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The Confectionary Market in Thailand

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Prepared by the
Team Canada Market Research Centre
and the
Canadian Trade Commissioner Service



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international



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THE CONFECTIONERY MARKET IN THAILAND



EXECUTIVE SUMMARY

This report examines the market for confectionery in Thailand. It is intended to provide Canadian exporters with market information. The information contained in this report was drawn primarily from secondary sources and the Canadian Embassy in Bangkok.

Retail confectionery sales in Thailand reached C\$1.04 billion in 1995, up 11% from 1991. Despite the fact that Thailand has one of the lowest per capita consumption levels, growth in the market is slow.

The vast majority of confectionery consumed in Thailand is manufactured domestically. Imports only account for approximately 3% of the market. Imported confectionery is seen as a higher priced, higher quality, premium product.

Canada does not have a strong market presence for confectionery in Thailand. Again because of the high quality image, there may be an opportunity for Canadian exporters.

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THE CONFECTIONARY MARKET IN THAILAND



Retail sales of confectionery reached C\$1 041 million in 1995, an increase of 11% over 1991. Despite this growth, Thailand's per capita consumption of confectionery is one of the lowest in the region. The market is dominated by cheap domestic products with imports only capturing a 2.9% share of the Thai confectionery market. Euromonitor market forecasts indicate that sales should grow another 11% over the next five years (See Table 1).

MARKET OVERVIEW

Market size and projections

Within the confectionery market, sugar and chocolate confectionery differed slightly in their growth patterns during this period. Sugar confectionery sales totalled C\$383 million in 1995, up 15.8% since 1991. Volume growth was very similar at 13.8% to reach 28 100 tonnes, indicating that price levels only rose slightly between 1991 and 1995. Chocolate confectionery sales by far dominated the confectionery market, but experienced a somewhat slower growth rate of 8.9% to reach C\$658 million. Volume sales increased 10.2%, indicating that prices actually decreased between 1991 and 1995.

Overall, confectionery consumption is still relatively low at 0.94 kg per capita, but it is becoming increasingly popular as a snack item. Thailand has a per capita GDP of C\$3 300, a level substantially higher than the Philippines and Indonesia, and is still growing. Correspondingly,

Thais are more likely to be able to afford such non-essential items as confectionery. As well, domestic firms have pursued aggressive marketing strategies which is having the effect of increasing all confectionery and snack food sales. Lastly, distribution has improved substantially making all foods more widely available.

Future conditions should prove favourable for the confectionery sector. As the income gap narrows between urban and rural consumers in Thailand, sales will expand beyond Bangkok, where only a minority of the population lives. Predictions indicate that total confectionery sales should grow by 11% to reach C\$1 169 million by 2000. Within this, volume sales of sugar confectionery are forecasted to grow 17.1% and chocolate confectionery 2.6%. Much of this growth disparity will continue to be attributable to the relative affordability of sugar confectionery compared to chocolate confectionery (See Table 1).

Table 1. Confectionery products sales in Thailand, 1991-1995, projections to 2000

	<u>Sugar Confectionery</u>		<u>Chocolate Confectionery</u>	
	<u>Value</u> (in C\$ millions)	<u>Volume</u> (in '000 tonnes)	<u>Value</u> (in C\$ millions)	<u>Volume</u> (in '000 tonnes)
1991	\$330.51	24.7	\$604.41	25.6
1992	347.08	25.4	628.10	26.2
1993	365.95	26.2	667.69	26.9
1994	374.56	27.0	652.82	27.5
1995	382.62	28.1	658.05	28.2
1996	na	29.3	na	28.9
1997	na	30.7	na	29.7
1998	na	32.0	na	30.3
1999	na	33.2	na	30.9
2000	na	34.3	na	31.5
Growth:				
1991-1995	15.8%	13.8%	8.9%	10.2%
1996-2000	na	17.1%	na	2.6%

Source: Euromonitor, *The Market for Packaged Foods in South East Asia*, 1996

Competitive environment

As with other countries in the region, the confectionery market is dominated by low cost domestic producers. The majority of these producers sell both sugar and chocolate confectionery with the three most dominant being — Rubia industries, Osothsapha, and Warner-Lambert Thailand. Osothsapha is one of Thailand's largest packaged food producers and correspondingly has excellent channels of distribution and strong advertising support for its products.

Table 2. Confectionery market shares in Thailand, 1995

	Sugar	Chocolate
United foods	20%	2%
Rubia Industries	18	30
Osothsapha Company	15	20
Warner-Lambert Thailand	10	15
Berlia Jucker	10	7
MS Group	5	0

Thai Mee	1	0
Asia Jumbo	1	0
Nestlè Products Thailand	0	10
Wander	0	8
Nutritional Products	0	2
Others	20	6

Source: Euromonitor 1996

Imports of confectionery rose sharply between 1991 and 1995, but remain a small portion of total sales in Thailand. Sugar confectionery imports in particular experienced tremendous growth from C\$1.7 million in 1991 to C\$11.2 million in 1995. With this increase, imported sugar confectionery now has 2.9% of the total market, up from 0.5% in 1991. Spain was the top exporting country in 1995 with C\$2.7 million followed by Indonesia and the United Kingdom (See Table 3).

Chocolate confectionery imports held a slightly higher share of the Thai market with 3.4% of sales in 1995, up from 1.7% in 1991. This market share increase came as result of imports more than doubling in value from 1991 to 1995 to C\$23.3 million. As with other countries in the area, Australia, the United States, Switzerland, Malaysia, and Germany are the most dominant exporters of chocolate confectionery (See Table 4).

Overall, both sugar and chocolate confectionery imports are hindered by high tariffs and extremely competitive pricing of domestic suppliers. Consequently, due to their higher price, imports are affordable only to the more affluent Thai population and tourists. Until tariffs are reduced, this situation is likely to remain.

Table 3. Top five exporters of sugar confectionery to Thailand, 1995 (in C\$'000)

Supplier	1991	1992	1993	1994	1995
World	\$1 658	\$2 368	\$3 946	\$7 611	11 221
Spain	0	0	63	1 797	2 668
Indonesia	0	0	0	975	2 031
United Kingdom	644	640	645	1 172	1 862
Korea	0	175	1 203	865	1 012
Switzerland	121	160	407	454	844
Canada	0	8	1	6	0

Source: International Trade Data Bank, TIERS

Table 4. Top five exporters of chocolate confectionery to Thailand, 1995 (in C\$'000)

Supplier	1991	1992	1993	1994	1995
World	\$10 083	\$14 893	\$13 914	\$20 500	23 327
Australia	1 675	2 028	2 848	5 276	5 481
Germany	683	546	554	2 157	3 630
Switzerland	1 874	3 114	3 664	3 486	3 582
Malaysia	274	191	498	2 718	3 354
United States	953	1 574	800	1 118	1 225
Canada	0	141	48	36	0

Source: International Trade Databank, TIERS

The Canadian position

Total confectionery imports from Canada have been quite limited over the past several years. Chocolate confectionery imports have performed substantially better than sugar confectionery imports, with a total of C\$225 000 shipped to Thailand between 1991 and 1995 versus sugar confectionery with C\$15 000. In general, Canadian food products are regarded as being of high quality by Thai consumers so there may be opportunity for a dedicated Canadian exporter.

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DISTRIBUTION CHANNELS

Overview of distribution system

Importers and intermediaries

Canadian exporters must select a local representative in Thailand, who may do some or all of the following: import product, deal with regulatory agencies, handle local sales, distribute directly to retail and foodservice outlets and promote the product locally. See Appendix C for a list of confectionery importers.

Finding a local representative is one of the toughest challenges for new exporters to Thailand. The Thai food market is competitive and difficult to enter. Most distributors are hesitant to represent new products and may rely on exporters to provide marketing support to help promote new products.

Retail distributors

Thailand has two major supermarket chains: Siam Macro and Big C, owned by Charoen Pokphand (CP) Group and Central Supermarkets respectively. Each company operates six stores in Bangkok and have combined revenues of C\$1.5 billion. Both companies have developed big discount stores, Lotus and Big C Supercentre, and have plans for stand-alone supermarkets. These standalones differ from their existing supermarkets as they are separate from large department stores.

Aside from these major stores there are a number of smaller grocery stores. In particular, Mah Boonkrong Sirichai Supermarket, has been particularly successful in carving out a market niche in the suburbs of Bangkok. Its chain of 23 stores are within walking distance of most of the affluent Thai population, a big advantage as many people prefer to avoid Bangkok's significant traffic problems. Villa Supermarkets has also carved out a niche market in catering to foreigner's needs and consequently carries a wide variety of imported foods.

Convenience marts are new to Thailand, but have proven immensely popular and now make up a considerable proportion of the retail distribution system. The largest operators include: CP (7-Eleven) which owns and operates nearly 700 stores; Robinson (Family Mart) which has 500 stores; and Central (Central Mini) which has 50 stores. Of these, 7-Eleven is the fastest growing with the number of stores expected to double over the next several years. 7-Eleven is one of the few chains in Thailand that charges listing fees.

Promotional considerations

Advertising and trade promotion are important marketing tools in Thailand. Foreign suppliers often provide promotional support to supermarkets in the form of sample products, advertising, and discounted prices. Exporters often introduce and promote their products at hotels and restaurants through the use of table tent cards. Many hotels and up-scale restaurants run national theme weeks or months when they feature the foods of a specific country or alternatively highlight a specific product.

There are two major English-language newspapers in Thailand, *The Bangkok Post* and *The Nation*, and several Thai-language newspapers, of which the most popular dailies are *Krung Thep Turrakit* (Bangkok Business News) and *Manager*.

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CONSIDERATIONS FOR MARKET ENTRY

In general, the following steps must be taken to export confectionery products to Thailand. An exporter's local representative must obtain an import license for each product. All products and labels must be registered with the local government, with support from a proper laboratory analysis. All documents must be authenticated in Canada prior to shipment. Ordinarily, an exporter's local representative will handle all dealings with Thai government agencies.

Local standards and regulations

Packaging and labelling

All food containers must be clean, must never have been used before, and must not emit any matter which is potentially dangerous when in contact with food.

All labels must be registered with the Thai Food and Drug Administration prior to importation and must be affixed to food products imported for sale in Thailand. The Thai language must be used on all labels; however, many imported products feature an add-on label to meet local language requirements.

Confectionery must bear the following information in Thai:

- kind and type of food;
- trade name;
- registration number issued by FDA;
- name and address of the manufacturer or producer;
- net contents in metric units;
- main ingredients in approximate percentage of weight;
- production and best before date markings;
- storing instructions;
- name of distributor/ importer and their address;
- use of preservatives, colouring agents, flavouring agents, MSG;
- instructions for food intended to be used in infant and specific groups.

Documentation and procedures

Required documentation

All shipments of food to Thailand, including confectionery, must be accompanied by the proper import licenses, food registration certificates and shipping documents. All documentation must be in English or be accompanied by an English translation.

Exporters should note that the import licensing and food registration processes must be repeated each time a different agent/importer seeks to import a product, even if it has been previously approved by the Thai Food and Drug Administration.

a) Import license

Ordinarily, the exporter's local agent will submit an application for an import license to the Thai Food and Drug Administration (FDA) for review and approval. For this, the Thai FDA requires the following documentation:

- An application form for importing foods and beverages, obtained from the Food Control Division of the Thai FDA.
- A copy of the exporter's domestic registration.
- A copy of the exporter's trade or commerce registration.
- A copy of the exporting company's registration which declares its objectives and declares the authorized agent/importer in Thailand.
- A copy of a document certifying the nationality of the agent/importer (including a list of its shareholders) obtained from the Thai Ministry of Commerce. If an applicant is an alien, a certificate of operating business in Thailand is also required.
- Letter of power of attorney if the exporter has an agent/importer acting on their behalf.

An application fee of 15 000 baht (C\$810) is charged for this service. Licenses are valid for three years.

b) Food registration

All food products imported to Thailand must be registered with the Thai Food and Drug Administration. The application fee for each registered product is 5000 baht (C\$270) and generally takes three to six months for approval. The following forms must be submitted when registering food products.

- Seven copies of the completed application form.
- Five product labels in Thai and English.
- Two samples of water in unit size.
- Seven copies of a laboratory analysis (approximate cost C\$300) of the product from a government agency or respectable institute in Canada, submitted no later than one year from the date of analysis. Additional analyses must be coordinated if other ingredients are declared on the label (e.g., vitamins, minerals, nutrients, food colours, preservatives or flavourings).
- Seven copies of a letter which certifies the manufacturer - issued by the agency that conducts the laboratory analysis - if this firm is not specified on the product label.

c) Shipping documents

The following shipping documents must be presented to customs officials by the agent/importer upon the entry of exported goods into Thailand:

- Commercial invoice — signed by the exporter in triplicate.
- Pro-forma invoice required by the importer to obtain an import license and to establish letter of credit.
- Bills of lading — three signed originals and at least two unsigned copies.
- Packing list — a minimum of seven copies.
- Import license.
- Insurance certificate.
- Certificate of origin — occasionally requested by an importer, bank or letter of credit clause.
- Foreign transaction form — obtained from the Thai Customs Department and submitted when the c.i.f. value exceeds 500 000 baht (or C\$26 900).

Authentication of documents

The Thai government will often require certain documents to be authenticated, such as certificates of sale and letters authorizing an exporter's local agent or importer to act on their behalf. The exporter's local agent/importer should advise which documents need to be authenticated. First, exporters must begin by having all the necessary documents notarized in Canada. Second, the notarized documents must be authenticated by sending them to (there is no fee for this service):

Department of Foreign Affairs and International Trade
Authentication and Service of Documents (JLAC)
125 Sussex Drive
Ottawa K1A 0G2
ATTN: Mario Nuñez-Suarez
Telephone: (613) 992-6602
Facsimile: (613) 992-2467

Third, the notarized and authenticated documents must be sent to the Royal Thai Embassy in Ottawa for final authentication. Canadian exporters are recommended to have these documents returned to them following final authentication. Finally, the exporter should forward these documents to their agent/importer in Thailand.

Customs duties, tariffs and taxes

Imported goods face arbitrary custom valuation procedures by the Thai Customs Department. The department keeps records of the highest declared prices on previous imports and uses these prices to assess tariffs on subsequent shipments of similar products from the same country. Also, the Customs Department reserves the option to use the price from either the country of origin or country of shipment, whichever is higher. Thus in many cases, when assessing tariffs, Customs officials disregard the invoice value of the imported product.

Confectionery is subject to a 30% duty or 25 Baht (C\$1.28) per kilogram whichever is higher. In addition, there is a 7% VAT on the duty paid value of the goods.

Transportation and storage

Most exports of confectionery products are shipped to Thailand by sea. Bangkok itself has four major freight terminals; two others are located at Bang Sue, which is near the ports of Sattahip and Laem Chabang. Most consumer goods are transported inland by road. Thailand has over 42 000 km of national and provincial highways which are in some disrepair and congested — thus making efficient distribution of goods throughout the country difficult. The majority of Thailand's interprovincial highways are being upgraded to four lanes, which is likely to ease distribution.

Export financing and payment

Most sales to Thailand are conducted on letter of credit terms. Letters of credit with terms in excess of 270 days require Bank of Thailand approval. Confirmed irrevocable letters of credit are advised for new, small and private accounts. Payments for imports may be made through any authorized bank.

Cultural and business practices

Canadian exporters need to understand the cultural nuances of doing business in Thailand. Business is always conducted face to face, never over the telephone; however, appointment times are sometimes viewed to be flexible. Meetings with government officials are formal and ritualized.

The traditional Thai greeting is the *Wai*, which resembles the prayer position of the hands; however, most North Americans are greeted with a handshake. Business cards are exchanged at almost every meeting. Socialization is polite and formal, so it is important to avoid criticism, conflict and bluntness. The business community tends to dress formally, but black clothing is generally reserved for funerals only.

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Agriculture and Agri-Food Canada, *Export Market Assessment Report: Thailand*, August 1996.

Department of Foreign Affairs and International Trade, *Thailand: A Guide for Canadian Business* (InfoCentre no. English 18CA, Français 18CF), June 1995.

Department of Foreign Affairs and International Trade, *Directory of Food Importers in Thailand and an Overview of Opportunities in the Food Industry for Canadian Companies* (InfoCentre no. English 153CA, Français 153CF), 1994.

Euromonitor International, *The Market for Packaged Foods in South East Asia*, Great Britain: 1996.

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APPENDIX A — STATISTICAL TABLES

Exports of chocolate confectionery to Thailand, 1995 (in C\$'000) (SITC 0733 and 0739)

Supplier	1991	1992	1993	1994	1995
World	\$10 083	\$14 893	\$13 914	\$20 500	23 327
Australia	1 675	2 028	2 848	5 276	5 481
Germany	683	546	554	2 157	3 630
Switzerland	1 874	3 114	3 664	3 486	3 582
Malaysia	274	191	498	2 718	3 354

United States	953	1 574	800	1 118	1 225
Italy	824	1 620	1 477	1 826	866
Netherlands	37	0	25	0	847
United Kingdom	957	982	930	881	826
Indonesia	0	0	33	136	758
Singapore	1 331	1 463	1 639	1 591	730
Belgium	426	512	546	410	538
Spain	250	245	252	239	316
South Africa	114	61	0	0	296
France	43	160	172	215	205
Philippines	0	0	0	51	176
Japan	0	0	0	0	89
China	70	69	96	67	74
Ireland	100	129	66	29	36
Austria	0	52	14	12	36
Denmark	45	47	34	17	34
Hong Kong	47	88	19	63	11
South Korea	0	814	44	3	4
New Zealand	0	0	39	51	0
Sweden	210	895	0	0	0
Canada	0	141	48	36	0
Other	169	163	117	118	213

Source: International Trade Databank, TIERS

Exports of sugar confectionery to Thailand, 1995 (in C\$'000) (SITC 062)

Supplier	1991	1992	1993	1994	1995
World	\$1 658	\$2 368	\$3 946	\$7 611	11 221
Spain	0	0	63	1 797	2 668
Indonesia	0	0	0	975	2 031
United Kingdom	644	640	645	1 172	1 862
Korea	0	175	1 203	865	1 012
Switzerland	121	160	407	454	844
Philippines	0	78	128	352	572
France	624	848	461	517	562
Germany	19	8	140	378	451
Finland	0	0	120	227	400
Belgium	1	1	270	199	248
Belize	0	0	0	0	121
United States	67	83	121	188	98
Austria	0	0	0	0	78
Mali	0	0	0	0	52
Italy	0	12	17	40	48
China	29	52	34	95	45
Japan	0	61	52	10	25
Australia	29	76	143	133	0
Sweden	55	77	0	0	0
Canada	0	8	1	6	0
Other	69	89	142	203	105

Source: International Trade Data Bank, TIERS

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APPENDIX B — TRADE SHOWS AND PROMOTIONAL VENUES

Event / Venue / Description	Organizer
Food & Hotel Asia (Asian International Exhibition of Food & Drink, Hotel, Restaurant & Catering, Equipment, Supplies & Services World Trade Centre Singapore, Singapore April 14-17, 1998)	Singapore Exhibition Services Pte Ltd 2 Handy Rd #15-09 Cathay Building Sing 0922, Singapore Telephone: (65) 338-4747 Facsimile: (65) 339-9507
Food and Hospitality Show International Food, Drinks and Catering Exhibition Queen Sirikit National Convention Center Bangkok June 4-7, 1997 (annual) Telephone: (662) 279-4721/4722	Thailand Food Fair (Bangkok, Thailand) Queen Sirikit National Convention Center June 5-8, 1997(annual)
Hotel and Food Highlight (Bangkok, Thailand) Queen Strikit National Convention Center	Thai Ministry of Commerce Department of Export Promotion 22/77 Rachadapisek Road Bangkok 10900 Telephone: (622) 511-5066 Facsimile: (622) 512-2670
Forward Group International Co. Ltd. 267/5 Suthisarn Road Samseannok Huaykwang Bangkok 10310 Telephone: (662) 274-7313 Facsimile: (662) 274-8837	

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APPENDIX C — CONFECTIONERY IMPORTERS IN THAILAND

Central Department Store Ltd. 1027 Ploenchit Road Patumwan, Bangkok, 10330 Telephone: (662) 255-6955 ext. 2640 Facsimile: (662) 255-5754	Champaca Co., Ltd. 142/4 Soi Suksavithaya, Silom Bangkok 10500 Telephone: (662) 235-4580/1, 235-3257 Facsimile: (662) 238-1694, 236-8062
City International Co. Ltd. 6/8 Op.Sukhmt.Sol, 16 Ratak Road, Klongtoey, Bangkok, 10110 Telephone: (662) 294-391 Facsimile: (662) 294-324	Civilize Import-Export Co. Ltd. G.P.O. Box 451, Bangkok, 10310 Telephone: (662) 246-4177 Facsimile: (662) 248-1624

Hagemayer
719 Siphya Road
Bangkok 10500
Telephone: (662) 237-5457/5464
Facsimile: (662) 236-9419

Premier Industries Co, Ltd.
568 S. Phanich Anand
Sukhu.S.71, Bangkok 10110
Telephone: (662) 392-4243/391-9831
Facsimile: (662) 391-8368

Riche Monde (Thailand)
132 Wireless Road, Bangkok 10500
Telephone: (662) 250-0672/4, 250-0232

Sahapatanapibul
2156 New Petchburi Road
Huaykwang, Bangkok
Telephone: (662) 318-0062
Facsimile: (662) 318-1678

Thai Saeng Groceries
221 Soi Charoen Mitr.,
Sukhumvit 71 Road, Klongton
Bangkok, 10110
Telephone: (662) 381-1064
Facsimile: (662) 381-2382

Villa Supermarket Company Limited
591/1 Soi Daengudom
Sukhumvit Road, Bangkok, 10110
Telephone: (662) 258-5072
Facsimile: (662) 259-1077

Prairie Marketing Ltd.
Mahaviwat Bldg., 4th Floor, 35 Soi Lerdnava
Krungthep-kreetha Road, Bangkok, 10240
Telephone: (662) 379-3191-2,731-6700-3
Facsimile: (662) 731-6703,379-4711

Robinson Department Store
139 Ratchadapisek Road
Huaykwang, Bangkok 10310
Telephone: (662) 249-9344/9, 248-8355
Facsimile: (662) 246-0151

Siam Jusco
129 Ratchadapisek Road
Huaykwang, Bangkok 10400
Telephone: (662) 641-2805/10
Facsimile: (662) 246-5985, 245-8760

Wanichwattana
41 Anuwong Road, Bangkok 10100
Telephone: (662) 222-2450, 224-8044

CP Seven Eleven Co. Ltd
3/f Sibunruang Bldg., 1
283 Silom road, Bangkok, 10500
Telephone: (662) 631-0223-9
Facsimile: (662) 238-2098

CRC Ahold Ltd.
139 Ratchadapisek Road
Din Daeng, Bangkok, 10320
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Facsimile: (662) 641-3656

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APPENDIX D — KEY GOVERNMENT CONTACTS AND SUPPORT SERVICES

Canadian government contacts

Department of Foreign Affairs and
International Trade
Southeast Asia Division (PSE)
Contact: Mr. Khawar Nasim
Telephone: (613) 995-7662
Facsimile: (613) 944-1604

Agriculture and Agri-Food Canada
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Contact:
Telephone: (613) 759-
Facsimile: (613) 759-

Canadian Embassy in Thailand
12th Floor, Boonmitr Building
138 Silom Road
Bangkok 10500
Contact: Mr. Ken Lewis
Telephone: (66-2) 237-4126
Facsimile: (66-2) 236-7119

Canadian Export Development Corporation
151 O'Connor St
Ottawa, ON K1P 5T9
Telephone: (613) 598-2500
Facsimile: (613) 598-2503

Thailand government offices in Thailand

Thai Ministry of Public Health
Sam Sen Road, Bangkok 10200
Telephone: (66-2) 282-4180-5, 282-8330
Facsimile: (66-2) 281-8199

Department of Medical Sciences
6th Floor, Building #5
693 Bamrung Muang Road
Yot-Se, Bangkok 10100
Telephone: (66-2) 223-9873

Department of Science Services
Rama IV Road
Bangkok 10400
Telephone: (66-2) 246-0065, 246-1387-95

Government importing agent
Thai Ministry of Commerce
Public Warehouse Organization (Or-Kor-Sor)
Maharaj Road, Bangkok 10200
Telephone: (66-2) 222-8821, 222-4505, 222-8829
Facsimile: (66-2) 226-2653

Thai Ministry of Agriculture and Cooperatives
4 Rajadamnoen Nok Avenue
Bangkok 10200
Telephone: (66-2) 281-5955
Facsimile: (66-2) 281-3514

Thai Customs Department
Thanon Sunthornkosa
Klong Toey, Bangkok 10110
Telephone: (66-2) 249-0431
Facsimile: (66-2) 249-2874

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Rajadamnoen Klang Road
Bangkok 10200
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44th Floor, Scotia Plaza
40 King Street West
Toronto, Ontario, M5H 3Y4
Telephone: (416) 367-6750
Facsimile: (416) 367-6764

Chambers of commerce and industry associations

Thai-Canadian Chamber of Commerce
 19th Floor, CP Tower
 313 Thanon Silom Road
 Bangkok 10500
 Telephone: (66-2) 231-0891
 Facsimile: (66-2) 231-0893

Enterprise Thailand-Canada
 19th Floor, CP Tower
 313 Silom Road
 Bangkok 10500
 Telephone: (66-2) 231-0894
 Facsimile: (66-2) 231-0900

Board of Trade of Thailand
 150 Rajbopit Road
 Bangkok 10200
 Telephone: (66-2) 221-0555
 Telex: 84309 BOT TH

Thailand Business Association of Canada
 280 Spadina Avenue, 4th Floor
 Toronto, Ontario, M5T 2E3
 Telephone: (416) 597-8212
 Facsimile: (416) 597-8751

Thai Chamber of Commerce
 150 Rajbopit Road
 Bangkok 10200
 Telephone: (66-2) 221-3351
 Facsimile: (66-2) 225-3372
 Telex: 72093 TCCTH

Asia-Pacific Foundation of Canada
 999 Canada Place, Suite 666
 Vancouver, B.C., V6C 3E1
 Telephone: (604) 684-5986
 Facsimile: (604) 681-1370

Canadian banks in Thailand

The Bank of Nova Scotia
 14th Floor, Sathorn Thani Building 1
 30/37 North Sathorn Road, Bangkok 10500
 Telephone: (66-2) 236-6043/5512
 Facsimile: (66-2) 236-5980
 Telex: 84422 BNS BKK

Canadian Imperial Bank of Commerce
 19th Floor, CP Tower
 313 Silom Road, Bangkok 10500
 Telephone: (66-2) 231-0894
 Facsimile: (66-2) 231-0900

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READER EVALUATION

Please help the Team Canada Market Research Centre to produce market reports which meet your information needs by completing this evaluation form and returning it by facsimile at (613) 943-8820. Thank you for your valuable input.

1. How did you obtain a copy of this market report?

- InfoCentre FaxLink system Government worldwide web site
 InfoCentre help line InfoCentre bulletin board system
 Local government office Other: _____

2. How would you describe this market report?

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complete	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Well organized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Well written	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ideal length	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. In what form do you prefer to obtain these reports?

- Print Electronic

4. Based on the information in this report, what specific action(s) does your organization plan to take in this market? Check all that apply.

- Seek an agent/distributor Contact Canadian trade office abroad
 Visit the market Participate in a trade show abroad
 Do more research Nothing
 Other: _____

5. What other market reports would be of benefit to your organization? Please identify specific products and countries.

6. Which of the following categories best describes your organization? Check one only.

- Processor/manufacture Government
 Trading house Student/academia
 Export service provider Consultant
 Industry/trade association Other: _____

7. What were your organization's total sales last year, in Canadian dollars?

- Less than 10 million 10 million to 50 million
 More than 50 million Not applicable

Additional comments/suggestions for improvement: _____

OPTIONAL — The name of your organization is: _____

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