



THAILAND STRENGTHENS GLOBAL STRATEGY TO PROMOTE AGRICULTURAL EXPORTS

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On 7 January 2026, Thailand's Deputy Prime Minister and Minister of Agriculture and Cooperatives, Captain Thamanat Prompow, presided over a key policy meeting for Thailand's overseas Agricultural Attaché Offices, comprising 11 offices in 8 countries worldwide. The meeting was attended by Mr. Vinaroj Supsongsuk, Permanent Secretary of the Ministry of Agriculture and Cooperatives, along with senior executives of the Ministry. The meeting focused on strengthening the global promotion of Thai agricultural products and increasing farmers' income, guided by the principle "Market-Led, Innovation-Supported, Higher Income."

The Minister outlined a strategic framework centered on three core pillars: maintaining Thailand's strong position in existing markets, expanding into new and high-potential markets, and promoting innovative and niche agricultural products. Agricultural attachés were encouraged to actively identify opportunities for both traditional exports and emerging products to ensure Thailand's continued competitiveness on the global stage.

A key priority highlighted during the meeting was the expansion of sales channels through digital platforms and e-commerce, enabling Thai agricultural products to reach international consumers more directly. At the same time, the Ministry emphasized the importance of strengthening cooperation with major trading partners while further expanding Thailand's global trade networks.



The Minister also underscored the need for agricultural attachés to adopt a proactive approach in addressing trade challenges, especially non-tariff barriers such as environmental regulations and increasingly stringent import standards. Attachés were instructed to closely monitor and support ongoing agricultural trade negotiations to facilitate smoother and more timely market access for Thai products.

Despite ongoing global economic uncertainty, agricultural attachés reported that Thailand's agricultural exports in 2025 continued to grow steadily in key markets, including China, the European Union, and the United States. To sustain this positive momentum, the Minister reaffirmed the government's commitment to enhancing product standards, diversifying export markets, and identifying new opportunities, with the overarching objective of ensuring stable and sustainable income growth for Thai farmers.

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