



Dear Readers,

First of all, GTZ Thailand would like to wish you a Happy, Healthy and Prosperous New Year 2008.

In 2007 the Thai-German Programme For Enterprise Competitiveness GTZ, together with its Thai partners from the public and private sectors, achieved quite a number of impacts. In order to improve the performance of Thai SMEs to meet international standards of best practice the programme partners implemented many interventions within the selected sub-sectors: palm-oil, shrimp, saa-paper, fruits & vegetables and tapioca.

Within the framework of sustainable economic development, the programme's activities cover energy and resource-efficiency, farm management and organization, profitable environment management, research and innovation, quality structure and certifications as well as financial services, market development and export promotion.

GTZ would like to thank all partners involved for their contributions and achievements in 2007. We look forward to working with you to address new and exciting challenges in 2008.

For further information on the Thai-German programme, please also visit our website: www.thai-german-cooperation.info

Sincerely yours
Juergen Koch
Country Director GTZ Thailand

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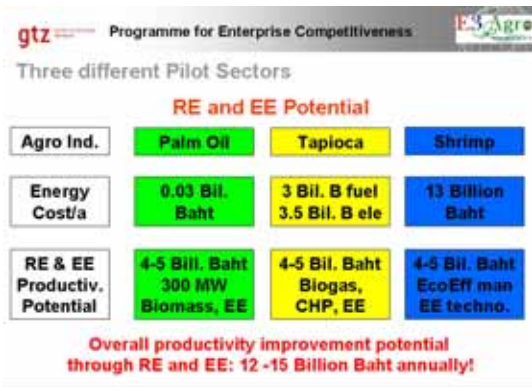
Eco-Efficiency Instruments Enhance Competitiveness of Thai SMEs



On 22 November 2007 GTZ, the Federation of Thai Industries (FTI) and the Engineering Institute of Thailand (EIT) organized a compact seminar on energy- and resource-efficiency management. The seminar focused on tools, processes and methods, which are currently available to small and medium sized enterprises (SMEs), and aims to help businesses profit from these instruments. Most of them have been applied within the Thai-German Programme for Enterprise Competitiveness (T-G PEC), which works with SMEs as well as associations, institutions and governmental bodies aiming at long-term industrial competitiveness, environmental protection as well as sustainable consumption and production.

Over 150 participants joined the compact seminar. After a concise overview of the possibilities and limitations of selected state-of-the-art of instruments during the morning, the participants took part in four parallel sessions in the afternoon to discuss the selected instruments in more detail. These were as follows:

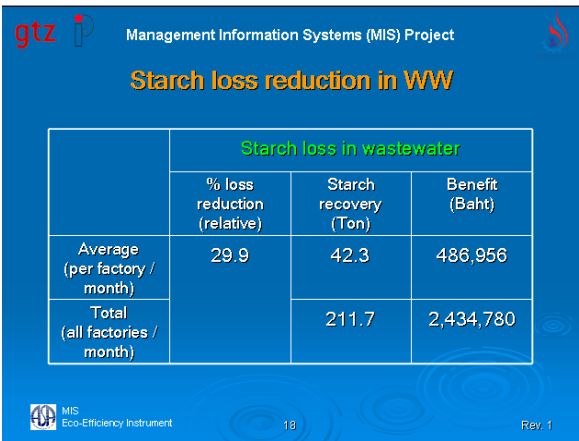
- Benchmarking: energy-efficiency in selected sectors of agro-industry
- Profitable Environmental Management (PREMA): resource-efficiency program for SMEs
- Management Information Systems: production management in the starch factory
- Cleaner Production



Energy- and Resource-Efficiency Potential

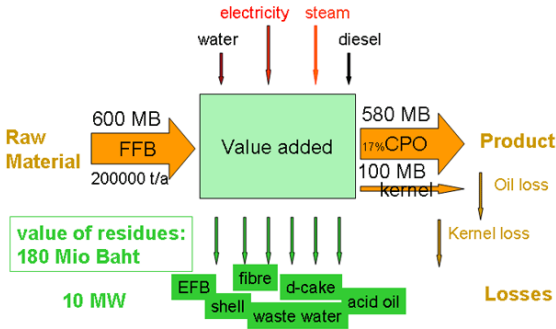


Resource Efficiency Tools for SMEs



MIS in the Tapioca Industry

Example: KPI & Material Flow of Palm Oil Mill



Material and Energy Flow in Palm Oil

In order to visualize the benefits for SMEs, several case studies from the PEC were presented by the partners, including the Department of Industrial Works (DIW), Department of Alternative Energy Development and Efficiency (DEDE), Department of Environmental Quality Promotion (DEQP) and the Thailand Environment Institute (TEI).

Combined with other business development services, e.g. certification, farm management, technological innovations and marketing, the above instruments continue to contribute to the overall impact of the Thai-German Programme for Enterprise Competitiveness. The following table summarizes the key impacts.

	Productivity & Performance	Resource Efficiency	Facilitation of Innovations
Palm-Oil	<ul style="list-style-type: none"> ▪ Productivity increase of 10% ▪ Profit increase of 10 % ▪ Additional income from biomass-to-energy 	<ul style="list-style-type: none"> ▪ 11% energy saving ▪ 12% reduction of steam consumption ▪ Water use efficiency increase by 7% ▪ Oil loss rate reduced by 12% 	<ul style="list-style-type: none"> ▪ Bio gas plants ▪ Analysis laboratory for leaf and soil ▪ New credit products
Shrimps/ Aquaculture	<ul style="list-style-type: none"> ▪ "Shrimp survival rate" increased by 47% ▪ Output improved by 17.5%. ▪ Market share rose 45% from 1.83% to 2.65% 	<ul style="list-style-type: none"> ▪ Potential energy saving of xyz millions THB 	<ul style="list-style-type: none"> ▪ 1st organic certification for black tiger shrimp
Mulberry (Saa) paper	<ul style="list-style-type: none"> ▪ Increase from 0.75 to 0.95 kg fibre/kg of bark ▪ 10% reduction in production costs ▪ 35% rise in profit margin by pilot higher value environmental-friendly products 	<ul style="list-style-type: none"> ▪ 26% chemicals saving (pilot) ▪ 10% less dye residues in waste water ▪ 14% water saving 	<ul style="list-style-type: none"> ▪ Steam pressure boiler ▪ Use of eco-friendly chemicals in cell fiber production ▪ 1st organic paper certification
Fruits and Vegetables (Tangerine, Longan)	<ul style="list-style-type: none"> ▪ 10% reduction in production costs ▪ Increase of 46% ("A" and "AA" products) ▪ 10% rise in EU market share ▪ 20% increase in export profits 	<ul style="list-style-type: none"> ▪ 13% fertilizer saving ▪ Ratio of chemical: organicfertilizer reduced from 2.25:1 to 1:1 	<ul style="list-style-type: none"> ▪ Improved production process and machines ▪ Freezing process ▪ Extraction equipment ▪ New recipes

All presentations of the compact seminar are available for download at: www.thai-german-cooperation.info

Energy and Eco-Efficiency in Thai Shrimp Farms

The E3Agro project under the German Technical Cooperation (GTZ), the Thai Department of Alternative Energy Development and Efficiency (DEDE) and the Thai Department of Fisheries (DoF) started working in the shrimp sub-sector in December 2006, aiming to enhance the competitiveness of the Thai shrimp industry through improving energy and eco-efficiency in shrimp farms, hence improving productivity of the business. Various interventions were designed and implemented by E3Agro, working in cooperation with key stakeholders:



1. *Energy and Eco-Efficiency Benchmarking* for continuously monitoring 3 KPIs: (a) electricity consumption per yield (kWh/kg shrimp), (b) diesel consumption per yield (litre/kg shrimp) and (c) energy cost per yield (baht/kg shrimp).

2. *Energy Loss in Aeration System Evaluation*. The evaluation results show that the energy efficiency of aeration systems in shrimp ponds is rather low (33%). The main energy losses are caused by inefficient motors and inefficient power transmissions (gearbox, belt-and-pulley) which are >30% and 28% respectively. Therefore more efficient motors and regular maintenance of the equipment would

help reduce these losses.

3. *Water Quality Monitoring and Analysis*. 14 parameters were closely monitored over the duration of a culture period. This resulted in increased awareness among the shrimp farmers concerning farm management and the need to optimize aerator operational hours (on/off timing) by monitoring the importance of water quality, particularly dissolved oxygen (DO) and pH.

4. *Aerator Testing* together with Asian Institute of Technology (AIT) for determining oxygen transfer efficiencies (kgO₂/kWh) and water body mixing capacities of 6 types of paddle wheels sampled from cooperating farms under standardized laboratory conditions.

5. *Feed Analysis of Commercial Aqua-feeds*. Six commercial feed samples were submitted to proximate analysis and amino acid profile analysis. They were all found to be of good quality and suitable for use as a complete nutrient supply.



After gaining some practical results and experiences through the above specific interventions, E3Agro continues to serve as a facilitator in the development of strategies and action plans to promote energy and eco-efficient shrimp farming in Thailand. The facilitation of the promotional process employs a step-by-step approach, and started with a kick-off workshop to bring together key players in the shrimp farming sector to share experiences and ideas on strengthening shrimp farming in Thailand, focusing on improving productivity through enhancing energy and eco-efficiency. This kick-off workshop, organized on 19 December 2007 at the Miracle Grand Hotel, Bangkok attracted a total of 76 participants, comprising 17 shrimp farmers, 16 government representatives, 13 representatives

from technology services providers, 12 academic professors, 5 bankers, and 13 GTZ staff and international experts. The workshop results will be summarized and elaborated further with the key stakeholders through individual meetings and focus group discussions, in order to develop recommendations to address the many challenges faced by the sector.

Thailand to Develop Globally Recognized Quality System “ThaiGAP”

ThaiGAP was launched by The Thai Chamber of Commerce and the Thai Fruit and Vegetable Producers' Association, with substantial funding support from the Office of Small and Medium Enterprises Promotion (OSMEP), which is part of the Ministry of Industry. The aim of this project is to develop food safety and quality standards for Thai agricultural products that are internationally recognized as equivalent to the GLOBALGAP standard. Such recognition will improve small farmer access to higher value markets worldwide.



The government and the private sector are expected to take up to two years working together to complete the development of the ThaiGAP standard. The project is supported by Kasetsart University, the National Bureau of Agricultural Commodity and Food Standards (ACFS), the Department of Agriculture and the Department of Agriculture Extension (Ministry of Agriculture and Cooperatives).



GTZ and PTB (German National Metrology Institute) are the key partners in this project, and have cooperated with several institutions in Thailand to strengthen the national quality infrastructure, particularly in the area of fresh fruit and vegetables. The interventions are: to pilot test Option 2 of GLOBALGAP (which aims to reducing certification costs through certification of farmer groups); to work with leading Thai retailers to agree on a higher level of domestic standards; to create together with the Thai Chamber of Commerce a ThaiGAP eventually benchmarked with GLOBALGAP; and finally, to work with the National Technical Working Group to provide interpretation guidelines of GLOBALGAP for Thai conditions.

In the past, exporters have faced numerous problems in accessing higher value export markets. The entry point to these markets is food safety and quality; and in Thailand the best path towards achieving and ensuring this is to implement and manage transparent food safety and quality standards by benchmarking ThaiGAP with the internationally recognized GLOBALGAP standard. ThaiGAP aims to educate small farmers to comply with international food safety and quality requirements and help them to increase their net incomes. Once ThaiGAP has been successfully approved as equivalent to GLOBALGAP, the next step is to benchmark against ChinaGAP and J-GAP (Japan) as these are key markets for Thai fresh produces.

Through the combined efforts of both public and private sectors in supporting and developing the ThaiGAP standard, the project will be extended to include the livestock and fisheries sectors. This will certainly assist a large number of Thai farmers to improve their ability to comply with specific food safety requirements and participate in export opportunities, as well as encourage agricultural sustainability in Thailand.



GTZ Promotes Thai Organic Product Export to the World Market



Global demand for organic food has grown rapidly in the past few years. Consumers worldwide are more health-conscious and aware of food safety. They are increasingly wary of consuming food containing chemical residues, and concerned about environmental degradation resulting from the use of agrochemicals. Hence, organic food products have become an interesting option for Thailand and for Thai farmers. Thai organic products have a high potential in international markets, particularly in western countries, where tropical fruit and vegetable and rice are in high demand. However, to access these markets, it is crucial to be aware of the fast-changing global market trends,

consumers' motivations to choose organic products, and the regulatory requirements of specific markets and trading partners, in order to compete successfully in such a challenging global market.

In October 2007, under the Thai-German Programme for Enterprise Competitiveness, GTZ led delegations from the Ministry of Agriculture and Cooperatives (MoAC) and the Ministry of Commerce to meet with senior officials of the German Federal Ministry of Food, Agriculture and Consumer Protection to learn about the German government's policies and support for organic products. Moreover, they had the opportunity to study the latest developments in organic product consumption, market trends and organic farm management in Germany, many of which can be applied to Thai conditions. Although Thailand's organic exports are still relatively low, with a total export value of around 11 million USD (321 million baht) in 2006, most of this is destined for European markets. Highest on the export list was rice, followed by fresh vegetables and fruits. The market information gained during this visit will help boost the confidence of Thai farmers on the tremendous potential for growth in organic exports to Germany and other European countries.



In Germany, the German Federal Ministry of Food, Agriculture and Consumer Protection maintains a policy to vigorously promote organic agriculture by developing training workshops for farmers and giving high priority to research and development. On the consumption side, the Ministry disseminates information on the benefits of organic food consumption to consumers. Moreover, school projects help to increase awareness of children and young people on the benefits of organic products and environmental conservation.

The MoAC delegations had the opportunity to visit supermarkets and specialist organic shops, commonly found throughout Germany. These shops carry many organic products, both locally grown and imported. Top sellers are fruits and vegetables. The delegation later visited organic farms to learn and discuss organic farming practices with German farmers.

From the study trip to learn about organic product policy and markets, participants recognized the opportunity to export Thai organic products to Europe, particularly Germany, which is the largest importer of organic products.



Crop Management Pilot Project

Upon our return from the "Citrus Study Mission" which took place in June 2007, tangerine growers expressed strong interest in applying in their own orchards the crop management techniques which were demonstrated during the study mission. Given the strong demand for crop management advisory services, GTZ has been working with the Industrial Promotion Region 1 (IPC1), Terragro Technology Thailand ("T-Tech") and the growers themselves to launch a pilot project for crop management services.

The pilot project will last from January-December 2008 and will be implemented in 3 northern provinces (Chiang Rai, Chiang Mai and Mae Hong Son). The



participating growers are medium sized orchards with plantation areas ranging from 200 – 900 rai. Each grower will set aside a demonstration plot of 20 rai for the experimental crop management system where the crop management consultant from T-Tech will provide services such as soil and water testing, bug and disease monitoring, agricultural input consultation for improving crop nutrient use, an irrigation system and the use of integrated pest management (IPM) practices for pest control. Under this pilot project, T-Tech will provide sensor probes and crop management services on a free of charge basis for a period of 12 months whilst IPC1 and the participating growers will cover travelling expenses for the crop management consultants.

It is anticipated that the crop management services would, depending on the current farming practice of each participating orchards, lead to one or more of the following impacts:

- increase yields by weight or grade;
- reduce production costs especially those associated with chemical pesticides and fertilizers;
- improve the ecological balance around the plantation area; and
- increase productivity of participating growers.



As of December 2007, at least 5 medium sized orchards expressed interest in participating in the pilot project. By the end of 2009, it is expected that participating orchards and interested orchards would apply the crop management services to all of their plantation areas which covers an area of 4,030 rai or 620 ha.

Cooperation with German Research Institutes to Develop Thai Bioplastics

GTZ has initiated a collaborative project with Thailand's National Innovation Agency (NIA) and the Thai Bioplastics Industry Association (TBIA) to enhance Thai capacity and technologies to develop tapioca based bioplastics in Thailand. GTZ has contracted the Fraunhofer Gesellschaft, one of Germany's most highly-renowned technology and research institutions, to provide a bioplastics expert as the project's consultant. This consultant will advise on technologies, institutional settings, policy development and economic framework conditions as well as on market development, with the overall aim of enhancing the competitiveness of the Thai bioplastics industry.



In order to update information on bioplastics technologies, markets and certification systems, representatives of TBIA and NIA attended the 2nd European Bioplastics Conference on 21-22 November 2007 in Paris, France. At the conference, TBIA president Mr. Somsak Borrisutthanakul presented Thailand's Bioplastics Roadmap showing Thailand's advantages and commitment to promoting investment in the sector, and invited international bioplastics producers to invest in Thailand's tapioca-based bioplastics industry. During the conference an MoU was signed between TBIA, the European Bioplastic Association (EuBP) and the International Biodegradable Products Institute (BPI, US-based). The MoU formalizes the commitment of

EuBP and BPI to support TBIA in developing certification and identification programmes for bioplastics products.

With the support of GTZ and PTB (The National Metrology Institute in Germany), NIA and TBIA have also discussed with DIN Certo (the German bioplastics certification body) for future cooperation on establishing a biodegradability testing laboratory and certifying system in Thailand.

Closing Ceremony of the Thai-German Solid Waste Management Project

The Thai-German project on "Improvement of the Municipal Solid Waste Management in Phitsanulok" was officially concluded at a closing ceremony on 13 November 2007, at the Nai Lert Park Hotel in Bangkok. In their opening speeches Dr. Michael Banzhaf (Deputy Head of Mission and Head of the Economic Section of the German Embassy) and Dr. Saksit Tridetch (Permanent Secretary of the Ministry of Natural Resources and Environment, MNRE) acknowledged the outstanding contribution of the project to the development of a resource-saving and sustainable waste management system in Thailand. This community-based concept for solid municipal waste management in Phitsanulok now stands as proof of the viability of a participatory, ecologically, economically and socially well-balanced waste management system, and has attracted much acclaim nationwide as a model system.



The most important practical accomplishments of the project are the construction and operation of a sanitary landfill site in Phitsanulok, introduction of a mechanical-biological waste treatment (MBT), development, introduction and promotion of a "Community-Based Waste Management (CBM)"-concept, improvements in cost-efficiency, establishment of private-public-partnerships in the recycling and "waste-to-energy" sectors. Most importantly, the project has made a major contribution to inform national policy-making in issues related to privatization, packaging, and management of construction and demolition wastes.

As a sign of its commitment for the future engagement of the Municipality of Phitsanulok, the Mayor of Phitsanulok announced the establishment of the Dr. Schoel Foundation, in honour of Dr. Walter Schoel, who served as Principal Advisor for the project until his untimely death due to the 2004 tsunami. The Foundation will promote increased efficiency in solid waste management, and especially will focus on the continuous dissemination of information relating to CBM and MBT.

GTZ Workshop on “Harvesting and Grading of Paper Mulberry” in Lao PDR

During 12-13 November 2007, the Industrial Promotion Region 1 (Northern Region), University of the Thai Chamber of Commerce and GTZ collaboratively organized a workshop on “Harvesting and Grading of Paper Mulberry” for Laotian farmers, paper mulberry traders and relevant agencies including Luang Prabang Chamber of Commerce, Luang Prabang Agricultural Office, Luang Prabang Industrial and Trade Office and the Netherlands Development Organization (SNV) at Baan Lao Hotel in Luang Prabang. This second workshop was preceded by the first workshop in Xayaboury province in April 2007. Both workshops were led by trainers from Siamphomprathan Company Limited, who worked closely with the Thai Chamber of Commerce on technology transfer and the development of the paper mulberry harvesting and grading manual in Laotian for future distribution in Lao PDR.



The workshop was the result of a joint agreement between Thailand and Lao PDR in November 2006. The initiative aimed to develop an environmentally-friendly saa paper industry, resulting in enhanced competitiveness in the world market and sustainability of the industry. Besides sharing knowledge on appropriate harvesting and grading of paper mulberry in theory and in practice by demonstration, the workshop provided a venue for dialogue between Thai and Laotian traders to strengthen and ensure future fair trade of paper mulberry.

Besides enhanced understanding and interest of Laotian farmers and traders in Luang Prabang and Xayaboury provinces on better harvesting and grading processes, the workshop contributed to an agreement between Thai and Laotian agencies to develop collaborative mechanisms for sustainable trading of graded paper mulberry. This included a joint effort between Luang Prabang Industrial and Trade Office and Siamphomprathan Company Limited to expand workshops for farmer groups in other villages in Luang Prabang and the signing of a joint agreement on 13 November 2007 for fair trade trial of at least 20 metric tons of graded paper mulberry. Trading will start in the next harvesting season, between March and April of 2008.

GTZ and Univanich Join Hands to Offer the 1st Oil Palm Field Day



Up to 40 percent of Thailand's current palm area is in need of replanting. About 20 percent consists of old plantations and the other 20 percent is of poor genetic quality with substantially reduced production potential. One of the key factors to improve palm oil plantation yields is to replace old unproductive stock with new, more productive cultivars. In this respect, Univanich Public Company Limited has developed a world-class palm breeding and progeny testing programme, and its research and development efforts in all aspects of palm management have been recognized locally and internationally.

GTZ and Univanich joined hands in organizing “1st Univanich Oil Palm Field Day”.

The event, held in Krabi on 15th December 2007, aimed to demonstrate the benefits of high quality palm genetics, as well as good palm management practices. Krabi's Deputy Governor, Mr. Thawakom Kemasiri, presided over the opening session. The venue was well attended by 1,000 visitors, half of which were individual oil palm farmers. Other participants included researchers from universities and research institutes, government officials, crushing mills as well as the media.

The event was structured with 6 stations featuring specific aspects of palm oil production, including pre-nursery and seeds technology, replanting methods, progeny trials and the results of other research and development work. In conjunction with the field day, 8 other trade exhibitors that support the palm industry also participated in the event.

GTZ and PNAC Penetrate the Indian Market with Dried Longan

China is the largest export market for Thai longan, playing a key role and influencing the trade mechanism of both fresh and dried fruit. To develop new opportunities for longan export to new markets, GTZ and the Industrial Promotion Region 1 (IPC1) under the Promotion of Northern Agro-Industry Cluster (PNAC) are together encouraging SMEs to learn how to access these new markets by participating in trade fairs and meeting with prospect clients.



From 19-21 November 2007, PNAC led northern longan exporters to participate in the World of Food India 2007 at the Bombay Exhibition Centre in Mumbai, India. Two types of dried longan - golden dried longan and dried longan with shell, were displayed at the Thailand booth, with the support of Thailand's Department of Export Promotion. Participation in this trade fair was very successful for product launch, receiving overwhelming interests from fair participants, who enjoyed the taste of dried longan and ordered the products for market testing. This is an excellent indication of the potential for future exports of dried longan from Thailand to India.

During the visit, longan exporters had the opportunity to study the diverse and interesting wholesale and retail markets of fresh and dried fruits in India. Penetrating a new market in India is a major challenge for exporters because consumers have no prior experience of the products. The trade fair provided an opportunity both for market testing of dried longan and learning about the complexities of the trade environment in India. Moreover, longan exporters gained direct access to importers, distributors and prominent retail chain stores to learn about their trade culture, understand the overall picture of the products and the culture of consumption, which will affect future development of strategies to access the Indian market.

GTZ and NSTDA Promote Thailand Regional Innovation System

GTZ and the National Science and Technology Development Agency (NSTDA) recently signed an MOU on the cooperation project "Mapping and Matching Innovation in Selected Agro Sub Sectors". The objective of this cooperation is to foster Thailand's regional innovation system as a cross-cutting mechanism to promote the agro industry's competitiveness. The project will have a two years duration, focusing on four targeted agro sub sectors-shrimp, palm oil, rubber, and fruit and vegetables. The project began with a joint call for proposals for regional interventions by NSTDA's Technology Management Centre and GTZ. The call was extended through TMC's Industrial Technology Assistance Program Network. Over the two year period, the project will support regional intervention teams comprising research, technology development and innovation (RTDI) intermediaries in different regions: Regional ITAP (Industrial Technology Assistance Programme) networks, Prince of Songkhla University, Silpakorn University and King Mongkut University of Technology, Federation of Thai Industries (Songkhla Chapter) to implement the systematic process of mapping and matching innovations at regional level in the respective agro-industrial sub-sectors.

Ultimately, the project aims (a) to stimulate the development of specific agro-innovations in the selected sectors, which will help improve productivity and incomes, and (b) to support working linkages between supporting regional intermediaries to help them grow into effective networks, or regional innovation systems.



GTZ Joins with Thai Public and Private Sector Banks to Improve Financial Access for SMEs

GTZ together with the Bank for Agriculture and Agricultural Cooperatives (BAAC), the Small and Medium Enterprise Development Bank of Thailand (SME Bank), the Government Savings Bank (GSB) and the Thai Bankers' Association (TBA) recently signed an implementation arrangement concerning the Services for Improving Financial Access (SIFA) Project. The project aims to increase access to finance for small and medium-sized enterprises (SMEs) operating in five agro-industrial sectors including palm oil, shrimp, tapioca, fruits and vegetables as well as saa (mulberry) paper. With a 2 year timeframe running until the end of 2008, the SIFA project focuses its interventions on the core "supply constraint" services in the financial services market including new financial product development services; enhancement of financial institutions' ability to conceptualize, design, and deliver more appropriately-targeted financial service products to SME borrowers, and an improvement in the legal and regulatory framework surrounding financial service delivery to Thai SMEs.



Bio-Energy Tour to Germany

During 23-29 September 2007, GTZ organized a trip for Thai agro-industry owners to visit German bio-energy production plants, bio-energy technology manufacturers and the International Trade Fair on Renewable Energies "RENEXPO". In addition, Dr. Rudolf Rauch, GTZ Advisor of the E3Agro Project, and Mr. Krisada Chavananand, Chairman of Palm Oil Crushing Mill Association, gave a presentation on Biomass Energy and Energy Efficiency Potential in Thai Agro-Industry at the International Forum "Environment Market in Thailand" during the RENEXPO.



Participants gained much-needed technical know-how and held discussions with German companies on co-operation and joint project development. Representatives of the Thai Ministry of Energy and the Department of Alternative Energy and Energy Efficiency also participated in the trip. Besides the visits to the bio-energy production plants/manufacturers and the trade fair itself, the officials were able to exchange experiences and information with energy research centres and chambers of commerce in Germany.

GTZ Joins the TechnoMart/InnoMart as One of the Top Innovative Companies in 2007

From 4-7 October, 2007, the National Innovation Agency (NIA) under the Ministry of Science and Technology, organized its annual "TechnoMart-Innomart 2007" at IMPACT, Bangkok. More than 50,000 people and 116 exhibitors attended this event. The objective is to promote new innovations by Thai individuals, government agencies and companies. The event is divided into 3 main parts; exhibition of innovative companies, forum and events. The events consisted of the InnoOK Grand Sale, Thailand Top Innovative Companies 2007 (including GTZ Thailand) and the National Innovation Awards 2007. GTZ works closely with the National Innovation Agency (NIA) to develop and promote the tapioca-based bioplastics industry. GTZ presented at its booth the Thai-German Programme for Enterprise Competitiveness with the focus on eco-efficiency services and was honoured with a token of appreciation from the National Innovation Agency for its cooperation on the bioplastic project.





5 Organizations Signed an MOU on "Technical Cooperation to Promote Production and Consumption of Organic Agricultural Products"

Maejo University, Earth Safe Foundation, Organic Agriculture Certification Thailand (ACT) and the Thai Organic Trade Association (TOTA) and GTZ signed an MOU on "Technical Cooperation to Promote Production and Consumption of Organic Agricultural Products" on 13 December 2007 to promote and strengthen production and consumption of organic agricultural products in Thailand, and to facilitate production processes that meet both domestic and international

standards. The collaboration stemmed from the appreciation of organic agriculture's importance and potential as the driving force for long term competitiveness of the Thai agro-industry. The five parties agreed to support organic farmers and enhance competitiveness by developing business models, promoting eco-efficiency in business practices, developing market mechanisms to promote organic products and conserve natural resources and the environment according to the organic agriculture concepts. In addition, they will enhance knowledge and understanding of domestic and international consumers on the potential of Thai organic agriculture.

2nd Euro-Asia Conference on Corporate Social Responsibility (CSR)

From 11-12 October 2007 the International College of King Mongkut's Institute of Technology Ladkrabang and the Technische Universität Freiberg with the support from CIM (German integrated experts working in Thai organizations) organized the "2nd Euro-Asia Conference on Corporate Social Responsibility (CSR)" at the Siam City Hotel in Bangkok. 70 participants from various industries and organizations were invited. Opened by Dr. Michael Banzhaf (Deputy Head of the Mission of the German Embassy) and Dr. Sittichai Pookaiyaudom (former Minister of Information Technology), the conference is part of the annual alumni-meeting of the German MBA programme on "International Management of Resources and Environment (IMRE)". Highlights of the presentations are on "Eco-Efficiency-Management Instruments from the Thai-German Programme for Enterprise Competitiveness", a GTZ-Study on "Economics of Chemical Risk Management towards the Competitiveness of Agro-Industrial SME's" as well as on advisory services for rural producers on environmentally friendly textiles.



GTZ Promotes Thai Organic Products: Launching Organic Longan in ANUGA 2007



GTZ, the Ministry of Commerce, Thai Organic Trade Association, Department of Industrial Promotion and longan exporters launched organic longan and organic longan products in the ANUGA 2007 (13-17 October 2007), the world's most important and biggest trade fair on food & beverages in Cologne, Germany. The effort aimed to develop and promote organic agricultural products, provide the product launch opportunity for Thai organic longan exporters and expand export opportunities to new countries. The ANUGA 2007 gave high priority to organic food products in response to increasing demand from health conscious consumers worldwide. More than 160,000 participants from 160 countries worldwide attended the

2007 fair.

Media Coverage 2007

- Print 85 with advertising value of 3,150,420 Baht
- TV 13
- Radio 4
- Website 18



ยกระดับผัก-ผลไม้ไทย จับมือ GTZ บุกตลาดอียู

สหภาพการค้าผักผลไม้ไทย ร่วมกับ GTZ พัฒนาเกษตรกรในภาคตะวันออกให้มีความรู้และมาตรฐาน GAP Option 2 เพื่อเพิ่มขีดความสามารถในการแข่งขันในตลาดอียู (EU) ซึ่งมูลค่า 200,000 ล้านบาท ให้ได้มากขึ้น จากปัจจุบันมูลค่าไทยมีเพียงร้อยละ 1

ผู้สื่อข่าวรายงานว่า สหภาพการค้า (GTZ) ในโครงการยกระดับผัก-ผลไม้ไทยสู่มาตรฐาน GAP Option 2 เพื่อเพิ่มขีดความสามารถในการแข่งขันในตลาดอียู (EU) ซึ่งมูลค่า 200,000 ล้านบาท ให้ได้มากขึ้น จากปัจจุบันมูลค่าไทยมีเพียงร้อยละ 1



Boost sought for organic exports

Agriculture Ministry officials visited organic shops and farms in Germany recently to study and enquire about government policies on organic products and their import

‘กระดาษสา’พันธุ์ใหม่

เป็นมิตรต่อสิ่งแวดล้อม



การพัฒนากระดาษสาเป็นมิตรต่อสิ่งแวดล้อม... (Text continues with details about the new paper mulberry variety and its benefits for the environment.)

Cutting costs for oil-palm farmers

Local farmers could have better support to improve their productivity and reduce costs by adopting new EU agricultural practices...



เกษตรกรชาวสวนปาล์มในภาคตะวันออก... (Text continues with details about the challenges faced by palm oil farmers and the need for cost-cutting measures.)

New standards could help farmers sell to EU

Local farmers could have better support to improve their productivity and reduce costs by adopting new EU agricultural practices...



เกษตรกรชาวสวนปาล์มในภาคตะวันออก... (Text continues with details about the challenges faced by palm oil farmers and the need for cost-cutting measures.)

การเสริมสร้างประสิทธิภาพเชิงเศรษฐกิจ

โครงการความร่วมมือระหว่างสหภาพการค้าผักผลไม้ไทยและ GTZ...



โรดโชว์ฟู้ดไทย

สำนักงานความร่วมมือระหว่างประเทศเยอรมนี (GIZ) ร่วมกับกรมพาณิชย์และส่งเสริมการค้าระหว่างประเทศ...



Energy project extended to tapioca, shrimp

The Agriculture, Energy Development and the German Technical Cooperation (GTZ) project...



'GTZ'เอียร์ไทยผลักดันเกษตรกรให้ผลิตสินค้าเกษตรอินทรีย์

GTZ ประเทศไทยได้ดำเนินโครงการส่งเสริมเกษตรกรให้ผลิตสินค้าเกษตรอินทรีย์...



สาวท. GTZจับคู่เทคโนโลยีนำร่องกลุ่มอุตสาหกรรม

นางสาวท. GTZ จับคู่เทคโนโลยีนำร่องกลุ่มอุตสาหกรรม...



Clean energy partnership

Sun, wind and water power are often not used enough as sources of energy. Germany is also encouraging sustainable energy supplies in other countries.



ไทย-เยอรมันจับมือหนุนเกษตรกรไทยสร้างนวัตกรรมเพิ่มศักยภาพแข่งขัน

นางสาวท. GTZ จับคู่เทคโนโลยีนำร่องกลุ่มอุตสาหกรรม...



Farmers urged to go organic

Organic products with high demand in world markets... (Text continues with details about the benefits of organic farming and the need for farmers to go organic.)



Thai exporters visit paper fair

The Thai-German Programme for Enterprise Competitiveness (GTZ) and the Environment Promotion Department...



ITAPร่วมมือGTZเลือกคู่ค้าเกษตรก่อนการพัฒนาระบบ

ITAP ร่วมมือ GTZ เลือกคู่ค้าเกษตรก่อนการพัฒนาระบบ...



GTZ อัมมมือกระทรวงพาณิชย์ดันเกษตรกรไทยให้เกษตรกร

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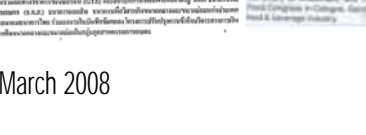
ITAPร่วมมือGTZเลือกคู่ค้าเกษตรก่อนการพัฒนาระบบ

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UPCOMING EVENTS

23rd-27th January 2008

Paperworld 2008, in Frankfurt am Main, Germany. For further information see www.paperworld.messefrankfurt.com

21st-24th February 2008

Biofach 2008: World Organic Trade Fair, in Nuremberg, Germany. For further information see www.biofach.de or www.biofach.com



For further information on the articles
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