take some deep breath, and enjoy the old city Ratchaburi. Let find out local attractions.

Ban Kha Pineapple – Camping at "Pong Krating Hot Spring"

Pong Krating Hot Spring, an ideal place for camping, situates in Ban Kha District. This place is well known for its good quality hot spring bathing for health benefit, as well as a welcoming camp site surrounded by peaceful forest nature.

Furthermore, Ban Kha District is also a genuine source of Ban Kha pineapple with the uniquely sweet, smooth, fragrant, soft, with shallow eyes. This makes it unique for GI product for its quality. For fruit lovers, this pineapple would be ideal. "Ban Kha Pineapple" is mainly grown in Ban Kha District, and this fruit of the

province is also popularly grown in Chom Bueng, Pak Tho, and Suan Phueng.

Visiting on Canalside Community "Damnoen Saduak Floating Market"

Once you are in old town Ratchaburi, one must not forget to visiting canalside community to experience actual local life at "Damnoen Saduak Floating Market", the most popular floating market that has been in Ratchaburi for over 100 years. The market is recommended for morning visit. The real charm of the market is that it is a genuine market where local merchants trade with locals including many locally grown fruits. During this pandemic period without international tourists, this is a good chance for Thais to visit Damnoen Saduak market and shop for souvenirs, handicrafts, and local foods, particularly "Ratchaburi Aromatic Coconut", a famous local produce.

"Ratchaburi Aromatic Coconut" has been famous for its distinctive flavor from other kinds of coconut as its water tastes sweeter with a pandan-like scent. It is very refreshing with thick flesh, and



Ratchaburi Dragon Jar



Sea of Clouds - Khao Kra Jom, Suan Phueng

Photo : facebook อสม.สุพรรณบุรี-สุพรรณบุรี รามัญ

healthy. This makes "Ratchaburi Aromatic Coconut", which is grown in 7 districts including Damnoen Saduak, Wat Phleng, Ban Pong, Bang Phae, Pak Tho, Potharam, and Mueang Ratchaburi, qualified to be registered as GI product. This guarantees that this aromatic coconut is grown and maintained a steady quality by farmers. So whether for one's own consumption or for others as a gift, it is assured of top quality for your recipients.

Heading to Suan Phueng for a spectacular sea of clouds at the west edge of Thailand.

For nature lovers, it is recommended to drive to Suan Phueng district - Khao Krajom in particular – at the west edge of Thailand. One of the sea of clouds viewpoint is particularly popular among tourists as they can enjoy a panoramic view of Thailand and Myanmar forest amidst cool breeze all year round.

Apart from sea of clouds, Kao Chan waterfall is highly recommended as another attraction. It is a waterfall off a cliff in the valley in Tanaosi mountain range, passing Suang Phueng District, Ratchaburi Province.

Visiting "Khao Ngu Stone Park" – A Collection of Rare Stones and Shopping for Ratchaburi Dragon Jar"

Before leaving for home, one can stop by at Ratchaburi city. "Khao Ngu Stone Park" is an inspiring stone park, one of the best in Thailand, as it is surrounded by mountains and exotic looking stone mounts. This was once a limestone quarry and now converted to be a tourist attraction of nature and archaeology. A giant stone Buddha image is a main attraction of the site.

"Ratchaburi Dragon Jar" is another famous product from Ratchaburi that is already registered as GI product. It is a terra cotta ceramic jar with unique dragon paint of Ratchaburi. It is mainly produced in Muang Ratchaburi District and Potharam District. This dragon jar making tradition is dated back to Thailand settling period, more than one hundred years ago. Now, it is not only its original classic water jar that are available, but also more decorative, more contemporary design jars for modern and contemporary garden and home decoration. ♦



Ban Kha Pineapple
Sweet, fragrant, and healthy fruit from Ratchaburi

Ratchaburi Aromatic Coconut
Sweet, fragrant, and refreshing Healthy, best coconut in the world

Ratchaburi Dragon Jar
The legendary items of Ratchaburi

Tips
&
Tricks



Improving Community Livelihood with GI
Mr. Wutthikrai Leeweeraphan
Director-General, Department of Intellectual Property

Geographical Identification product or GI product is like a natural gift, as a natural condition is combined with local wisdom to create finest community products with uniqueness. This will sustainably generate income to communities. Department of Intellectual Property, Ministry of Commerce realizes this importance, so it focuses to promote GI product registration in Thailand in order to add values to community products after GI product registration. It is very welcoming that now we register GI products for each and every province of Thailand, all 77. GI products are generally top local products that have been well accepted by general consumers such Phang-Nga Salika Durian, Pak Panang Siam Ruby Pomelo of Nakorn Si Thammarat. With their existing reputation and quality, locally produced GI products will help expand to both domestic and international markets.

GI products are expected to play an important role in improving local livelihoods and incomes sustainably. So I would like to thank all related agencies and sectors that work together in promoting Thailand's GI products.

"GI is a natural treasure plus local wisdom"



Jurin Laksanawisit
Deputy Prime Minister and Minister of
Commerce

Sinit Lertkrai
Deputy Minister of Commerce

Ministry of Commerce's Direction of 2021

And Mitigation Plan for **COVID-19** Pandemic Crisis

Ministry of Commerce devises plans to focus on key issues featuring continuing last year plans and initiating new working plan for 2021. This consists of 3 parts:

1. Implementing
"Market-led
Production" strategy

2. Accelerating national
earning by focusing on
service sector along with
manufacturing sector

3. Focusing on working with
every sector, particularly those
of private sectors via Joint
Public-Private Sector Commit-
tee on Commerce mechanism.

All consists of **14** working plans

1

income guarantee
2 year
scheme

executing the
second year of
farmers' income
guarantee scheme

2

"Commerce's
Price Cut"

"Commerce's
Price Cut"

scheme to help people at
the subdistrict level

3

"Agriculture
Produce –
Commerce
Market"

"Agriculture Produce –
Commerce Market" by
implementing 'Market-led
Production' strategy

4

"Thai Food
World Food"

plan focusing on
food exporting
including halal
food, vegetarian
food, and other
new trend food
of the world

5

Enhancing online integration
for all sectors

more into the existing platform,
and creating new central platform

6

Developing marketing potential for
service sector by improving service sector
database and helping solving marketing
channel issue

Wholesaler, Retailer, Logistic, Wellness, Digital content, Restaurant, Printing

7

Enhancing marketing potentials for
grassroot manufacturing sectors,
both **SME** and **Micro SME**

8

Boosting export in this
New Normal

period by employing
more marketing
innovation such
as hybrid trade
show and
Mirror Mirror

9

Executing proactive border trade
and inter border trade through
COVID-19 pandemic

10

Accelerating all trade
negotiation to expand Thai trade to
world market in all form

11

On Intellectual Property, accelerating GI registration
for potential products of all regions in Thailand

สิ่งบ่งชี้ทางภูมิศาสตร์ไทย
GI
THAI
GEOGRAPHICAL
INDICATION

12

Offering more proactive
services to business and Thais,

focusing on fast facilitating all
electronic services answering to
E-Government policy

13

Working closely with all related
public and private sector in the
form of Joint
**Public-Private Sector
Committee on Commerce**

14

Strengthening
"One Stop Service"

public service policy in all its
85 public service points
nationwide

#ทำได้ทำได้จริง