



GI SOFT & SWEET

Refuel with sweetness of GI Ingredients

GI Executive's Talk

GI Soft & Sweet - GI Products
From Local Unique Ingredients to
Global Food Soft Power

GI Registration

Thong Bai Yai
Bang Chao Cha Santol

GI TRIP

Phetchaburi – All Fun and Tastes
in 1 Province

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GI Soft & Sweet GI Products – From Local Unique Ingredients to Global Food Soft Power

We might be already familiar with “Geographical Indication” or “GI” for short. These are products linking to certain geographical areas with stories or local wisdom, resulting in products with unique identities. GI products are thus local brands indicating quality, identity, and source of origin. Now there are 208 registered products (as of 10 September 2024) consisting of 166 food and beverage products, accounting for 79% of all GI products. There is also a rising trend in “Premiumization”, and this is a good potential for a strong growth in GI food products.



Department of Intellectual Property, as a main agency in developing Thailand competitiveness with intellectual property including driving local economy with GI determines to promote GI products in all aspects, ranging from GI registration promotion, GI product quality control, consumer confidence establishing, marketing and promotion, GI product packaging improvement, GI product distributing



Shopping Center, 5th floor. “Chef Nate” Nateampai Sarakosass, a famous commentator from Iron Chef Thailand, came to create 12 very special dessert menus from 21 Thai GI products in various styles of Thai, French, and fusion, for event participants to taste and participate in ‘taste, take photos, and share’ to promote via ‘GI Thailand’ facebook page. The menus feature ‘Khao Kum Lanna Crepe with Hom Thong Phop Phra Banana, Roasted Thung Kula Rong-Hai Thai Hom Mali Rice and Sesame with Banphaeo Aromatic Coconut Semifreddo, Trang Pepper Caramel Tart with Hom Thong Pa-Thum Banana, Kaowong Kalasin Sticky Rice and Sesame Northern Thai Style Mochi with Nakornchaisri Pomelo, ‘Jeep Nok’ Bird-Shaped Dumpling with Muang Petch Palm Sugar and Huaymun Pineapple, Wang Nam Khiao Espresso Cake, Langue de Chat



with Trat Si Thong Pineapple compote, and so on. Furthermore, there are dessert cooking workshops for participant to learn and take skills back home such as Ban Mo Taro Choux Crème, Pakpanang Tabtimsiam Pomelo in light syrup, Phetchaburi Key Lime Pie

Boosting the food industry is a key focus of government policy for economic growth. Geographical Indication (GI) products, mostly foods, are closely connected to the unique geography, climate, culture, and traditions of their origins, offering qualities that stand out from similar products from other places. This distinctiveness has created strong consumer demand, as people increasingly seek high-quality products.

Thai GI products play an important role in driving the food industry, as well as related sectors like tourism. They attract tourists to explore the origins of these products, encouraging agrotourism and community-based tourism that highlight unique local culture and landscapes. Thai GI products also serve as a form of “soft power” that promotes the local economy and provides sustainable income for communities, contributing to Thailand’s broader goal of sustainable economic development. ◆

expansion to domestic and international markets, in order to increase incomes for local GI producers and entrepreneurs, and spreading awareness of GI products. Also, this means to promote GI products to be cuisine soft power for Thailand by providing GI ingredients to strengthen Thai food industry.

During 16 – 18 August 2024, Department of Intellectual Property hosted ‘GI Soft and Sweet 2024’ event within “IP Fair 2024” Superior Ideas - Economic Development by Intellectual Property at Samyan Mitrtown





Wiang Kaen Pomelo to gain GI register, promoted as Wiang Kaen Best, Chiang Rai

Chiang Rai - 30 August 2024, Napintorn Srisunpang, Deputy Minister, Ministry of Commerce, and his teams visited Chiang Rai to attending the opening of "Wiang Kaen Pomelo and Local Goods Festival" in order to promote Wiang Kaen Pomelo to be registered as an GI product. This will certainly create more value to products and more incomes



to farmers, local entrepreneurs, and communities of Chiang Rai. He further revealed that "Pomelo and Wiang Kaen's Best Festival" is an excellent activity of Wiang Kaen District which helps expanding distribution channel for the local products. Moreover, this is great opportunity to meet and discuss with farmers, entrepreneurs, as well as local agencies about policy and preparation guideline for Wiang Kaen Pomelo to be GI products in future. As of 2024, there are 8 GI products in Chiang Rai : Doi Tung Coffee, Doi Chaang Coffee, Nanglae Pineapple, Chiang Rai Phulae Pineapple, Chiang Rai Khiaw Ngoo Sticky Rice, Khao Kum Lanna Rice, Chiang Rai Tea, and Wiang Kalong Pottery. Together, all products generate more than 162-million-baht income for communities.



Mobile Cabinet Meeting in 2 Provinces – GI Brands for Korat and New GI Products for Phetchaburi

Napintorn Srisunpang, Deputy Minister, Ministry of Commerce, along with Ministry team, visited Phetchaburi to give Certificate of Geographical Indication Registration to "Phetchaburi Gros Michel Banana" on 13 May 2024. He is confident that this newly registered product will bring in more than 580 million baht for producing communities. Meanwhile, Puntit Jongkitrakoon, Vice Minister, Ministry of Commerce, and team, visited Wang Nam Khieo District, to promote developments in packaging and branding to generate sustainable growth to its coffee product.



Mobile GI Market 2024

Napintorn Srisunpang, Deputy Minister, Ministry of Commerce, invited general public to attend "GI Mobile Market 2024" for the first time at Central Plaza Udon Thani, Udon Thani Province during 26 June - 02 July 2024. Furthermore, Department of Intellectual Property was assigned to continuously expand distribution channels for GI products. "Mobile GI Market" happened during 11 – 17 July 2024 at Promotion Plaza first floor, Central Nakhon Si Thammarat. Thai GI had brought over 30 of its products from all over the country for people of Udon Thani and Nakhon Si Thammarat to enjoy and purchase. All were top quality GI products, delivered directly from producers to consumers.



Thong Bai Yai Bang Chao Cha Santol



confidence and expand more distribution channels. This encourage GI products to take a main role in Soft Power policy. ♦



Ministry of Commerce jointly celebrates His Majesty The King's 72nd birthday anniversary (6th cycle) on 28 July 2024 by announcing new GI product registration Thong Bai Yai Bang Chao Cha Santol, a santol grown and given by His Majesty the King to people of Ang Thong to create occupation for local farmers.

"Thong Bai Yai Bang Chao Cha Santol" is a santol tree royally granted by His Majesty The King, at that time HRH Crown Prince Maha Vajiralongkorn.

His majesty went to plant "Thong Bai Yai" Santol tree at Wat Yang Thong Temple on 23 March 2007. Thong Bai Yai Bang Chao Cha Santol is a santol fruit with round shape, thin and slightly rough skin, and golden yellow when ripen. Its pulp is thick and juicy with sweet core and scent. It is widely grown in Pho Thong District, Ang Thong Province, an area characterized by a sedimentary plain with Sing Buri soil, rich in potassium and phosphorus. Together with local's expertise and humid and hot climate, which impacted by Southwest monsoon causing frequent rainfalls, resulting in sweeter flavored santol and healthy santol tree. Its quality is adequate enough to won the first place in Ang Thong Province Contest. Local authorities organized the Santol festival to foster demand in the market, leading to over 6 million baht annually.

In addition, Ministry of Commerce has commitment to drive local economic growth by using GI registration to protect unique local goods and adding more values. This aims to improve quality control system to strengthen consumer



Featured GI Products Registered in 2024



Monthong Rayong
Durian



Sai Nam Phueng
Fang Mandarin



Phran Kratai
Marble



Koh Yao Sea
Cucumber



Phuket Garcinia



Jakkrapad Fang
Lychee



Supakhon Chunsawad Never Stop Development for Banphaeo Aromatic Coconut to Global Market

Banphaeo Aromatic Coconut has been well-recognized of its sweetness and unique aroma from the water and flesh. Thus, it has been in high demand in Thailand's coconut market and being registered as GI products. It is a produce of a particular geographical area with strong characteristics: Dwarf Aromatic Coconut oval-shaped like a monkey head, its bottom has 3 lobes with green peel, soft and chewy meat, fragrant sweet water. The Coconut can only be grown in 3 districts, that is: Ban Phaeo, Krathum Baen, and Mueang Samut Sakhon District.

Supakhon Chunsawad, Chairperson of Khlong Ta Plang Aromatic Coconut Community Enterprise, Ban Phaeo Subdistrict, Ban Phaeo District, and its brand owner of COCO Choey Ban Phaeo with a slogan of "COCO Choey – Classic but not outdated". He pointed out that after facing a coconut price slump in 2017, they found community enterprise to solve quality issue, establish consumer confidence, strengthen negotiation power, and overall develop production to reach Thai GI standard. In result, the product has greater value. With a strong determination, he was the first farmer who won the 2021 IP Champion in GI. made him the first farmer who was awarded 2021 IP Champion in GI, which was its first time.

Expanding Group to Accommodate More Demands

"After obtaining IP Champion Award,

we have seen a significant growth in sale, our trade partners had more confidence. Many farmers are increasingly enthusiastic about GI. Everyone seeks to register GI to add values to their products. Our group grew a lot bigger. We used to have 50 farm members, now the number went past 100 already. Now we divide among ourselves to big plot coconut, Rong Khae big plot, and Yok Krabat big plot, so the work does not stuck at one place. Farmers can join the closest group to them."

More Products, Better Marketing Opportunities

"From fresh coconut to 'naked coconut' which is now our star product, we also have coconut in the bottle, young coconut pudding, nata de coco, coconut tablet, dried coconut stripe, and coconut ice cream. For exhibition and trade show, we usually add coconut milk frappe. We strictly maintain the strong characteristic in our products which are not too sweet and natural taste. As much as we want to sell our coconut products, we still need to keep on developing. Currently, some of our goals is to have a longer shelf-life for the coconut stripe and to further progress for our ice-cream within a whole coconut, which we aim to have it prepared for launching in November - December."

Develop Products to Reach Global Market

"Now, the Naked Coconut, our top

product, from a dome lid, we change to sealed cover, making it easier to open and prevent leakage. With this complete seal, we increase its shelf life from 7 to 15 days. Moreover, we have a new product 'Big Head Coconut', unlike before, there is no top husk but only flat shell. The base is stable, making it easier to stand up right for consuming and light weighted. I want to focus on the international market because it would reduce logistics costs.

Our distribution channels used to rely on events, My Choices of Top Supermarket. Now we are discussing our new way with Makro. In future, we would like to have our own retail outlet in tourist cities like Phuket, Pattaya, Hua Hin, Chiang Mai, Udon Thani, and many more. On the international level, at Thaifex, we got some orders from Chinese customers, and in this October, our first international shipment will start. At this point, we sold 2 - 3,000 naked coconuts a day and earn 0.8 - 1 million baht a month. If you ask me about the success, I would still want to sell more on international level. If we could do this, we would gain popularity for our group and country. Then, I would call it a success."

Thai GI and Mutual Growth

"GI has always been helping us, such as including sale training, online marketing, offline marketing, pop-up markets, and other marketing activities. The Department told me that we literally grow along side with the Department. I, as a chairman of Ban Phaeo Aromatic Coconut Community Enterprise, would like to thank Department of Intellectual Property and GI that gave us opportunities from the very start; we can move forward and expand our market, and grow exponentially. We need to thank them wholeheartedly." ♦

Facebook: COCO เขษมบ้านแพ้ว
Tel. : 098 994 5646

Tanachai Jetpredakorn (Avocado Tak)

Establish Product Quality Standard for Thai GI Products



For health-conscious consumer, avocado is well-known for its good fat source, fiber, and many more essential nutrients. However, many people still pictured it as a premium imported product. To counter misunderstanding, avocado can be grown in Thailand, for example: Tak Avocado, a newly registered GI product as of 22 January 2024.

Tak Avocado can be Hass, Buccaneer, Peterson, Pinkerton, Booth 7, Pak Chong 2 - 8, Ruehle, and local variety. It features light yellow, yellow, or green yellow meat, and green meat next to the peel. Its meat is not watery and sticky. It generally grows at 400 - 1,200 meter above the sea level, in the area of Tak Province.

Tak Avocado – Tak's Strategic Crops

Tanachai Jetpredakorn, the owner of Bonacado Farm, shared with us about the beginning of the farm that this was former orange farm named "Romklao Orange Farm" in Tak. Initially, avocado was tested in a mere 20 rai plot, until 3 years ago, he considered avocado to be an interesting



has potentials to develop. He then researched and selected varieties to test in different areas. The expected results is to be able to harvest all year round. Within 2 years, he can grow over a hundred varieties of avocado in his own 500 rai farm, combined with in another 1,000 rai of contract farming. He was also successful in pushing avocado to be 1 of the 3 strategic crops of Tak - cacao, coffee, and avocado.

Tak Avocado – Quality Thai GI Product

"About the quality problem in the market, we brainstormed to specify the quality standard. We realized that GI provides a strong solution for quality control, as it establishes a standard from an accredited agency that allows producers to participate where on other standard does. The GI standard conveys authentic quality and build consumer confidence. Bonacado Farm was granted to use GI symbol in early 2024. Therefore, this enables us to join exhibitions with GI such

as ThaiFex. Fortunately, it had a positive response. This generates more than 50 tons of order, which comes to our realization that there is a high demand for the avocado. Unfortunately, many farmers still have no commitment in growing premium quality avocado. With this concern, I would be grateful if GI team could come and provide information and understanding to those farmers, giving them confidence and hopeful vision about pushing avocado to its best potential."

Thai Avocado Association – Knowledge to Develop Thailand Avocado

"I intend to support avocado farmers to grow premium product, so I established Thai Avocado Enterprise Association to spread our knowledge we have at hand. The Association consists of avocado enterprises from farmers, processors - factories and cafes, as we can provide them consultation. There are over 100 members in our LINE group from all over Thailand, and we welcome more."

Great Leap Forward of AVOBONA

"Now we have both - online and offline. For offline, we are available in 7 different department stores 1) The Mall 2) Lemon Farm 3) Foodland 4) Villa Market 5) Central 6) Big C 7) Golden Place. Furthermore, there are Avobona outlets in 20 branches of Tops Supermarket selling fresh avocado and avocado smoothie. Mainly, our customers purchase our ready-to-eat products, while some buy fresh products. Now we have reached 6 million baht in monthly sale and looking forward to to sell more as there are more projects we plan to do, such as expanding our outlet to cities like Pattaya, Phuket, and Chiang Mai too." ♦



Facebook : Bonacado อะโวกาโดพรีเมียม
สดจากสวน
Tel. : 090 451 5556

2 Top Chefs Push Thai GI Products Potential to International Cuisine

It is undeniable that the most important champion of Thai GI ingredients among Thai and global cuisine scenes is chefs who use their cooking skills and creativity to create new fantastic menus, so good Thai GI ingredients are well accepted as Thailand's soft power.



Chef Nateampai Sarakosass, Executive Chef Yalan Eatery & Chef Table, Thailand leading chef, lent her expertise to create dessert menus in "GI Soft & Sweet" Event during 16 - 18 August 2024 at Samyan MitrTown Shopping Center which She hoped to make Thai GI products to be better known at global level.

"I always have been supporting local food movement. When there is a Thai GI product registration, it really pleases me that GI come to encourage local farmers to add more values to agricultural products. It also carries a conservation aspect that promotes balance and sustainability within the agricultural business. Before this, I participated in GI event on several occasions such as "Fine Dining GI Dishes by Michelin Chefs" at Wana Yook Restaurant, ThaiFex Anuga Asia 2024, and recently "GI Soft & Sweet". I was there to help create and demonstrate dessert from Thai GI ingredients; 16 dishes from 21 Thai GI ingredients. Each menu is newly created. If there is any interest from farmers or producers that wish to use any ingredient to create these dishes, we are more than welcome to share and develop it alongside with them."

The theme of this event is dessert, therefore, we need to seek season ingredients as well as some novelties such as Trang Pepper or Sakon Nakhon Mulberry Juice that is cooked into sauce

for avocado mousse, or Trat Si Thong Pineapple / Huaymun Pineapple or Hom Thong Pa-Thum Banana / Hom Thong Phop Phra Banana. This means to show that Thai GI products are very diverse. We offer 4 demonstration sessions daily and got overwhelmingly good responses, participants showed good interest and sought after those used ingredients.

After working together, I consider that GI is value creator for Thai ingredients and has strong potential growth. Many farmers want to register GI due to its practical promise for development and quality maintenance. This is also for Thailand's reputation since it reminds people true values of Thai ingredients, giving proudness to our own people as well as acceleration to our economy.



Another celebrity chef here is Chef Chumpol Jangprai, who is the world's first sustainable food ambassador that has played a big role in supporting Thai GI products to be a soft power.

"I got opportunities to work with GI about 6 years ago, ranging from product promotions, creating fine dishes from Thai GI products for 2022 APEC gala dinner, the 20th anniversary of GI at Four Seasons Hotel in 2023, 2024 Soft Power Forum, and Amazing Thai Food programs."

Working with GI is my personal wish and concern because it is my contribution to farmers and consumers. Additionally, now that's all about low-carbon and carbon

footprint trends: How do we proceed towards sustainable agriculture, sustainable consumption, and sustainable world. GI products do answer the question and reduces inequality and poverty because increasing sales in agricultural products.

I have used many Thai GI ingredients at my restaurant, creating many dishes, 10 dishes per season by average. My curries usually use shallots and garlic from Sisaket, Salted Fish Kulao Tak Bai, Thung Kula Rong-Hai Thai Hom Mali Rice. While desserts feature mango sticky rice, a menu everyone can make at home. There could be up to 3 GI products in a dish: Chiang Rai Khiaw Ngoo Sticky Rice, Nam Dok Mai mango from Sa Kaew, Phitsanulok, Samut Prakarn and coconut milk from Thap Sakae Coconut or Kho Phangan Coconut. Thus, everyone can easily support Thai GI products by using them as basic cooking ingredients.

And as a Soft Power Sub-committee on food, I have a plan to support Thai GI too. Recently I have developed an application FoodDee Delivery, a food selling platform. I will list all Thai GI food products to be sold on this platform. As to be a potentially another distribution channel for Thai GI products in the future, I can see Thai GI product at global market level, which now can only be said for some certain products. So I hope the same for other products in the future. We need to use social media as a spokesperson for the world to know and perceive the world to know and perceive. But first, we must make our own people proud of our own product by publicized in wider context. proud of Thai products, must publicize in wider context. Meanwhile, there must be sufficient products and equally good quality control. Everyone need to help one another, and Thai GI can grow well in long term." ♦

Thai GI Product Variety to Popular Desserts

Thai GI ingredients ensure quality and trusted standards from seasonal freshness, quality varieties grown in particular location and climate. Therefore, whatever menus you create, it will taste excellent as seen in GI Soft & Sweet event organized by Department of Intellectual Property with the cooperation of Chef Nateampai Sarakosass, co-creating these menus from GI ingredients.



Ban Mo Taro

Ban Mo Taro is a big taro of cylinder-shaped banana flower, derived from Chaing Mai taro or Phichit Taro. The flesh is white with light lavender color

with lavender fiber distributing throughout. When cooked, it breaks down well and aromatic than usual taro. It is grown particularly in 3 districts of Saraburi – Ban Mo, Don Phut, and Nong Don.



Product owner : Plaengyai Phuek Hom Banmo Community Enterprise 51 Moo 3 Horathep Subdistrict, Ban Mo District, Saraburi 18130 Tel : 081 733 4007

Pakpanang Tabtimsiam Pomelo

Pakpanang Tabtimsiam Pomelo is a pomelo variety with a top tip and round shape, yellowish green thin smooth skin with small hairs all over, soft and velvety to touch. Its inner peek is light pink. When fully ripe, there will be brown spots in the middle of the fruit and hairs at the lower end will



be gone. the meat has ruby red color. the taste is sweet without bitter aftertaste. It is grown in Pak Phanang District, Nakhon Si Thammarat.

Product Owner : Tambon Koh Thuad Community Enterprise 90 Moo 2, Koh Thuad Subdistrict, Pak Phanang District, Nakhon Si Thammarat Tel : 086 305 3603

Trat Si Thong Pineapple

Trat Si Thong Pineapple is a Queen variety pineapple with a big cylindrical shape, a thin, yellowish green skin. When fully ripe, the whole fruit turns golden yellow with plump eyes.



The flesh is golden yellow, dry, low in fiber, and sweet. Its core is snappy and edible. It is grown in 5 districts of Trat - Khao Saming, Bo Rai, Laem Ngop, and Khlong Yai.



Product Owner : Sarawut Kongkaew 153/4 Moo 1 Khao Saming Subdistrict, Khao Saming District, Trat 23130 Tel : 081 520 8475



Hom Thong Phop Phra Banana

Hom Thong Phop Phra Banana is gros michel variety

banana curving close L-shape with top hard tip, thin skin. The raw one is green while ripe one is consistently golden yellow. Its flesh texture is firm, chewy, and sweet. It is grown in Phop Phra District, Tak.



Product Owner : Kaset Plodpai Phobphra Community. Enterprise 364 Moo 7 Phop Phra Subdistrict, Phop Phra District, Tak 63160 Tel : 098 584 8497



Phetchaburi – All Fun and Tastes in 1 Province

Phra Nakhon Khiri Historical Park

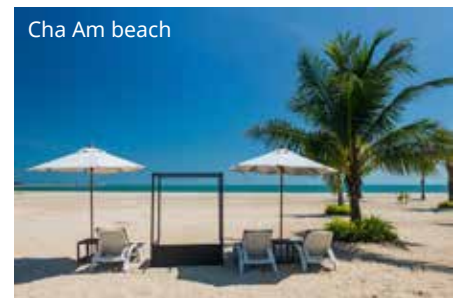
Phetchaburi is another dream destination for vacation as it is not too far from Bangkok, highly convenient to travel to, and it does offer all sorts of tourist attractions, namely, sea, mountain, temples, and numerous unmissable delicious foods.

Phetchaburi has 3 different geographical zones. All starts from mountain and highland in the west, which is a mountain range lying from north to south and it is an origin of Phetchaburi River and Pran Buri River. While in the central area, it is the river plain where Phetchaburi River flows through along with Kaeng Krachan Dam and Phetchaburi Dam. They make the area very fertile and a key agricultural area. While the east side of the province is a coastal area of the Gulf of Thailand, filled with mangrove forest and beautiful

beaches. So, Phetchaburi has it all for tourist attractions and perfect cuisines.

Once in Phetchaburi, one should pay a visit to **Phra Nakhon Khiri Historical Park**, 'Khao Wang' (Mount Palace) as locals call it. It was built on the top of the mountain, during the reign of King Monkut (Rama IV). It consists of palace throne hall, temple, national museum, and other buildings. It was built in combination of Neoclassic and Chinese style. There is an annual festival on the first Friday of February for 10 days and nights. Visitors will be able to attend all the shows and fireworks.

For nature lovers, **Kang Krachan National Park** offers forest and trails with various scenic points like **Phenoen Thung Viewpoint**. It is even more mesmerizing during late rainy season as



Cha Am beach

there is sea of clouds among mountain scene in the morning. **Thorthip Waterfall** is also a famous landmark where visitors come see 9 levels of waterfall and enjoy the stream at level 1 and 5. **Kaeng Krachan Dam** offers a charter boat all days, but it is most pleasant in late afternoon as the heat cools down and visitors can enjoy the sunset behind Thanaosri Mountain view on the cruise. **Phenoen Thung Camp** is a camping site allowing visitors to enjoy atmosphere of the mountain view and sea of clouds in the morning. While **Bang Krang Campsite** is suggested for April to June visit to see over 200 varieties of butterflies.

After enjoying mountains and forest, one should not forget to enjoy the sea at the long **Cha Am Beach**. Staying and have fun with the seaside activities and fresh seafood straight from the local fishing communities at a very friendly price.

Furthermore, Phetchaburi has been known for its traditional Thai desserts as it grows many ingredients like coconut and



Kang Krachan National Park



Accelerating Soft Power on Food with Thai GI Ingredient Identities

Kanitha Kungsawanich
Deputy Director General

From "Global Soft Power Index 2023" by Brand Finance, Thailand is ranked 41st from overall 121 countries in the list, and third in ASEAN. This clearly shows the strength in culture capitals. One of the most important cultural heritages of Thailand is "Thai food" which has been world renown and loved with unique identity and charm. This lands "Thai Food" as 1 of 11 Soft Power industries, which has a strong potential in propelling Thai economy.

Department of Intellectual Property focuses on registering GI according to government policy in encouraging GI to food soft power. Now there are 208 registered GI products (as of 10 September 2024). 166 GI products are food and beverage, accounting for 79% of all registered GI products. The current consumption trend now focuses on more 'Premiumization', therefore, this is a prime chance for GI products to grow in food market with ease.

The cooperation between Department of Intellectual Property and world class gourmet partner like Michelin Guide Thailand is indeed a good start in elevating Thai GI products to be known in wider context including Michelin fine dining circle by, working with Michelin level chefs (Chef Charlie Garder and Chef David Hartwig) and sourcing GI ingredients to create fine dining menus, for example, Kaow Hom Mali Din Phu Kao Fai Burirum Rice, Pon Yang Kham Beef, and Sisaket Shallot and Sisakat Garlic Finally, advertising via Michelin Guide Thailand media. This aim to motivate food industry to give attention to unique local products like GI.

This is just a part of success in communicating local identities to Thai and international perceptions, The Department strongly believes that the process of adding values to GI products will be another key mechanism in strengthening Thailand's soft power in global stage, adding economic opportunities, and earning income for local communities and Thailand in a sustainable way.

"Thai GI determines to add more values to agricultural products with local identities in order to bring income to local communities and subsequently stronger economy."



Muang Petch Custard Pudding



Muang Petch Palm Sugar

toddy palm in plenty. Many visitors ensure that they bring those amazing Thai sweet treats back home. They are fragrant and rich from locally grown coconut milk and charmingly sweet from palm sugar.

One of famous Phetchaburi GI products is **Muang Petch Custard Pudding**, Thai style custard pudding, made by using Muang Petch Palm Sugar as a main ingredient combined with local tradition which giving a delightful, sweet taste. **Muang Petch Palm Sugar** refers to sugar made from sap of palm inflorescence with a fine smooth texture, light to dark brown. It has a sweet scent, and melt at a room temperature. It is the main sweetening ingredient for food and dessert of Phetchaburi.



Phet Rose Apple



Phetchaburi Gros Michel Banana

Phetchaburi Gros Michel Banana is Gros Michel Banana with long shape and long tip. It has light green when it is raw, and light yellow when it is ripe. Its meat is cream to light yellow color without seed, smooth, creamy, not watery, and sweet. It is grown in 6 districts of Phetchaburi - Muang Phetchaburi, Tha Yang, Ban Lat, Kaeng Krachan, Nong Ya Plong, and Cha-Am. **Phet Rose Apple** refers to Phet Sai Roong Rose Apple which has a bell shape and red and green lines when ripe. Its meat is white, snappy, and sweet. It is grown in Phetchaburi. **Phetchaburi Lime** refers to Pan, Khai, and Nang varieties of lime with thin skin, having 8 - 12 segments, its meat is light yellow, tart, and has strong lime scent, and grown in Phetchaburi. ♦



Phetchaburi Lime

23 Rices

- Surin Hom Mali Rice
- Sangyod Muang Phatthalung Rice
- Thung Kula Rong-Hai Thai Hom Mali Rice
- Sakon Dhavapi Haang Golden Aromatic Rice
- Khao Jek Chuey Sao Hai
- Kaowong Kalasin Sticky Rice
- Khao Leuang Patew Chumphon
- Khao Kum Lanna
- Khao Rai Leum Pua Petchabun
- Khao Hommali Ubon Ratchathani
- Khao Hommali Thoungsamrit
- Khao Niew Khiaw Ngoo Chiang Rai
- Phayao Hom Mali Rice
- Rai Dawk Kha Phangnga Rice
- Kaow Hom Mali Din Phu Kao Fai Buriram Rice
- Chainat Hom Khaojek Rice
- Kaw Gor Diew Phichit Rice
- Pathum Thani Hom Pathum Rice
- Narathiwat Hom Kradung-Nga Rice
- Daeng Mueang Loei Sticky Rice
- Siwgleang Mueang Loei Sticky Rice
- Bao Yod Muang Trang Rice
- Hom Baitoey Nakhonsawan Rice



41 Foods

- Trang Roast Pork
- Bang Phae Giant Freshwater Prawn
- Pon-Yang-Khram Beef
- Doi Tung Coffee
- Doi Chaeng Coffee
- Suratthani Oyster
- Chaiya Salted Eggs
- Songkhla Steamed Egg Yolks
- Namtarn Tanode Muang Petch
- Kanom Mor Kaeng Muang Petch
- Chiangrai Tea
- Lampang Khao Tan
- Pla Rad Lumnam Sakae Krang Uthai Thani
- Bangkrathum Phitsanulok Dried Banana
- Lamphun Golden Dried Longan
- Sakon Nakhon Mak Mao Berry Juice
- Khaothalu Coffee
- Tham Sing Chumphon Coffee
- Mae Hong Son Tiger Stripe Peanut
- Tha Le Noi Phatthalung Fermented Catfish
- Bangbo Snakeskin Gourami
- Kafae Dong Ma Fai
- Thepsadej Coffee
- Salted fish Kulao Tak Bai
- Greenery Coffee Ozone
- Muang Krabi Coffee
- Pla Chon Mae La
- Pae Jor Khaew Maesod Bean
- Chanthaburi Pepper
- Yang Velvet Tamarind
- SangKhom Dried Banana
- Trang Peper
- Songkhla Lake Seabass
- Bo Kluea Nan Rock Salt
- Photharam Preserved Radish
- Surat Thani Turmeric
- Surat Thani Stinging Catfish
- Mae Klong Mackerel
- Mae Klong Sea Salt
- Nongkhai Tilapia fish cage Mekong River
- Koh Yao Sea Cucumber



16 Silks and Cottons

- Mae Jaem Teen Jok Fabric
- Sakon Nakhon Natrual Indigo Dyed Fabric
- Lamphun Brocade Thai Silk
- Praewa Kalasin Thai Silk
- Chonnabot Mudmee Thai Silk
- Isan Indigenous Thai Silk Yarn
- Baan Huai Hom cotton wool blend fabric
- Phamai - madmee - Chinteandang Buriram
- Nong Sung's Fermented mud cloth
- Pha Mai Kep Ban Mueangluang
- Mor Hom Phrae Fabric
- Saket Silk
- Teen Jok Lhong-Li Lamphun Textile
- Pak Thong Chai Thai Silk
- Khum Ma Au Bua Lai Silk
- Bueng Kan Fermented Mud Cloth



103 Plants Fruits and Vegetables

- Nakhonchaisri Pomelo
- Chainat Khaotangkwa Pomelo
- Som-O Khao Yai Samutsongkram
- Pakpanang Tabtimisiam Pomelo
- Yarang Puko Pomelo
- Som-O Thakhoi Mueang Phichit
- Pomelo Hom Khuanlang
- Thong Dee Ban Thaan Pomelo
- Prachin Pomelo
- Lamphun Blackhiao Longan
- Banphaeo Phuang Thong Longan
- Bang Mod Tangerine
- Mae Sin Tangerine
- Neck Orange Chana
- Phuket Garcinia
- Naiwong Ranong Mangosteen
- Khao Khiriwong Mangosteen
- Sriracha Pineapple
- Chiangrai Phulae Pineapple
- Nanglae Pineapple
- Phuket Pineapple
- Pineapple Hauymon
- Tha Uthen Pineapple
- Bankha Pineapple
- Trat si thong Pineapple
- Rayong Golden Pineapple
- Sri Chiang Mai Pineapple
- Bueng Kan Pineapple
- Longkong Tanyougnat
- Phetchabun Sweet Tamarind
- Pet Non Thai Manila Tamarind
- Kathon-Hor-Bangkrang
- Krathon Ta-Lung
- Nont Durian
- Durian Pa La-U
- Durien Prachin
- Chan Durian
- Uttaradit Long lab - Lae Durian
- Uttaradit Lin lab - Lae Durian
- Naiwong Ranong Durian
- Durian Salika Phangnga
- Cha Nee Koh Chang Durian
- Pakchong-Khaoyai Durian
- Thong Pha Phum Durian
- Monthong Khao Bantad Durian
- Satun Champedak
- Lava Durian Sisaket
- Gluay Hin Bannang Sata
- Kamphaeng Phet Banana
- Chumphon Ladyfinger Banana
- Hom Thong Pa-Thum Banana
- Hom Thong Lamae Banana
- Phetchaburi Gros Michel Banana
- Samutsongkhrum Kom Lychee
- Nakhonphanom Lychee
- Bang Khun Thien Lychee
- Phayao Lychee Mae Chai
- Jakkrapad Fang Lychee
- Phet Rose Apple
- Water Chestnuts Suphan
- Sakon Nakhon Mak Mao Berry
- Nan Golden Orange
- Sai Nam Phueng Fang Mandarin Orange
- Koh Phangan Coconut
- Ratchaburi Aromatic Coconut
- Banpheao Aromatic Coconut
- Thap Sakae Coconut
- Bang Khla Aromatic Coconut
- Manao Petchaburi
- Nam Dok Mai
- Khung Bang Kacho Mango
- Nam Dok Mai See Thong Bang Khla Mango
- YaiKlam Nonthaburi Mango
- Nam Dok Mai Sakaeo Mango
- Saraburi Man Nong Saeng Mango
- Nam Dok Mai Samutprakarn Mango
- Nam Dok Mai See Thong Ban Lon Mango
- Mayongchid Nakhonnayok
- Maprangwhan Nakhonnayok
- Rongrien Nasan Rambootan
- Thong Pha Phum Rambutan
- Phrik Bang Chang
- Banmai Sapodilla
- Sisaket Shallot
- Sisaket Garlic
- Mae Hong Son Garlic
- Ban Mo Taro
- Nom Ban Phon Jujube
- Borabue Yam Bean
- Pakchong Khaoyai Sugar Apple
- Hom Thong Phop Phra Banana
- Dok Mai Si Thong Phitsanulok Mango
- Songkhla Mini Mango
- Sa-Ded Nam Yala Durian
- Nam Dok Mai See Thong Ban Lon Mango
- Sai Khao Durian
- Nongkhaem White Champaka
- Nong Hiang Chonburi Jackfruit
- Hom Thong Nong Bua Daeng Banana
- Talay Hoi Durian
- Mae Hong Son Konjac
- Thip Phang-Nga Mangosteens
- Tak Avocado
- Monthong Rayong Durian
- Thong Bai Yai Bang Chao Cha Santol



23 Handicrafts

- Phanat Nikhom Basketry
- Angsila mortar stone
- Bor Sang Umbrella
- Ban Chiang Pottery
- Dan Kwian Pottery
- Chiangmai Celadon
- Mook Phuket
- Kohkret Pottery
- Yok Mlabri Nan
- Lampang Chicken Bowl
- Sangkhalok Sukhothai
- Chanthaboon Mat
- Nil Muang Kan
- Ban Mon Pottery
- Ratchaburi Dragon Jar
- Klong Ekkarat
- Wiang Kalong Pottery
- Ban Sang Mat
- Tak Granite Mortar
- Lop Buri White Clay Filler
- Kru Noi Ban Sa-ang Si Sa Ket
- Phran Kratai Marble
- Na Mor Ma Mat



2 Wine and Spirit

- Phurua Plateau Wine
- Khao Yai Wine



(As of 26 September 2024)