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Owner

Department of Intellectual Property

Mr. Theerasak Seena

Legal Expert

Ms. Monchanok Tanasanti

Trade Officer, Professional Level

Ms. Rawisara Warasilp

Trade Officer, Practitioner Level

Ms. Thipyaporn Puedphan

Trade Officer, Practitioner Level

Ms. Maneerat Juirueng

Trade Personnel, Operational Level

Mrs. Nucharee Nuchleab

Trade Officer

Ms. Nannapat Thitiworasab

Trade Officer

Ms. Chutchamapohn Nookajohn

GI Official

Organizer

Lifestyle and Travel Media Co., Ltd.

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Thailand 10110

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Thailand's GI Promotion and Community Identity Product and GI Thai Product Protection Policy

Mr. Sinit Lertkrai

Deputy Minister of Commerce

According to government policy on economic development and competitiveness enhancement, as well as strengthening the foundation in order to increase national economic competitiveness for Thai businesses of all level can utilize and further GI credentials, local wisdom, cultures, and resource which are expected to generate more income for local entrepreneurs and farmers. This is truly local economic

development to strengthen local community, local self-sufficiency, and sustainably and thoroughly add values to community products.

Therefore, the Government strongly promotes GI registration as well as the promotion to establish wider and better perception and popularity of GI products. It aims also to improve products and create more marketing opportunities for



To improve products and create more marketing opportunities for community enterprise and local entrepreneurs.

Inspection and certification of GI products quality are main concerns to increase confidence and initiate trusts among domestic and international consumers.



community enterprise and local entrepreneurs. Inspection and certification of GI products quality are main concerns to increase confidence and initiate trusts among domestic and international consumers.

As a Deputy Minister of Commerce, I offer a number of policies for Department of Intellectual Property to support and improve community agriculture products, handicraft products, and agricultural industry to have unique identity, and eventually to be able to register as GI. To drive this government initiatives forward to benefit truly farmers, entrepreneurs, and consumers, there are 3 key missions to implement:

GI Registration Promotion

To promote the protections for products of community and register them as Department of Intellectual Property will manage from offering information and



understanding on Geographic Identification, consulting registration filing process in Thailand and abroad. Currently there are 6 products filing for GI in 5 different countries such as Thung Kula Rong-hai jasmine rice in European Union, Doi Tung Coffee in European Union and Cambodia, and Lamphun Brocade Thai Silk in India and Indonesia.

Developing Product Quality Control System

To promote and support all GI products to have a continuous quality control to ensure producers and entrepreneurs to obtain Thailand GI symbols and be able to use this to certify product quality and standard for consumers' confidence, and create more values to the products, including enhancing competitiveness in domestic and international market.

Adding More Values to GI Products

To support the development of images, develop and design packaging of GI products. This means to improve potentials for GI enterprises including create opportunities

and expand sale channels, both traditional and online such as GI Market Trade Exhibition, GI Fest, GI Market. This features a strong presence and ThaiFex, the largest food trade exhibition of ASEAN region. While handicraft products are chosen to join Style Exhibition, an international trade exhibition featuring many products such as gifts, home decorative items, furniture. Furthermore, more distributing channels are pursued in Business Matching format, in order to allow enterprises to find news channels for new markets.

In 2021, it is very pleasant to know that now Thailand has GI products from all 77 provinces already. Recently Klong Ekarat drum from Ang Thong province was registered successfully in June 2021. However, Department of Intellectual Property determines to develop Thailand's GI support and protection continuously in order to add more values to products, increase income and better quality of life and livelihoods for community, farmers, and enterprises. Ultimately this will sustainably development Thailand's economic foundation. ♦

Srisangdaw Receives MOC's Diamond Award



With full determination and devotion to create a top quality product combined with a flair of creativity and community knowledge sharing, now Sinsamut Srisaenpang, from Srisangdaw Ricemill Co.,Ltd. the producer of various products under 'Srisangdaw' brand is chosen to be awarded MoC's Diamond Award (Petch Panich Award) in 2021 in the field of agricultural product.

Sinsamut, as a producer of Thung Kula Rong-hai jasmine rice from Roi-et under the brand of 'Srisangdaw', expressed after receiving the award that 'actually we do everything here with love; from the concept of promoting GI to helping local paddy rice farmer combating poverty by changing the way of cultivating rice to more refined method, which in turn helps increase productivity and income for them. Even though during the process we had felt that it was very difficult, in mean time, it did help us to see through to the real value. We then rebrand all the products and our first GI product is package made from recycled rice husk. This product has won 15 awards at international and global levels. This introduces Thailand's GI products at international level. It makes them know about Thung Kula Rong-hai jasmine rice, and about Srisangdaw as a brand more.

"Winning MoC's Diamond Award (Petch Panich) pleases me very much, and it lifts our morale as well as farmers who have worked with us. Throughout the period, we have been very strict with our standard from cultivating, milling, packing, we have done everything in premium way, and we try to maintain this standard. We would like to offer our gratitude to many important people who clearly saw our hardworking. We and our local farmers are lucky enough to be able to produce such special products with uniqueness, from our local community. Furthermore, another key element is brand building, because if we do not have a brand, we cannot tell our stories of GI uniqueness and special features of our products."

Supakhon Chunsawad strives toward Ban Phaeo Aromatic Coconut group to obtain IP Champion 2021 on Geographic Identification.

From the second generation that has been ever ready to learn and develop his own products, this makes Supakhon Chunsawad, a producer and entrepreneur of Ban Phaeo Aromatic Coconut from Ban Phaeo District, Samut Sakhon Province is the first to receive IP Champion 2021 on Geographic Identification, the first new branch of the awards starting this year.

Supakhon shared that since 2017 he spent more than 1 years to persuade all local coconut farmers in Ban Phaeo to be one big plantation, and work together to improve and develop products to achieve Thailand's GI. Then it is further developed into processed products. The enterprise aims to establish trust among customers that Ban Phaeo Aromatic Coconut is always of good quality and worth buying. He then expressed his feeling after learning of his new award that:

"I am very proud and very happy to achieve this award as the first in this field. I never thought I would win this. But perhaps because my relentless passion to learn and to develop Ban Phaeo Aromatic Coconut to the next level. All starts with a basic fresh green coconut to sell, now we have a bottled coconut water, young coconut pudding, nata de coco, out-of-shell coconut, and our latest coconut tablet. In future, I want to create more innovation, which we need to learn continuously. We must also maintain our quality, not only to retain out GI standard, but also our products are distributed in My Choices of Tops Supermarket. Those featured products, each will be individually labeled with QR code identified to each plot of our coconut plantation. So we need to maintain our quality. I would like to share with my fellow farmers that apart from good quality, we must strive to develop our Thai fruits to be famous among the world."



Klong Ekkarat

The Pride of Ang Thong – The Final GI Product of 77 Provinces of Thailand



Klong Ekkarat or Ekkarat Drum is Ang Thong's finest handicraft with its own uniqueness and refinement. Its top quality makes it widely known, and eventually gains its GI status in June 2021 from Department of Intellectual Property, as 156th product registered with the Department. It is also the first from Ang Thong, and completes the Department's project – "1 Province 1 GI Product" as now all 77 provinces of Thailand have at least 1 GI product for each province.

Klong Ekkarat refers to a long one-side drum or temple drum made from softwood shaped to its types. The size can be varied from small to big size, also decorative one. Its drumskin is generally made from various kinds of leathers or skins depending on drum types. They are all made according to traditional craftsmanship and local wisdom from uniquely skilled local craftsmen of Ekkarat Subdistrict, Pa Mok District, Ang Thong Province.

By type, "Klong Yao" or a long drum is a one-sided drum with a long cylinder shape. Its drum body is with drumskin on one side and the midsection tapering down before expanding up similar to speaker. It has a shoulder strap for carrying. Temple drum or 'Klong Pen' or 'Klong Tad' is a double-sided drum with drumskins on both side rivetted by softwood pegs. It is hollow and curving out in midsection. The peg pinning drumskin is made of wood, ivory, or animal bones. The hanging loop is attached to midsection for hanging. Klong Tad has two symmetrical drumskins and coming in pair. There is one with higher pitch and one with lower pitch. Other decorative drum or souvenir drum usually has similar shape to the instrument but smaller or varied to order. They are often more colourful, and with more pattern of better aesthetic.

Ekkarat Subdistrict is a small basin flood plain with tropical climate. So raintree, mango, jackfruit, and santol, which are all softwood, grow very well. They are ideal materials for high quality drum. Apart from climate, a legacy of local expertise makes Klong Ekkarat finest instruments with top standard, and thus gain popularity. The local legacy has been passed on within the community, so it is chosen to be one among 10 prototype



creative economy communities by Ministry of Commerce in 2011. They remain the only drum making and repairing village in Thailand, and remain one of original One Tambon One Product village of Pa Mok District, Ang Thong. ♦

The registered GI Products



Wiang Kalong Pottery



Pakchong-Khaoyai Durian



Naiwong Ranong Mangosteen



Neck Orange Chana



Pathum Thani Hom Pathum Rice



Bangbo Snakeskin Gourami



Khao Khiriwong Mangosteen



Saraburi Man Nong Saeng Mango

Surat Buahiran Advancing Local Wisdom "Kohkret Pottery" Developing Product towards GI Standard

"Mo Nam Lai Wijid" or intricate water pot is not only a seal of Nonthaburi Province, but also refers to people of Nonthaburi who have made this famous pottery for over 200 years. With its unique and intricate features of 'Mo Nam Lai Wijid' (a pot, lid, and stand) along with manufacturing and carving processes, this refined piece of craftwork is long registered as GI since 2010. This is a legacy craftsmanship passed on from Mon ancestor generations ago. It is undeniable that Surat Buahiran, the chief of this community enterprise – 'Kohkret Pottery', is a key driving force of "Kohkret Pottery" of Nonthaburi to become GI product.

Strive to Develop Local Wisdom of Koh Kret

Surat shared that he quitted his day job during the time Koh Kret was opened up as a tourist destination in 1998 and came to supervise Koh Kret pottery handicraft group, which at that time was under no



management. "We started from the concept on how to make our community sustainable, how to preserve our heritage wisdom and develop simultaneously and continuously, and how to make Koh Kret known like other tourist attractions." And it seems that the longstanding nationwide reputation of "Kohkret Pottery" is still strong with the community. Furthermore, the product is now registered as GI product, and that is considered to be a success, and confirms that Surat has gone in the right way.



"Kohkret Pottery" Local Uniqueness Among Uniformity

"We have developed our products continuously both in production process and forms to catch up with the period or answer the demands of customers and travelers. But still the products keep community identity with its traditional production process. "Kohkret Pottery" is unglazed terra cotta with light orange to deeper reddish orange, making intricate patterns from moulding, carving, engraving, and perforating. All is made onsite in Pakkret District, Nonthaburi Province.

Surat shared further that the shapes or forms of Koh Kret terra cotta might be resemble to other sources but the key uniqueness is the lotus patterns which is created from local craftsmanship of local Koh Kret community on a very fine clay which is also unique feature of Pakkret. All results in a very refined and durable terra cotta.

"We want everyone to visit and buy Kohkret Pottery by themselves, so one can choose the right items with very low cost, along with support local economy and tourism for Koh Kret community during this COVID-19 crisis", Surat added. ♦



Facebook : suratbuahiran
Tel. : 08 1867 9522
Line ID : suratbuahiran



Phongchayut Phonatha Weaving to Success 'Prawa Kalasin Thai Silk' Thailand's Leading GI Product

In the day that Prawa Thai silk of Phu Tai Dam community of Kalasin revealed its inherited intricate pattern as a newly unique fabric, this crafted textile earned its domestic fame as a new 'Queen of Silk'. This results "Prawa Kalasin Thai Silk" – handwoven silk with traditional pattern techniques featuring extra silk thread to create additional pattern, as a new GI product from local community by local enterprise. Phongchayut Phonatha is a person behind success as the owner of Prawa Kalasin Thai Silk shop, and the leader of Ban Pone silk weaving group.

"The widely recognized success of "Prawa Kalasin Thai Silk" is not only about its intriguing uniqueness of the textile of Phu Tai Dam community, but also about



the successful cooperation of government and community in developing this new silk textile for a community to generate their own income. Everything goes hand in hand. The keen support of Royal Folk Arts and Crafts Center Project of Queen Sirikit"

Model of Success to GI Product

"The fact that "Prawa Kalasin Thai Silk" – an intriguing handwoven silk textile with combined traditional techniques, obtained GI registration, this makes more people now know Kalasin as a destination for silk lover. This gives customers confidence that top quality Thai silk starts here. GI registration thus establishes confidence among customers in quality from the origin and helps expand customer base. I deem

this a more valuable success than "price", this is because it makes more people know "Prawa Kalasin Thai Silk", which means more customers, and words of mouth even takes us further. The ultimate profit for us as a producer is that we can produce more for more customers."

Think outside the Box Creating "Prawa Phu Tai Dam Thai Silk" Different and Pleasing for Thai Silk Customers

"From current government documentation, it seems to me that I am the only designer who design and own a copyright on Thai textile pattern. Moreover before this success, there were obstacles in the past to overcome as older generation only remained in the old idea of silk weaving, particularly on "one cannot weave the pattern that one never does, one cannot do it, and one will not success." But we think differently, so convinced them in all possible way. This was very difficult in changing people's mind. Until one day we can unlock this. The newly unique Prawa Kalasin Thai Silk was then created differently, from basic shape patterns into more curve, more fluttering, more delicate pattern with the existing traditional silk weaving techniques. The results were unexpectedly good and accepted, and more sought after in Thai silk market." ♦



Facebook : Phongchaiyuth Phonata
Tel. : 08 1171 4271
Line ID : Nuk1155

“Tops” to Create GI Markets near You



Central Good Retail Company Limited initiates a policy to support and conserve community products to thrive and generate income sustainably. The Company is an affiliate company of Central Retail Group, and the operator of Tops Market, Tops Superstore, Central Food Hall, Tops Daily, and Family Mart. It has long worked together with communities, government agencies, and other private sectors, to establish markets for local Thai products and expand to registered GI products. Somnuk Yodduern, Senior VP on Local Sourcing and Farmer Cooperation, and Theerada Siriphan, Director, GI/OTOP product of Central Food Retail Company Limited both cited these products as “Premium Product” which are seasonally available at Tops and Central Food Hall.

“GI products are already special and unique by themselves, we only need to select those answering our consumers’ need. Tops sees local folkways as well as uniqueness of GI products which both are worth supporting to be known among market.” Somnuk shared the stories while Theerada added that “In the past, Central

Food Retail already has several projects with communities to create products and brands to international standards and retain quality. So GI products are another learning process of Tops and community development together as it is also a corporate vision in ‘center of everyone’s life’ to create a sustainable community.”

Tops Supports Expanding Distributing Channels for GI Products, Taking Thai Enterprises to National and International Level.

“Our local sourcing teams in each region of Thailand work closely with the agency responsible for GI products all along that what are new GI products around. We virtually approach them all; farmers and entrepreneurs with registered GI products are welcome to approach Tops directly, any branches or directly to the Company, we do have a special team to take on this



Theerada Siriphan



Somnuk Yodduern

matter. Or if there is other agency or authority wishing to push this such as local authority, government agencies, or civil society, contact us directly.” Somnuk insisted on the potential opportunities for GI products for Tops distribution. This is another channel that the Company cooperating and creating networks from local communities to urban groups, and this is a process with good potential to develop in future.

Jing Jai Market – Farmers’ Market – Another Channel For GI

“So far there are 23 Jing Jai Markets – Farmers’ Markets, which are another channels for consumers to access to GI products, easier than ever. GI product distribution comes with each unique story for each GI products according to Tops’ policy that aiming to let consumers learn more about GI products as well as producers and farmers’ ways of life. This aims to achieve a balance among producers, traders, and consumers; from upstream, midstream, and end, and make it possible for all to conduct their businesses sustainably. And most importantly, everyone can access easily” ended Somnuk. ♦

Our Shopping Guide to All Top Quality GI Products

Enjoy shopping with various products already registered as GI. Apart from the top confidence in product quality, these offer great variety of them ranging from top agricultural products like Pakpanang Tubtimsiam Pomelo, and Pure Mak Mao Berry Juice from Sakon Nakhon to master craftsmen's work like Chiang Mai Celadon and Lamphun Brocade Thai Silk. These products perfectly reflect charms and identity of Thailand.

Chiang Mai Celadon

This Chiang Mai made ceramic product is made from black clay or general clay mixed with black clay fired with ash glaze at very high temperature in imperfect combustion chamber. This inherited process creates a smooth finish with natural crack pattern, the glaze is transparent with green tint and, at times, blue or brown. It will reverberate when being tapped.



Product Owner – Chiang Mai Celadon (Tassanee Yaja)
Tel : 053 484 693
 Product Owner – Baan Celadon (Kanda Kanchanakorn)
Tel : 053 338 288



Pakpanang Tubtimsiam Pomelo

"Pakpanang Tubtimsiam Pomelo" is Tubtimsiam variety which is sweet and soft with pink to red flesh, and many seeds close to the core. The pomelo flesh is quite firm and neatly dry

with sweet taste. The skin is thin, smooth, and yellowish green, with very fine hairs giving it a velvety feeling to touch. The fruit is mainly grown in mangrove flood plain of Pak Panang District, Nakhon Si Thammarat.



Product Owner – Kohthuad Community Enterprise (Wanchai Yensai) **Tel : 08 1788 0491**
 Product Owner – Ban Duk Pomelo Enterprise (Amphorn Sawatsuk) **Tel : 08 9605 4388**



Sakon Nakhon Mak Mao Berry Juice

"Sakon Nakhon Mak Mao Berry Juice is a sweet and sour fruit juice with slight tannin taste made by cold pressing Mak Mao Luang fruit (*Antidesma punctulatum* Miq.) to get this pure juice. Then the juice is pasteurized to make it ready to drink. The juice contains at least 25% pure juice

plus other ingredients such as water or sugar, and no other fruit. While concentrate Mak Mao Berry juice must contain at least 25% Mak Mao berry juice with at least 40% soluble solids, and needs to be diluted before consumption. It is naturally deep red or purple of the natural Mak Mao fruit grown in Sakon Nakhon.



Product Owner – Phu Phan Drink (Kriangkrai Naksawat)
Tel : 08 9278 7930, 08 3407 8423
 Product Owner – None Hua Chang Agriculture Cooperative (Roongnapha Chanwijit) **Tel : 08 9829 1428**



Lamphun Brocade Thai Silk

"Lamphun Brocade Thai Silk" is brocade silk consisting of silk, silver, and gold thread interwoven with various threads levels to create patterns and motifs. All are made with specific traditional weaving techniques inherited from generations since 1805 in Lamphun. Lamphun has been an abundant province, ideal for sericulture or silk rearing. Now there are 5 types of silks classified by its use: dressmaking silk, silk sarong, silk piece, Sbai silk, and silk shawl.

Product Owner - Khun Au Thai Silk (Rewat Singhsak)
Tel : 09 0893 9284
 Product Owner – Lamphun Thai Silk (Rosrin Connell)
Tel : 053 510 329



Mae Fah Luang Garden



Doi Tung coffee

Wonderful Trip "Chiang Rai"

A Trip to The North into The Mountain - Quests for GI Products

This issue, GI trip will take you to revitalize with the freshness up north in its misty mountains and peaks of Chiang Rai. Those northern provinces are blessed with mountain charms, so you can choose to relax with nature as well as shopping various GI products as the province's slogan goes "Northernmost of Thailand, the land of 3 borders, Lanna culture, Phra That Doi Tung, jasmine rice, sweet fragrant lychee, beautiful ladies, wonderful tea, Nang Lae pineapple, and giant catfish breeding ground."

Flower Variety at Doi Tung Mountain

Mae Fah Luang Garden or Doi Tung Garden is very popular with the massive size of 25 rai. It is filled with countless flower variety blooming all year round. While locating up mountain further, Mae Fah Luang Arboretum or Doi Chang Moob Arboretum does not only offer flowers but a variety of Rhododendron.

Besides, Doi Tung mountain offers a camp site for those who wish to view a sea of cloud in the morning along with a cup of famous "Doi Tung" coffee as this is a home to a renown Doi Tung Royal Project which is a source of Doi Tung coffee. Doi Tung coffee is a hybrid of 3 varieties: catimor, caturra, and catuai, which mixes back to caturra for 4 – 5 generations to stabilize the new variant for producing green coffee bean. Doi Tung coffee tastes nice and smooth, and is fragrant. So their coffee bean is ideal for drinking and souvenir.



Chiang Rai tea plantation by Doi Wawee

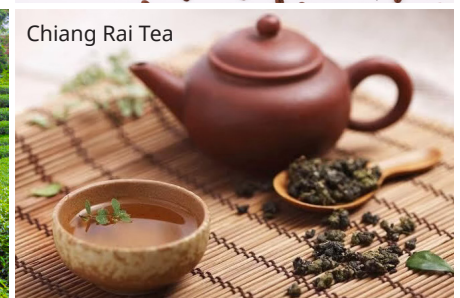
Morning Mist at Doi Wawee

Doi Wawee in Mae Suai District is a sizeable village of Chinese migrant from Yunnan who had long settled here. So it is a home to fine tea leave, and the first oolong tea plantation in Thailand. You can choose to enjoy a cascading tea plantation by the mountain and taste "Chiang Rai Tea", a green tea and oolong tea that come from Assam and Chinese tea variety. They are cultivated in the districts of Muang Chiang Rai, Mae Suai, Wiang Pa Pao, Mae Lao, Mae Chan, Mae Fah Luang, Chiang Khong, Chiang Roong, and Chiang Saen. The tea leaves are dry and processed to give fine natural scent and flavor.

Or one can choose to enjoy the scenery of Doi Chang at Mae Suai District as it is a viewpoint for Prunus cerasoides, or Himalayan Cherry Blossom, the biggest site in Thailand with over 400,000 trees. Then one can choose to shop for Doi Chang coffee, a variety of coffee bean from caturra, catimor, and catuai. The beans are sourced locally from valleys of Doi Chang, Wawee Subdistrict, Mae Suai District, processed by top standard to be green bean and roasted bean/ grounded coffee of high quality. It does have high quality and unique tastes.



Doi Chang coffee



Chiang Rai Tea



Doi Pha Mee

Relaxing at “Nang Lae Community”

If one likes “Nanglae Pineapple”, Nang Lae is an ideal place as it has been a prime plantation ground for Nanglae Pineapple or honey pineapple, which belongs to ‘smooth cayenne’ same as Pattavia variety. It has round shape, short with shallow ‘eyes’ and thin green and black skin or yellow and deep orange skin. The meat texture is amber or honey color with a smoother and finer fiber. Its sweetness is middle to high level, so it is popular and gain reputation for the Province.

Besides, there are more attractions to visit and relax including many accommodation in homestay style with idyllic valley views, cascading paddy fields, Nang Lae Nai waterfall, and a spa and message session at Nang Lae Community Learning Center, Phra That Doi Ong Temple. It is also possible and very inviting to visit tribal village of Akha and Li Khai situating in Mae Khao Tom Pa Huai Luek National Reserved Forest to explore more.



Nanglae Pineapple

Exploring and Enjoying Nature at “Doi Pha Mee” Mountain

One can choose to visit the peak view of Doi Pha Mee mountain, a small village in Mae Sai District. It is surrounded with mountains and sizeable forests. It is rather popular for those seeking unseen locations and wish to rest in very relaxing atmosphere of homestay and café with massive views. Before returning, “Khao Niew Khiaw Ngoo Chiang Rai” or Chiang Rai fang glutinous rice (8974 glutinous rice) is a local favorite souvenir. The grain is long and slim, like serpent fangs. When properly cooked, it is fragrant, soft, and sticky without being mushy and soggy. It is widely grown in the districts of Mae Sai, Chiang Saen, Mae Chan, and Phan. It is a hearty meal that makes a hearty souvenir as well as tremendously helping local communities. ♦



Khao Niew Khiaw Ngoo Chiang Rai



Thailand's GI Product Quality Control System and Sustainability Mr. Prayoth Benyasut - Deputy Director General

When community products are well registered to be GI products, how could general public be confident its GI product quality standard and reputation to be as registered? Department of Intellectual Property then initiate a policy to pursue the registered GI products to establish quality control system at production level, and international level. This is to be done by initiating Internal Control System (ICS), i.e. own enterprise or producer performs its own quality control throughout the production process and products within its own producer group up against the registered GI standard including external control via Certification Body (CB). CB will perform quality control within the producer group or entrepreneurs to ensure that it is all up to the standard. CB certification will be accepted internationally. This inspection at producer level or international level will be the key determination for GI symbol permission from Department of Intellectual Property. So the enterprises with GI products and symbol can use this GI symbol in selling GI products and establish trust and confidence among consumers that products are quality controlled and inspected that are genuine from the registered claimed sources. Therefore GI enterprises should value the creation of quality control system continually, so that your GI products can retain GI value and well accepted among consumers. This ultimately and sustainable adds values to your products.

Ministry of Commerce's Direction of 2021

And Mitigation Plan for COVID-19 Pandemic Crisis

Ministry of Commerce devises plans to focus on key issues featuring continuing last year plans and initiating new working plan for 2021. This consists of 3 parts:



Jurin Laksanawisit
Deputy Prime Minister and Minister of
Commerce

Sinit Lertkrai
Deputy Minister of Commerce

1. Implementing "Market-led Production" strategy
2. Accelerating national earning by focusing on service sector along with manufacturing sector
3. Focusing on working with every sector, particularly those of private sectors via Joint Public-Private Sector Committee on Commerce mechanism.

All consists of 14 working plans

- 1** income guarantee 2 year scheme

executing the second year of farmers' income guarantee scheme
- 2** "Commerce's Price Cut"

"Commerce's Price Cut" scheme to help people at the subdistrict level
- 3** "Agriculture Produce - Commerce Market"

"Agriculture Produce - Commerce Market" by implementing 'Market-led Production' strategy
- 4** "Thai Food World Food"

plan focusing on food exporting including halal food, vegetarian food, and other new trend food of the world
- 5** Enhancing online integration for all sectors

more into the existing platform, and creating new central platform
- 6** Developing marketing potential for service sector by improving service sector database and helping solving marketing channel issue

Wholesaler, Retailer, Smart grocery store, Logistic, Wellness, Digital content, Restaurant, Printing
- 7** Enhancing marketing potentials for grassroots manufacturing sectors, both SME and Micro SME
- 8** Boosting export in this New Normal

period by employing more marketing innovation such as hybrid trade show and Mirror Mirror
- 9** Executing proactive border trade and inter border trade through COVID-19 pandemic
- 10** Accelerating all trade negotiation to expand Thai trade to world market in all form
- 11** On Intellectual Property, accelerating GI registration for potential products of all regions in Thailand

สิ่งของที่มีมาตรฐาน GI THAI GEOGRAPHICAL INDICATION
- 12** Offering more proactive services to business and Thais,

focusing on fast facilitating all electronic services answering to E-Government policy
- 13** Working closely with all related public and private sector in the form of Joint Public-Private Sector Committee on Commerce
- 14** Strengthening "One Stop Service"

public service policy in all its 85 public service points nationwide

#ทำได้ทำได้จริง

f GI Thailand

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GI Thailand OFFICIAL Channel



Department of Intellectual Property, Ministry of Commerce
563 Sanambin Nam Road, Tambon Bang Kraso, Mueang
Nonthaburi District, Nonthaburi 11000
Tel. : 0 2547 4678 Hotline : 1368
www.ipthailand.go.th