

# THAILAND: COMPANY PERSPECTIVES

AN ITC SERIES ON  
NON-TARIFF MEASURES





THAILAND:  
COMPANY PERSPECTIVES

AN ITC SERIES ON  
NON-TARIFF MEASURES

## Abstract for trade information services

ID= 43215

2016

C-45 764 THA

International Trade Centre (ITC)

**Thailand: Company Perspectives – An ITC Series on Non-Tariff Measures**

Geneva: ITC, 2016. xii, 90 pages

Doc. No. MAR-16-29.E

Country report, part of a series of publications assessing the impact of Non-Tariff Measures (NTMs) on the business sector, based on a large-scale survey conducted in Thailand with companies directly reporting burdensome NTMs and the reasons why they consider them to be trade barriers; analyses survey findings and compares them to other sources on NTMs to identify regulatory, procedural and infrastructural obstacles in Thailand, its partner countries and transit countries; covers food and agro-based products including rice, rubber, fishery products, and manufactured products covering automotive industry, electronics and electric appliances. The paper outlines policy options discussed at stakeholder meeting; includes NTM classification, and bibliographical references. .

Descriptors: **Thailand, Non Tariff Measures, Trade Policy SMEs, Agricultural Products, Manufactured Products.**

For further information on this technical paper, contact Ursula Hermelink ([ntm@intracen.org](mailto:ntm@intracen.org))

---

English

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

ITC, Palais des Nations, 1211 Geneva 10, Switzerland ([www.intracen.org](http://www.intracen.org))

Digital image(s) on the cover: © iStockphoto

© International Trade Centre 2016

ITC encourages the reprinting and translation of its publications to achieve wider dissemination. Short extracts of this technical paper may be freely reproduced, with due acknowledgement of the source. Permission should be requested for more extensive reproduction or translation. A copy of the reprinted or translated material should be sent to ITC.

## Acknowledgements

The International Trade Centre (ITC) expresses its appreciation to the representatives of enterprises and experts who agreed to be interviewed and shared their experiences on regulatory and procedural trade obstacles.

This report was written by Watcharas Leelawath and Samidh Shrestha. Ursula Hermelink and Samidh Shrestha initiated the survey. Abdellatif Benzakri contributed to data quality control and provided statistical support. Jonas Markgraf provided additional research support. ITC acknowledges Rapid Asia Co., Ltd, which conducted the interviews in Thailand.

We thank the Department of Foreign Trade, Ministry of Commerce of Thailand for its trust and support throughout the project and express our gratitude to all partners, stakeholders, ITC colleagues and participants in the stakeholder meetings for their comments, suggestions and recommendations.

We also thank the United Nations Economic and Social Commission for Asia for its support in organizing the national stakeholder meeting on 29 October 2014 in Bangkok, Thailand.

Special thanks to Dianna Rienstra for editing and content support and to the ITC publications team for production management and quality control.

The Non-Tariff Measures Survey in Thailand was implemented as part of the ITC Programme on Non-Tariff Measures under the general supervision of Mondher Mimouni, Chief, ITC Market Analysis and Research Section. The non-tariff measures team thanks the ITC Office for Asia and the Pacific for its valuable guidance and support during the survey.

The financial contribution of the United Kingdom Department for International Development is gratefully acknowledged.

## Contents

Acknowledgements	iii
Acronyms	vii
Executive summary	ix
<b>Introduction to non-tariff measures</b>	<b>1</b>
<b>Chapter 1 Trade and trade policy overview</b>	<b>4</b>
1. Thailand: A country snapshot	4
1.1. Economic situation	4
1.2. International trade patterns	6
2. Multilateral, regional and bilateral trade agreements	8
3. National trade policy and export tariffs	11
3.1. Import policy	11
3.2. Export policy	12
3.3. Thailand's rice policy	13
3.4. Economic policy after the 2014 military coup	15
<b>Chapter 2 Non-tariff measures survey methodology and implementation</b>	<b>17</b>
1. Survey implementation and sampling methodology	17
1.1. Timeline and principal counterparts	17
1.2. The non-tariff measures survey process	17
1.3. Implementation challenges	20
2. Captured data and evaluation approach	20
<b>Chapter 3 Survey results on companies' experiences with non-tariff measures</b>	<b>23</b>
1. Aggregate results	23
1.1. Cross-country comparison and affected sectors	23
1.2. Major problems with non-tariff measures and related procedural obstacles	24
1.3. Most common problems faced by exporters	25
1.4. Most common problems faced by importers	32
2. The agri-food sector	35
2.1. The role of the sector	35
2.2. Affected companies	37
2.3. Exporters' experience with non-tariff measures applied by partner countries	38
2.4. Exporters' experiences with regulations in Thailand	45
2.5. Procedural obstacles and the inefficient trade-related business environment	47
3. The manufacturing sector	49
3.1. The role of the sector	49

3.2.	Affected exporting companies	50
3.3.	Exporters' experience difficulties with partner country regulations	51
3.4.	Exporters' experiences with regulations at home	57
3.5.	Companies' experiences with POs affecting the manufacturing trade	58
<b>Chapter 4.</b>	<b>Public sector perspectives and new developments</b>	<b>61</b>
<b>Chapter 5</b>	<b>Policy options and the way forward</b>	<b>71</b>
<b>Appendix I</b>	<b>Non-tariff Measures Surveys: global methodology</b>	<b>75</b>
<b>Appendix II</b>	<b>Non-tariff measures classification</b>	<b>81</b>
<b>Appendix III</b>	<b>Procedural obstacles</b>	<b>84</b>
<b>Appendix IV</b>	<b>Agenda of stakeholder meeting</b>	<b>85</b>
<b>References</b>		<b>87</b>

**Tables**

Table 1.	ASEAN Economic Community blueprint – pillars and core elements	10
Table 2.	Tariffs applied and preferences granted by major importing partners, agricultural and manufacturing goods	12
Table 3.	Share of companies affected by burdensome non-tariff measures or related obstacles to trade, based on phone screening results	23
Table 4.	Partner countries applying burdensome NTMs on Thai exports	29
Table 5.	Export of agri-food products – NTMs applied by partner countries and reasons making them burdensome	40
Table 6.	Export of agri-food products – burdensome NTMs applied by partner countries	41
Table 7.	Export of agri-food products – burdensome NTMs applied by Thai authorities	46
Table 8.	Export of agri-food products – NTMs applied by Thailand and reasons making them burdensome	47
Table 9.	Export of agri-food products – POs at domestic institutions and in partner or transit countries	48
Table 10.	Export of manufactured products – NTMs applied by partner countries and reasons making them burdensome	53
Table 11.	Export of manufactured products – NTMs applied by Thailand and reasons making them burdensome	58
Table 12.	Export of manufactured products – POs at domestic institutions and in partner or transit countries	59

**Figures**

Figure 1.	Thailand's real GDP growth rate, 1985–2014	4
Figure 2.	Thailand's composition of GDP, 2014	5
Figure 3.	Thailand's inflation of consumer prices, 2000–2014	6
Figure 4.	Thailand's export and import figures, 2001–2014	6
Figure 5.	Markets for Thailand's exports and top five export products, 2014	7
Figure 6.	Supplying markets of Thai imports and top five import products, 2014	8
Figure 7.	Top five global rice exporters, by quantity	14
Figure 8.	Number of companies interviewed by telephone and face-to-face	18
Figure 9.	Distribution of interviews by company size	19
Figure 10.	Distribution of interviews by main export sector	19
Figure 11.	Share of Thai companies affected by NTMs, by size	24
Figure 12.	Share of exporting companies affected by NTMs, by sector	25
Figure 13.	Types of burdensome regulations experienced by Thai exporters	26
Figure 14.	Why exporters face difficulties with NTMs	27
Figure 15.	Share of total exports and share of NTMs applied by selected partner countries, 2013	30
Figure 16.	Burdensome NTMs applied by Thai authorities on exports	31
Figure 17.	Cases of POs and inefficient TBE faced by exporters in Thailand and partner countries	32
Figure 18.	Burdensome NTMs faced by importers in Thailand	33

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_22938](https://www.yunbaogao.cn/report/index/report?reportId=5_22938)

