
ACTION PLAN

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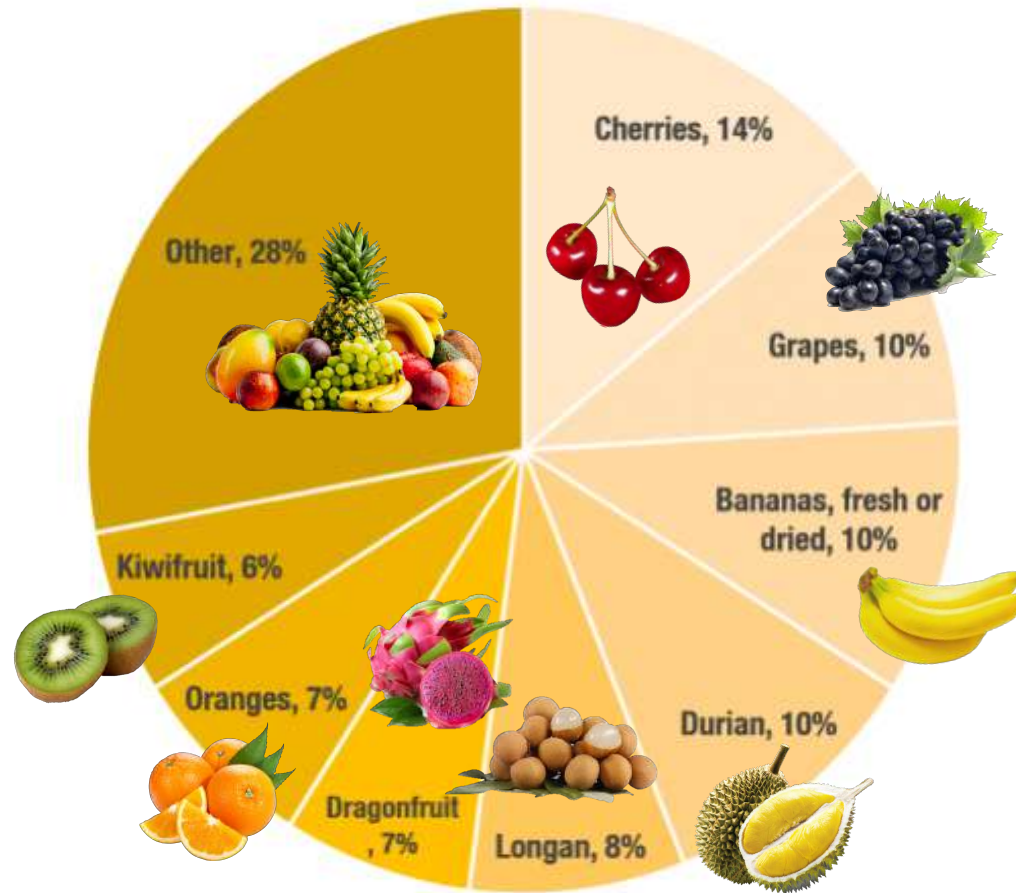
Thailand Export

MARKET

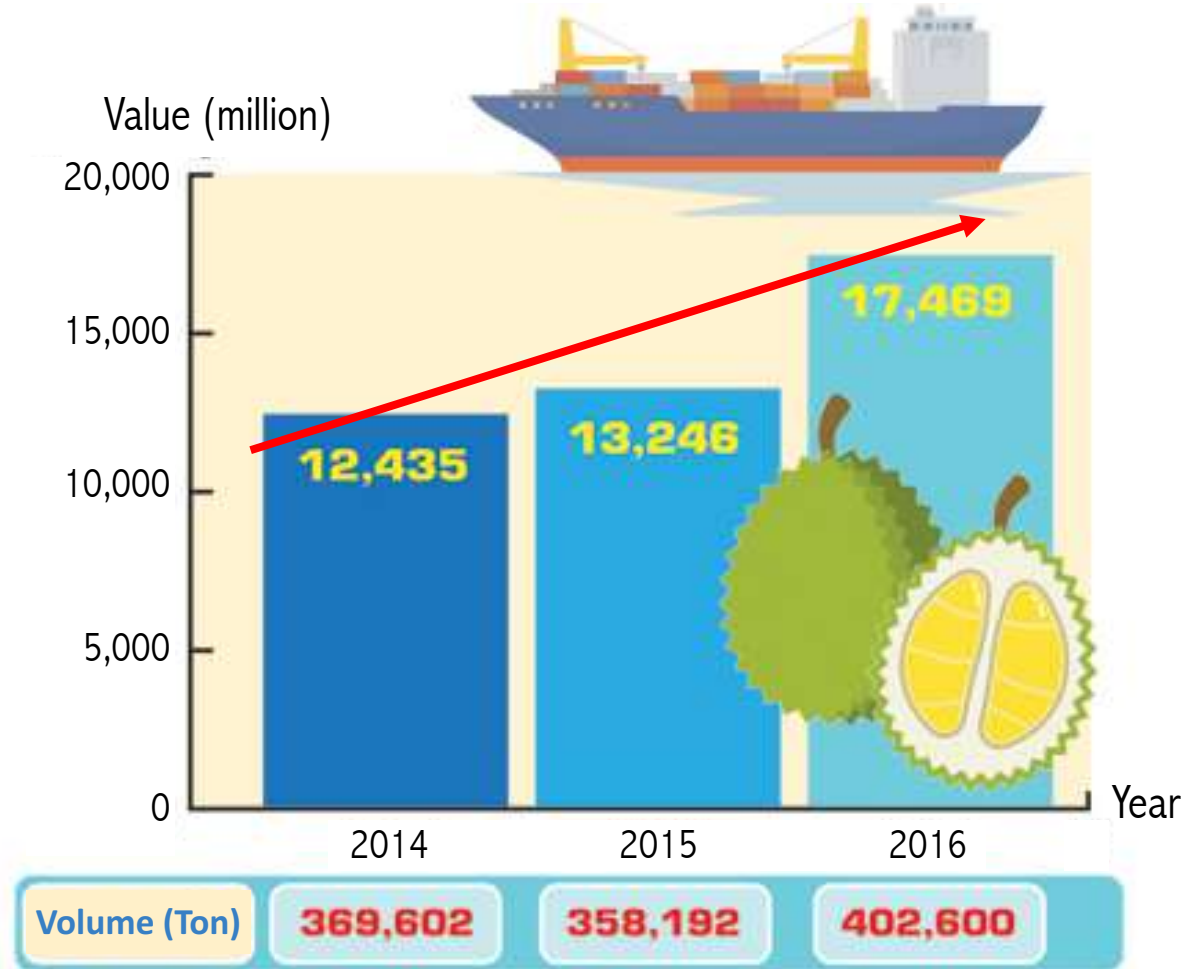


2017 China Fruit Imports by Category

For categories whose imports exceeded USD 300 million, expressed as percentage of total 2017 import value



Thai Durian Export Statistics



Good Character of Durian



Current Problem

**“Immature
Durian”**



Current Problem



Necessary Activity



Develop Traceability System

Expected Outcomes



Sell the Good Quality Products



Products are Certified.



Consumers Trust



Higher Willingness to Pay



Apply to Other Agricultural Products

Time Frame

5 Months Project



**THANK
YOU!**