

ทิศทางและโอกาสในการเป็นศูนย์กลาง การผลิตเมล็ดพันธุ์พืชในระดับอาเซียน

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TOPICS

- OPPORTUNITY AND DIRECTION TO REACH
* **SEED HUB** * FOR ASIAN
- PROBLEM AND BARRIER
- HOW TO REACH *SEED HUB* TARGET



SEED HUB

- R&D
- SEEDS PRODUCTION
- MARKETING
- KNOWLEDGE BASE MANAGEMENT
- HRD.

OVERVIEW

- 2559 SEED EXPORT 5,500,000 MB. 40 CROPS
- EXPORT TO > 98 COUNTRY (2557)
- EXPORT VALUE INCREASE EVERY YEAR
- THAILAND NOT ONLY ASEAN SEED HUB

2559 export 5,500,00 mb
vegetable 3,400,000 =68%

import = 923 mb

Export to CLMV+ph+indo = 1,100 mb

+ india+ bld+ = 593 mb

+ china = 215 mb

TOTAL = 2,000 MB = 58% OF VEGETABLE EXPORT



STAKE HOLDER

1. PUBLIC SECTOR
2. PRIVATE ORGANIZATION (INTERNATIONAL
LAVEL, LOCAL BIG COMPANY,SME AND
INDIVIDUAL)
3. FARMER
4. CUSTOMER



BARRIER

R&D

1. GERMPLASM MANAGEMENT (evaluation and characterization)
2. IMPLEMENTATION OF ADVANCE TECHNOLOGY



SEED PRODUCTION

- FARMER
- CLIMATE CHANGE
- LACK OF SKILL LABOUR
- COMPETITIVE CROP
- TECHNOLOGY

OLDER AND OLDER



MARKETTING

- HIGH COST TO EXPLORE NEW MARKET
- LACK OF EXPERIENCE MARKETING MANAGEMENT
- BRAND IMAGE



KNOWLEDGE BASE MANAGEMENT

- TECHNICAL INFORMATION AT MARKET PLACE
- BREEDING TECHNOLOGY
- SEED PRODUCTION TECHNOLOGY
- SEED TECHNOLOGY



HRD

- FARMER LEVEL (PRIVATE TRAINNING ONLY)
- GRADUATE STUDENT (NEED ADDITIONAL TRAINING)



POSSIBILITY

- WE ARE NOT ABLE TO ESTIMATE MAXIMUM POINT OF THE PRESENT SITUATION ?



WE NEED NEW STRATEGY FOR MAINTAIN
FURTHER STABLE GROWTH.

THAILAND SEED QUALITY SCHEME.

**BREEDING
SEED PRODUCTION
SEED QUALITY
MARKETING
AND MANAGEMENT**