



## GASTRONOMY TOURISM IN THAILAND

Support tourism and take  
a tasteful experience in  
Thai cuisine



### GI Executive's Talk

Promote Tourism and Experience  
the Culinary Taste from  
Thai GI Ingredients

### GI Registration

Hom Thong Lamae Banana,  
a renowned exported fruit  
from Chumphon

### GI TRIP

Taste, trip and trekking,  
following in the footsteps of GI  
products in Surat Thani

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# Promote Tourism and Experience the Culinary Taste from Thai GI Ingredients

## Mr. Vuttikrai Leewiraphan

Director General of the Department of Intellectual Property

Gastronomy tourism is one of the popular trends that helps generate income for the local community in a sustainable way. This is about using food to attract tourists, especially food and ingredients from GI products or Thai GI, which are unique, famous, and the best from each region in Thailand. The relationship between location conditions and weather resulted in GI's products having a distinct character.

It is also of high quality, so it was pushed as part of gastronomic tourism. This kind of tourism doesn't mean just drinking and dining in a famous restaurant in the general popular spot but also expanding to the production source, such as agriculture tourism, visiting the local production site, as well as inspecting the process after product usage, like how to manage food waste, as everything is all linked up and leads to more opportunity and generates income for the Thai GI's local producers significantly.

When considering Thai GI products, 164 items have now been registered, and 128 of them are related to gastronomy tourism and also have direct food products such as Trang Roast Pork, Chaiya Salted Eggs, Kanom Mor Kaeng Muang Petch, Lampang Khao Tan, Tha Le Noi Phatthalung Fermented Carfish, etc. There are also quality ingredient products which can be used as a great ingredient to perfect the flavour, such as Chanthaburi Pepper, Sisaket Garlic, Kaow Hom Mali Din Phu, Kao Fai Buriram Rice, Khao Kum Lanna, and many more. There are also seasonal products awaiting to be discovered throughout the year, such as Khao Khiriwong Mangosteen, Durien Pa La-U, Chiangrai Phulae Pineapple, Banphaeo Phuang Thong Longan, and Pomelo Hom Khuanlang.

### The Four Steps to Promote GI Products in Gastronomy Tourism

#### GI product Manufacturing Process

It's a preparation for the production process, which is the origin of GI products. Taking tourists to see the production process that combines nature and the wisdom of the manufacturer, which leads to a good quality product. Experience the source of Thai GI products and their origins that are part of the menu.

#### GI products Story Telling

This brings out the story of Thai GI products, including the long history that made those particular Thai GI products well known and giving the details of the uniqueness of each product, how different it is from the same kind of product from other locations. The products that could be used as cooking ingredients for different dishes are always come with a story to tell: GI products are versatile cooking ingredients.

#### GI Plus

It is about how to bring creativity in different aspects to develop Thai GI products to increase their value according to GI Plus guidelines. Because food presentation is a combination of science and art that reflects lifestyle and taste. Besides, it could enhance and expand the category by taking GI products in the handicraft section to be used as food plates and enhancing the flavour with food innovations, famous chefs, music, performance, and literature on top. Taking the GI ingredients to the next level through the consumer's five senses.



Food tourism has its own value, and this kind of tourism doesn't mean just drinking and dining in a famous restaurant in a general popular spot but also expanding to the production source, such as agricultural tourism, visiting the local production site, as well as inspecting the process after product usage, like how to manage food waste, as everything is all linked up and leads to more opportunity and generates income for the Thai GI's local producers significantly.



#### **Promote GI Towards Sustainability**

To Promote the potential of Thai GI entrepreneurs and develop the production places of GI products in Thailand in a sustainable way based on tourism, preservation, promoting local stories and the usage of GI ingredients with other local ingredients, managing food waste, environmental awareness, and protecting local GI products to be an everlasting food symbol in the area. ◆



### IP Champion 2022 in GI

The Deputy Prime Minister and Minister of Commerce, Jurin Laksanawisit, gave the opening remarks at the IP Fair 2022 event, which was held between July 8-10, 2022 on the first and ninth floors of SiamScape and showcased the idea of 'Multiverse: IP-The Option for New Generation,' showcasing the idea of utilising IP to raise the commercial value in the industry, including sports, art, music, technology, games, and many others, to create new perspectives, inspiration, and business opportunities. The minister also presented the IP Champion 2022 award to Khun Kanida Sanee of Richy Rice Products Co.LTD, the entrepreneur of Sangyod Muang Phatthalung Rice, for outstanding Thai innovation in the category of Geographical Indication (GI) for 2022.



## Sinit Lertkrai stimulates the Local Economy with "GI Fest" - One Event to Shop all Region

The Deputy Minister of Commerce, Sinit Lertkrai worked in collaboration with the Intellectual Property Department to promote the activity of shopping for Geographical Indication (GI) products from all over Thailand at the "GI Fest", the only event that included products from every region in Thailand. The GI's premium-graded products were brought directly from the local suppliers to the consumers in the heart of Bangkok. The event was held at the MBK Centre from August 17 to 21, 2022, and at the Paradise Park Shopping Center from August 31 to September 4, 2022.



## The Intellectual Property Department pushed Khaoyai Wine to be registered as Geographical Indication (GI) from Thailand in EU

Kanitha Kungsawanich, the Deputy Director-General of the Department of Intellectual Property, shared information about the registration of Geographical Indication (GI) products from Thailand in order to increase the value of local products. Nowadays, Thailand has 7 GI products which are registered in 5 regions/countries: the EU, Vietnam, Indonesia, Cambodia, and India. Overall, Thailand has benefited from the market extension to overseas countries, as well as generating a steady income and introducing Thai culture to the world. They also aim to push Khaoyai Wine, from Pak Chong and Wang Nam Khiao from Nakorn Ratchasima, to be registered as Thailand's GI products in the EU to build a reputation and expand to more markets this year.



# Hom Thong Lamae Banana,

a renowned exported fruit from Chumphon



Hom Thong Lamae Banana is a high quality agricultural product that has established a reputation in Chumphon for long-term export and was used in the Lamae district's motto: "Beautiful Sandy Beach with Crystal Clear Sea, Exploring Chumphun Waterfall, the Center of Hom Thong Banana Product, Taking a Bath in Natural Mineral Water and Sightseeing Khao Phlu Cave, Watching the Ancient Sailing Race and Maejo Science Site."

The Hom Thong Lamae Banana has been declared a geographical indication (GI) by the Department of Intellectual Property No. 181 in August 2022. It's a medium-sized to large-sized golden banana with a square cut. The calyx is strong, with a thick peel, rough skin, and dark green when it's raw and

becomes yellow when fully ripe. The texture is firm and less watery, sweet and fragrant yet slightly sour, and it is widely grown in the Chumphon area. According to Chumphon province's diversity in geography, it is divided into 3 characteristics: the west is a plateau with the Phuket Mountain and the Tanaosri Mountain ranges as natural borders; the central area is a fertile low plain and is an important area of agriculture for the province. On the east is a low plain along the coast of the Gulf of Thailand. The soils overall are clay, loam soil, sandy soil, deep, powdery and highly acidic. They are likely well-drained when combined with the weather conditions that have only 2 seasons per year (Summer and Rainy Season). There is abundant rainfall throughout the year that allows the golden bananas to grow.

The cultivation of Hom Thong Lamae Banana has a long history since 1993, when a group of visitors from Japan were interested and proposed exporting the organic Hom Thong Lamae Banana to Japan. As a result, there was a group of banana farmers in Lamae subdistrict (known as the Thung Kha Wat farmer group nowadays), who had brought Hom Thong Lamae banana shoots from Phetchaburi to grow and export them to Japan for the first time since 1994. With



its unique character and great taste, it did make the Hom Thong Lamae Banana well known and in high demand, so there were more farmers who would like to grow them in many areas within Chumphon province to increase the product volume for the market demand. Hom Thong Lamae Banana is an OTOP product of Chumphon province and it was processed into many other products which became popular in Thailand and abroad too. ♦



## The registered GI Products 2022



Khum Ma Au Bua Lai Silk



Hom Thong Lamae Banana



Borabue Yam Bean



Bueng Kan Pineapple



Songkhla Lake Seabass



Bo Kluea Nan Rock Salt



## Kriengkrai Naksawat Sakon Nakhon's Mak Mao Berry Juice, fully concentrated, valued and up to GI standards

The selection of ripe Royal Mak Mao (Mak Mao Berry) is combined with the well-crafted recipe with great attention to detail in every step of the whole process to create Sakon Nakorn Mak Mao berry juice under the brand "Mao Luang Phu Phan", which has been a consumer favourite for more than 20 years.

"Mao Luang Phu Phan, Sakon Nakhon Mak Mao juice is Sakon Nakhon Mak Mao Berry Juice. It's a drink with a sweet and sour taste and a slightly bitter twist which comes from the compressing of the ripe berries that are produced in Sakon Nakhon only.

There are two types of products which are '100% Pure Mak Mao Berry Juice', a drink with a bitter taste as a result of compressing the ripe black Mak Mao berries into liquid with no additives added before sterilisation. 'Ready to Drink', a drink which contains Mak Mao juice with no less than 25% juice and other ingredients such as water and sugar with no other fruit juices mixed. These are two quality products with a unique character and have been GI registered since 2014."



### Finding a way to make income

Twenty years ago, Khun Kriengkrai Naksawat relocated from Chanthaburi to Sakon Nakhon and started life as a fruit farmer, but when the income didn't meet his expectations, he was on the lookout to find other opportunities to generate more income.

"At that time, we saw that the income from selling fresh fruits wasn't much, so we turned to selling Mak Mao Juice with the recipe from Rajamangala University of Technology Isan Sakon Nakhon Campus. In 2000, we teamed up with a group of farmers from Sung Sai Thong and sold those juices at events at locations such as Muang Thong Thani and on roadsides as a souvenir at the same time. The sales growth increased every year, and in 2003 we separated from them to do it on our

own as Sakon Nakhon Winery Limited Partnership. We produced Mak Mao wine under the brand "Chateau de Phuphan" and sold it with Mak Mao juice that the group produced. It turned out that there was a shortage in production, so we made a request for permission to produce the juices, which was Phuphan Bev., under the name 'Mao Luang Phuphan'.

### Mak Mao, the Black Gold of the Phu Phan mountains

Mak Mao Luang from the Phu Phan Mountains has many benefits, such as containing anthocyanin and flavonoids, which are considered antioxidants and can help prevent cancer, aid with detoxing, slow aging, act as an anti-inflammatory, and strengthen the immune system. It also contains amino acids, minerals, and various types of vitamins, which, when consumed in the proper amounts, will benefit good health, which is why it has become popular among health enthusiasts.

"If you are asking why consumers love our Mao Luang Phuphan juice, besides the nutrient benefit, it's probably because it's made from fresh fruits. You can feel the freshness and the fragrance of the fruit. We use Mao Luang from the Phu Phan Mountain range in Sakon Nakhon province. If you can taste it, you can feel the full flavour and its different from others and is also available all year round.

After Mak Mao, Sakon Nakhon juice has been registered GI, it became a 5-Star OTOP product and was certified A Community Products Standard (CPS), Ministry of Industry, which led us to sell at 20-25% higher price than other brands. Also, our quality control and standard helped bring customer return. We look at it as a consumer that it doesn't have to be cheap but it has to be good with top quality so as a manufacturer, we consider that standard is important and to develop it better to achieve sustainability." ♦

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# Wanphen Nathong

## Inherit the wisdom of ancestors: raising the level of Uthai Thani Sakae Krang River Basin Gourami Fish for community-based tourism.



The unique character of the Uthai Thani Sakae Krang River Basin Gourami Fish (Pla Rad) has become a popular and must-not-miss item whenever visiting Uthai Thani.

The Sakae Krang River Basin's Gourami fish is a golden fish. It is a gourami fish with thick scales and a hook-shaped face. Their meat is soft, firm, flaky and sweet, and there is no muddy or fishy smell. They are raised in a cage around the Sakae Krang River Basin, which stretches from Ban Chaksa to the Chao Phraya River in Tha Sung sub-district and includes Sakae Krang, Uthaimai, Nam Suem, and Tha Sung sub-districts in Muang district, Uthai Thani province.

The Sakae Krang River is like a big blood vein that's been supporting the lives of Uthai Thani people since the old days. The local community along the river lives their lives in a way that is related to the river. The villagers have been either taking part in land fishing or doing fish farming in the cages for a long time, especially farming Gourami fish in cages that have become famous because the water of the Sakae Krang River is clean and well circulated as well as the area is free from industrial factories. There are also necessary natural minerals that essentially benefit the growth of the fish. Therefore, the gourami fish became popular and were named as the fish of Uthai Thani province and were also included in the province's motto "The City of Chanok Chakri, Tasty Giant Gourami, Devo Festival, Ban Namtok's

Pamelo, Huai Kha Kang World Heritage, Sakae Krang River, and the Famous Ko Grabue Market". There is also the "Eat Uthai Thani's Gourami Fish – The Best Taste in the World" Festival, and the fish was registered GI in 2012.

### Inherit the Ancestors Wisdom

After moving back from Bangkok to do some agricultural work in accordance with King Rama IX's sufficiency guidelines, the community leader, Wanphen Nathong, in Rong Nam Kang Village, Moo 5, Tha Sung Subdistrict, Mueang District, Uthai Thani Province, faced a big problem.

"In 1995, we encountered a flooding crisis which damaged our land hugely, so we called out for a big meeting, including the elderly people, to gather together and tell the story about what they did in the past. Those elderly people proudly told the story that they raised the fish in the cage, so we knew from there that the crisis came with the flood because we raised the fish in the clay pond. Why don't we raise fish in cages like what Grandpa and Grandma did in the past?"

"At the beginning, we teamed up with a group of 10 people. At the end of the year, we caught fish to sell, but each one earned a different profit. We investigated and found out that some just fed only fish kibbles and went home immediately without noticing that if it was cloudy or rainy, those fish would eat less. Some who had less funds just went out to get local plants like morning glory or water hyacinths to feed the fish, just like what Grandpa and Grandma did to cut the cost of the fish kibbles, so they made a lot of profit as a result. They saw other fish



species at a cheaper price, so they got them, but the fish didn't grow as big as they wanted. We solved all the problems gradually, and there were other villages that wished to join up, so we united as one group of fish farmers in Tha Sung subdistrict and currently have 149 members."

### Level Up the Community-based Tourism

With the market always changing, this made Khun Wanphen think that in order for the group to go forward, there must be some learning, improving, and developing of the products.

"We always tell the members not to be a glass-half-full person but to try to top up and keep up with the world. We are learning every single second and with every opportunity so that we can apply that to develop the existing product. Like now, besides the fresh Gourami fish we have, we also have ready-to-cook fish cuts which you can buy and cook into Tom Yum soup or anything you wish. We also have Pla Rad sour sausage, Pla Rad fish crackers, Pla Rad curry paste, sun-dried Pla Rad, pickled Pla Rad and many more other fish products.

"Besides Manorom Market, where we sell fresh fish, we also have our own market (water-related location), so we have customers who are tourists and also sell online through the Facebook group "Get Rich with Pla Rad," which was named by Her Royal Highness Princess Maha Chakri Sirindhorn, and we also created a learning centre that has been in service for about 10 years. This learning centre offers accommodation, food, and teaching skills as a guiding career for those who are interested in fish farming, processed products, and marketing to share the acknowledgement and build a career, as we also learnt it from somewhere else so that we could develop our product until today."♦

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# TAT joins force to promote GI products to the world market through the promotion of food tourism

To increase the value of Thailand's agricultural exports, the government introduced a policy that will increase the economic potential and be capable of promoting Thailand's GI products to be known domestically and internationally. As a local brand that represents quality and the source of the product, this will also lead to the bringing of Soft Power in culture, tourism, and art that will boost the economic value to generate income and stimulate the local economy for a stable foundation, prosperity, and sustainability.

On this occasion, TAT's Deputy Governor for Marketing Communications, Siripakorn Cheawsamoot, as an organisation that's responsible for promoting the travel market, shared the story about joining forces to promote the GI's product this time.

## TAT to Promote Thai GI's Products

"TAT, as a tourism marketing promotion organisation, is ready to respond to the government's policy to support and promote Thai GI products through gastronomy tourism to push the Soft Power in the food industry and aim to create a new experience for every traveller, as well as collaborate with alliances in tourism and tourism communities in order to improve the new tourism product in the community by applying the new economic concept, "BCG Economy and Happy Model" to be the core of development and highlight the identity in each community. The tourism community will help attract potential Thai GI's Products users to get to know and try the OTOP product and GI and distribute it within the community or nearby areas. It will help increase the spending budget per trip of tourists, which will multiply the income in a sustainable way."



Siripakorn Cheawsamoot  
TAT's Deputy Governor for Marketing Communications

## TAT to Create Project to Build on Thai GI

"TAT is a government organisation that supports The Michelin Guide Thailand 2022-2026 project and also promotes and supports Thai GI products by giving the advertising space to promote the VDO clips of Thai GI products that were created by the department of Intellectual Property through the Michelin platform for two years. It's also a part of the promotion for Thai GI products to be known domestically and internationally, as well as raising the image of Thailand through the diversity of food culture in each region of Thailand through the use of GI products to create a quality menu.

"In addition, Thai GI products are promoted to be known and generate an efficient benefit through tourism, as seen in the following projects: 1. Online Event Marketing "Goodlife Journey: The Way of Sub City: Eat well, Live well in the Central of Thailand", which highlighted the GI products in those cities in the centre of Thailand to create a new menu by Chef In, Narongrit Saekho, a young chef who gained a reputation from a cooking show on social media under the name

"In Kamlangin". 2. "25 Travel Journeys BCG & Happy Model Activity", a travelling model to combine the tourism community, OTOP products, and GI products according to the guidelines of new economic development for sustainability. For example, the food tourism journey at San Pa Pao community, Na Phan Sam community, and Wang Wa community. 3. "Amphawa Food Experience" is a project to bring a new experience by tasting a local menu that is full of uniqueness from GI's ingredients."

## TAT To Promote Thailand's image As a Favourite Destination through Food Culture

"The collaboration between TAT and the department of Intellectual Property for The Michelin Guide Thailand project this time is to promote Thailand's image as a favourite travel destination through food culture by creating the promotional media - visiting the area of GI's production source and bringing those products to the Michelin Star chef to craft the food menu to promote the identity of Thai food culture.

"It also entails raising awareness of Thai GI products as premium quality products both in Thailand and abroad. So far, Thai GI ingredient products that have been promoted through the Michelin platform are Nakonchaisri Pomelo from Nakorn Pathom province, Pla Chon Mae La from Sing Buri province, and Bangbo Snakeskin Gourami from Samutprakan province. This can also be a motivation for food professionals to turn their attention to bringing GI ingredients to create a fine menu and serve a new culinary experience to tourists to increase the number of quality tourists, both foreign and Thai, who would like quality beyond pricing and push Thailand as a "World Gastronomy Destination." ♦



# Tasty Thai Cuisine from Every Region

With the popularity of Thai food known and recognized, there is not a single menu that is not delicious. Apart from the variety of ingredients that create the full flavour, the freshness and quality of the ingredients also meet GI standards, which gives confidence in every bite.

## Mae Hong Son Tiger Stripe Peanut

The Kalasin 2 Peanut, which has a long bean pod with a deep pattern on the shell, is known as the Mae Hong Son Tiger Stripe Peanut. The bean is quite big and coated in white with purple stripes similar to the stripes of a tiger. The local



cooking wisdom is to roast them with salt, allowing the crispy texture with a mixture of sweet and mildly salty. This product is produced and processed in Mae Hong Son District, Pang Mapha District, Khun Yuam District and Pai District in Mae Hong Son Province.



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 Product Owner: Mr. Ekkachai Tancharoen  
 Tel. : 087 564 3889



## Pon-Yang-Kham Beef

This is premium quality beef with bright red meat and marbling. It is tender, with no unpleasant smell, and tastes great. The marble score is graded from 3.5 levels and higher. This type of beef is produced from crossbred beef between European and local breeds where the process of raising and trimming is carried out hygienically in accordance with international standards and beef standard requirements from the

Pon-Yang-Kham Breeding Cooperatives. The beef is produced in Sakon Nakhon province and 8 districts in Nakhon Phanom province ; Na Kae District, Wang Yang District, Pla Pak District, Renu Nakhon District, That Phanom District, Na Wa District, Phon Sawan District, Mueang Nakhon Phanom, and also 4 districts in Mukdahan Province; Mueang Mukdahan District, Dong Luang District, Khamcha-i District, Nong Sung District, and Seka District in Bueng Kan Province.



Product Owner: Mrs. Samon Phupasri  
 Tel. : 089 942 5134



## Lampang Khao Tan

The crispy fried sticky rice is topped with sugarcane caramel and produced in Lampang province with the special local wisdom of the locals. It's made from a combination of the RD6 rice variety, which is yellowish brown, and Khao Kam (Black Glutinous rice), which is reddish purple. Both varieties are fragrant, gluey and, with their size, they will puff up well when fried as well as give off some sweet, aromatic, crispy and tasty flavour. The cane caramel topping is freshly sweet and made from sugarcane grown in Lampang province. The watermelon juice comes from the Kin Naree watermelon, which is also grown in Lampang Province. When mixing the Khao Tan mixture with the watermelon juice, it gives an outstanding and unique sweet taste.



Product Owner: Mr. Atthawut Yaowapat  
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 Product Owner: Mr. Chanyuth Inthaphrom  
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## Trang Roast Pork

A famous grilled pork from Trang province, with the local cooking wisdom of Trang people. This menu is cooked from 'Moo Khi Pha', or a small-breed of pig or other common pig, and its specialty is a crispy and golden roasted



skin, yet the meat is tender and the taste is well balanced. If cooked with 'Moo Khi Pha', there will be less fat in the meat. The whole process is strictly controlled and audited, and there must be a label of "Trang Roast Pork" shown on the package.

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 Product Owner: Mr. Samphan Yewhieng  
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# Taste, trip and trekking, following in the footsteps of GI products in Surat Thani

The view of Koh Samui

Travelling with GI In this issue will take you to where there's a motto: "The City of 100 Islands, Delicious Rambutan, Big Shells and Red Eggs Yolk, and the Center of Buddhism" like Surat Thani province. The motto portrays the image of a city which is rich in cuisine and also in tourism. This is one of the most popular travel destinations among travellers all over the world.

## Koh Samui

It is the biggest and most famous island in Surat Thani. Not only does it have beautifully natural surroundings, but also pristine beaches, luxury accommodation, and chic cafes to check in at. Koh Samui is also a hub to travel to the nearby islands that are no less beautiful and charming, such as Koh Pha Ngan, where teenage travellers dream of attending the Full Moon Party once in a lifetime. Besides the party, there are many beautiful beaches for a swim and also the Koh Pha Ngan Coconut, a GI product to try and taste. This local coconut has a distinguished oval shape, and both its shell and the coconut fibre are tough. The ripe coconut shell is brown and its meat is bright white with a



Koh Pha Ngan Coconut

double-firm texture that is sweet and fragrant. It is widely grown in Ban Tai sub-district, Koh Pha Ngan sub-district, and Koh Pha Ngan district only.

## Khao Sok National Park

Khao Sok National Park is the destination for the adventurous travellers. The mountain ranges of this rainforest house a high biodiversity and are embraced by various kinds of rare plants such as Rafflesia Kerri, White Elephant Palm, and Maxburretia Furtadoana. This is also the habitat of four types of reserved wild animals, such as Fea's Barking Deer,

Capricornis, Malayan Tapir, and Marbled Cat. There are also natural spots for sightseeing, such as caves, cliffs, and waterfalls. For the light leisure traveller, Ratchaprapha Dam or Chiao Lan Dam, where there are many overwater accommodations to choose from, are recommended. Just wake up to a stunning sunrise and relish the golden rays of light calmly reflecting on the water's surface and the morning mist is a bliss. Alternatively, taking a cruise to see Guilin sights like Khao Sam Kler is also possible, and it's beautifully impressive.



Ratchaprapha Dam



Full Moon Party



Khao Sam Kler



### Pa Ton Nam Ban Nam Rad

The unseen travel community located in Ban Tham Niap, Khiri Rat Nikhom District, houses a clear blue pond into which the rise of the water originates from the foot of the mountain. It's embraced by a lush nature. The visitor can either swim or have a simple foot bath for leisure. A longer walk will take you to Maloh Canal, where you can explore the swamp forest by paddle boat. It's open every day from 9 a.m. to 5 p.m. with a 10 baht admission fee per person.

With the area located in the southern province, Surat Thani is one of the southern food destinations famous for its full flavour as well as the ingredients freshly caught from the sea. Therefore, no matter where your destination is, you will certainly find delicious local meals that will complement the flavours of the trip.

Starting with breakfast at "Kanom Jeen at Auntie Maitri" in Koh Samui. The Kanom Jeen noodles (rice vermicelli) here are freshly made and available to pair with various kinds of curry sauce and fresh vegetables alongside. This dish will satisfy all your appetites. However, there is a famous 'Sabienglae' seafood restaurant in Koh Samui. The favourite dishes include 'Sabienglae salad' and other local menus. 'Jit Pochana' is a seafood restaurant serving spicy seafood dishes for more than 40 years as an option as well.

Back on shore, 'Nai Ao Seafood' restaurant serves various kinds of seafood menus with a sea view. Alternatively, there is also a Thai-Chinese restaurant called 'Sin Hua Long' located near Na San train station, which is considered the province's favourite restaurant and will welcome

### Surat Thani Oyster



Chaia Salted Eggs



Nasan Rongrien Rambutan

guests with their famous dishes like 'Pla Meng Spicy Salad' (stinger catfish spicy salad). For noodle lovers, 'Noodles Seafood House' (by Pa Ting) offers a noodle menu with a load of seafood in a bowl. On a final note, do not forget to order the 'Surat Thani Oyster' when visiting any seafood restaurant to sample. Satisfaction is guaranteed.

In fact, the oyster of Surat Thani is 'Crassostrea Belcmheri', which has a local kind of maturing and is raised in the sea and fish ponds along the coast of Ban Don bay in Chaia district, Tha Chang, Phunphin, Mueang and Kanchanadit, including the coastal area of Tha Chana district. This kind of oyster has bivalves with thin shells, though the left shell is bigger than the right. The cup-shaped oyster meat is white, plump, and meaty, and can be eaten fresh. It tastes great and leaves no fishy smell.

After the delicious food journey, do not forget to buy souvenirs such as the 'Chaia Salted Egg', the province's most famous product, which is made from duck eggs raised in the Chaia district and processed accordingly to the wisdom of the Chaia people. The egg is not too salty and doesn't have a strong smell. There is also 'Nasan Rongrien Rambutan', a famous local rambutan with a rounded shape, thin peel, meaty, and a texture that is crispy, dry, and easily comes off from the seed, and sweet with its nice unique smell. They were grown in Na San district, Ban Na Doem district, and Wiang Sa district, and they will easily become everyone's favourite after the first taste. ♦



## Utilizing Soft Power with Thai's GI Products

**Ms. Kanitha Kungsawanich**  
Deputy Director General,  
Department of Intellectual  
Property

Soft Power is about how to use culture to lead the market by bringing the valuable essences of history, tradition, and cultural legacy in that particular country to gradually infiltrate the production of goods and services into the consumer's awareness. Once there's a preference, appreciation, or satisfaction, it will create bonds with the country of origin. It will also result in travelling to experience people, culture, and to try the food, products, and services. This will also lead to generating income for the community.

The Geographical Indication, or GI, is another mechanism to use in order to drive Thailand's Soft Power forward because GI products are unique and are associated solely with the production area. Whether it's the landform or the weather conditions, as well as the local wisdom, it is hard to imitate the product or find it elsewhere.

Additionally, many of Thai's GI products are seasonal and can drive tourism throughout the year, and the GI products are from all 76 provinces across Thailand, including Bangkok, helping to distribute income to the Thai GI producer community nationwide.

**"Pushing GI as the country's Soft Power for the country's sustainable income."**

# MINISTER'S HIGHLIGHTS

(July 19 – March 22)

**Jurin Laksanawisit**  
Leader of the Democrat Party  
Deputy Prime Minister and Minister of Commerce

**Sinit Lertkrai**  
Deputy Minister of Commerce

## Farmer Income Guarantee 5 produces



## Good Price Fruit



## Forming private-public joint committee on commerce

Business leads charge, Government supports

Help push more export and resolve trade obstacles such as:

- Shortening Thai rice export
- Helping trader and customer charge problem
- Pushing for opening border trade
- Pushing Thai Covid-19 safety protocol standard

## Agriculture Produces, Commerce Markets

Market-led Strategy

Goals:

- 100% online trade transactions
- 100% online payment
- 100% online delivery
- 100% online dispute resolution

Completed Agriculture product checklist

- Completed QR CODE for traceability
- Advanced sales through social platform

Agri Reference:

- 1. Online trade transactions
- 2. Online payment
- 3. Online delivery
- 4. Online dispute resolution

## Counter Trade

"Help Farmers Find Markets"

To trade and future markets in every province

By provincial sale team (76 provincial commerce teams) in active working

Creating total trade value = **10,849.64** billion THB

In 2020 value: 3,245.06 billion THB  
In 2021 value: 5,372.12 billion THB  
In 2022 (January) value: 2,232.46 billion THB

## Thai Food, Global Food

To make Thailand a global food hub of world standard

Leading to trade value **57,729.46** billion THB in 2 years

3,413 Agricultural products, foods, Thai Sweets, and Metal Products Supporting

4,043 Business Matching

Policy:

- Pushing for opening borders to solve crisis
- Pushing for online sales
- Pushing for business matching
- Leading private sector MOU
- Pushing networking
- Pushing training and development

## Presiding RCEP Trade Ministerial Meeting Successfully RCEP15

RCEP members end taxing on over **39,366** Thai products, 29,891 product tax went down to 0% immediately starting in January 2022

RCEP is a world's largest Free Trade Agreement (FTA) consisting of 15 countries.

Trade volume:

- Trade volume: 28.6 billion USD
- Trade volume: 10.7 billion USD

Promoting businesses to utilize advantages from FTA to gain more international market.

## Pushing Export to Fight Crises, Leading Businesses to Sign for Global Trades MOU

Mission - Thailand Salesperson

Pushing more exports through signing new MOUs and Business matching for 231 partnerships

Total export value in 2 years top **94,822.17** billion THB

Private sectors already delivered total value of **57,176.63** billion THB (60.305%)

6,482.10 million THB

161,756 million THB

## Promoting New Trade Format toward New Notmal

Virtual Trade Fair (regarding parallel online and off-line activities in hybrid edition)

Online-to-Store Promotions (regarding online sale promoting activities with respective physical partners)

Online Business Matching (regarding business matching between the business and international buyer via online platform)

Supporting more than **17,058** businesses to help activation partners with selling COVID-19 products

Creating trade values in New Normal period for more than **178,065.30** billion THB

## Training New Generation of Business Owners

Through development and promotion from New Economy Academy (NEA) Department of Trade Promotion and Department of Business Development

Creating **105,568** entrepreneurs

NEA creates new business owners and train to improve **87,298** businesses

OSD Creates New Business Owners Developing digital commerce for **18,270** businesses

## MOC Online One Stop Service

Reducing steps in service with One Stop Service online outlet for all **124** services offering by Ministry.

www.moc.go.th

## Pushing Every Province to have GI Products

Now **154** products are registered

Creating added value for **40,000** billion THB



## Develop and support Thai Intellectual Property

To utilize patents

Patent Early Warning - an alert system to notifying expiring patents such as expiring medicine patents mean local business can produce locally and allow people to access cheaper medicines.

Reduce registration lead time

- Fast track trademark registration from 12 months to 6 months
- Fast track trademark renewal from 60 days to 60 minutes
- Patent e-Cert: certificate issuance from 60 days to 15 days

## Promoting Thailand's Craftsmanship

To sustainably develop Thailand's art and craft development in all aspects

In 2021, this generated economic and social income for **384.45** million THB

In 2022, income target for communities, artisans, and entrepreneurs, is 500 million THB.

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