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The Center for  
International Trade Studies  
ศูนย์ศึกษาการค้าระหว่างประเทศ

# Strategic Partnership for Sister Cities

by  
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CLMVT have shared the long-lasting cultural and economic ties. Despite the ASEAN integration, the potential of regional value chain has yet to be fully exploited. This reflects that our sub-regions need to intensify efforts to work together on connecting and strengthening value chains, as well as to tap into the new economy driven by technological transformation and social & environmental standards.



To confirm commitment to mutual and inclusive growth, the Thai Government has supported pilot studies to pave the way for border provinces to formulate area-based joint strategy with neighboring countries, and to integrate value chains into global market.

The studies were conducted in four sub-regions, focusing on product clusters in each particular region. The steps and lessons learnt from the four 'Sister Clusters' will provide guidance for other border provinces to enhance further cooperation in our sub-regions.

I am truly confident that, through expanding partnership in CLMVT and leveraging sister-city relationship, all countries will reap greater mutual benefits. Our seamless connectivity and trade facilitation will also improve co-production and logistics in CLMVT, thereby uplifting livelihood among local people and rural economies in the value chain.

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**Miss Pimchanok Vonkorporn**

Director-General of Trade Policy and Strategy Office  
The Ministry of Commerce of Thailand

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## Overview of

# STRATEGIC PARTNERSHIP FOR SISTER CITIES PROJECT IN FOUR PILOT SUB-REGIONS

## CURRENT PROGRESS

# 100%

Loading



## 1 Study Reports of Pilot Areas and Product Clusters

Economic analysis and area-based studies of the connecting areas between provinces in CUM and Thailand, and results of focus-groups in four border sub-regions to identify the co-product champions



## 2 Results of Workshops for Value Chain Connection and Multi-stakeholders Dialogues (3 meetings / sub-regions)



Public Hearing  
with local public  
and private sectors  
in each border  
provinces



### Workshops for Regional Value Chain Creation: 4 Sister Clusters

Two-nations  
Mango Juice  
PAIUN  
+  
CHANTABURI



Hybrid Herbal  
Product and Service  
SHAN STATE  
+  
CHIANGRAI



Veal Calf  
Cluster  
SAVANNAKHET  
+  
SARUK PROVINCES



Town Portal  
Application  
MYEIK  
+  
PRACHINBURIKHAN



Multi-stakeholders  
Dialogues between  
Public, Private, and  
Universities



## 3 Strategic Partnership Frameworks for Four Sub-regions

Formulating strategic partnership frameworks for co-development of value chain focusing on exporting agricultural-processing sector, as well as future directions for stakeholders' collaboration between two countries and the third parties in targeted markets.



## 4 Enhancing Integration with Other Partners

Presentation of progress of the projects in four sub-regions so as to intensify further implementation and utilization of lessons learnt from the pilot cases in other border provinces, including the Ministry of Interior, Ministry of Foreign Affairs, Chamber of Commerce, and young entrepreneur network in Thailand and neighboring countries.



# Project Objectives



To create a guideline for building strategic partnership among provincial clusters in Thailand and its neighboring countries.



To develop a model for connecting value chains in product clusters that CLMVT share mutual interest and potential so as to expand opportunity toward overseas markets



To create network among public and private actors as well as local universities both in Thailand's provinces and neighboring countries to enhance sister-cluster partnership



To promote utilization of the pilot-study results in other border provinces in the future



## Criteria for Selection of Sister Cluster

This project has used the criteria studied by the NESDB which divided provinces into 6 regions. Each region has potential product clusters that vary by local resources. The project has selected the 'Sister Clusters' in which Thailand and CLMV can complementary each other and create cross-border value chain. To identify the Sister Clusters, we take these basic issues into account:



## Pilot Provinces and Product Clusters

Clusters	Pilot Provinces	Products	Partners
Fruit Cluster	<b>Eastern Provincial Cluster 2</b> (Trad, Chanthaburi, Prachinburi, Sa Kaeo, and Nakhon Nayok)	Mango	Burapha University Chanthaburi Campus
Herbal Cluster	<b>Upper Northern Provincial Cluster 2</b> (Chiangrai, Nan, Phrae, and Payao) and Chiangmai	Herbal	Mae Fah Luang University
Beef Cluster	<b>Upper North-eastern Provincial Cluster 2</b> Sakonnakorn, Nakhon Phanom, and Mukdahan	Beef	Rajamangala University of Technology Isan Sakonnakorn Campus.
Seafood Cluster	<b>Lower Central Provincial Cluster 2</b> Samutsakorn, Samutsongkram, Petchburi, and Prachuabkirkhan	Seafood and Tourism Service	Phetchaburi Rajabhat University

# Seven Steps to Building Partnership for Sister Cluster

In creating the regional value chain / cluster, we employed collaborative actions consisting of the following 7 steps; with visitation to 4 sub-regions, 4 times per sub-region.

## (1) Focus-group Meeting

between manufacturers of Thai agro-industry products and farmer- groups in the upstream supply chains both in Thailand and neighboring countries, as well as public sectors and academics, in order to select a pilot product for initial implementation in each sub-region.

## (2) Value Chain Workshop

by inviting importers from the target markets to provide demand- information and visit the production sites so as to discuss on weaknesses and how to upgrade product quality in accordance with market trend, customer preference and quality standards & requirement.

## (4) Trial implementation

of the collaborative action plan outlined above through collective efforts among various agencies in order to facilitate the development of cross-border value chain and supporting parties (Sister Cluster).

## (3) Multi-stakeholders Dialogue

between the public and private sectors and universities from Thai provinces and neighboring countries in order to set up a Common Vision and Joint Strategy, resulting in a draft Strategic Partnership Framework and a 3-months action plan.

## (5) Second-Round Multi-stakeholders Dialogue

to bring results of the three-months action plan so as to revise the draft Strategic Partnership Framework, and to create a coordinating mechanism to continue the future work, especial the role of local universities in both countries (Sister Universities).

## (6) A seminar for central government agencies

to find ways to share goals and integrate policies among ministries involved as well as to formulate some policy recommendations to unlock limitations and improve regulatory framework.

## (7) Sharing the project results and lessons learnt

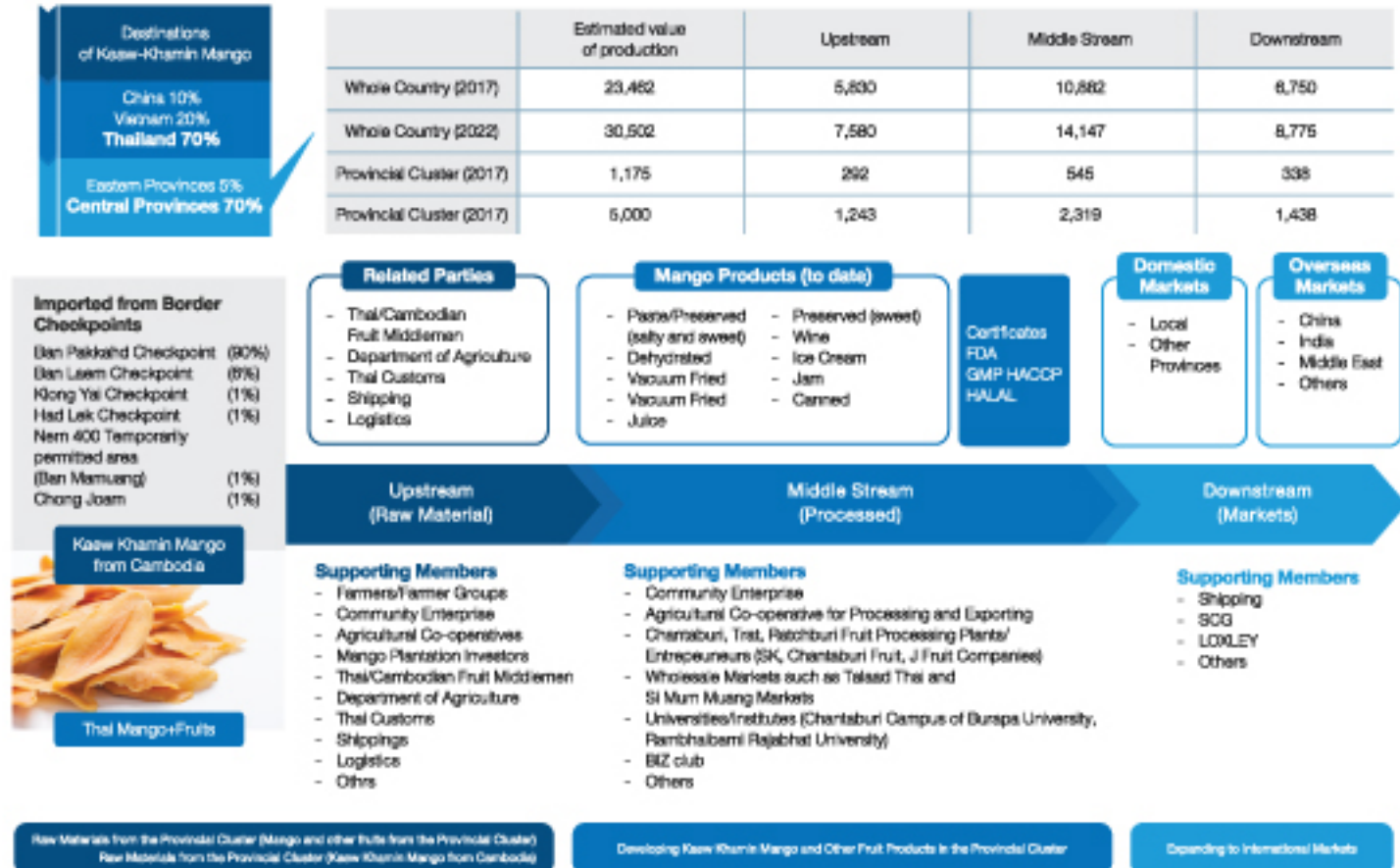
from case studies, so as to encourage learning and application of the case studies in other border provinces in the following years.





**Sister Cluster 1:**  
**Cambodia - Eastern**  
**Thailand**

## Value Chain of Fruit Products between Cambodia and Eastern Thailand



## Draft Strategic Partnership Framework for Sister Cluster of Processed Mango Products between Cambodia and Eastern Thailand

**Vision:** To be the leader in developing the quality and standard of the Kaew-Kamin mango processing in the world market

### Mission 1:

To jointly develop quality production and value chain management

### Objective 1

1. To reduce import costs for Thai importers and entrepreneurs
2. To lessen the procedure and fees for the import of Kaew-Kamin mango
3. To develop harmonized standards of fruits, such as GAP and Organic
4. To have a good agricultural management system

### Mission 2:

To develop the processing of Kaew-Kamin mango, Thai fruits and mangoes

### Objective 2

1. Linking entrepreneurs with public-private-universities partners for value creation and better market access
2. To create the joint identity of the bi-national processed mango products
3. To create the joint network for product development
4. To develop the standard for product processing

### Mission 3:

To find the marketing channel to gain comprehensive access to domestic and overseas customers

### Objective 3

For entrepreneurs to effectively expand the export to domestic and overseas markets

### Raw Material Management Strategy

1. Managing the raw material of Thai mango in accordance with Thai production season
2. Managing the import of Kaew-Kamin mango in compliance with Thai rules
3. Jointly developing a common quality management system and safety standard for the two countries, including the sharing of laboratory
4. Being the purchasing center for Kaew-Kamin mango at Ban Pakkard Border Crossing Point

### Processing Strategy

1. Encouraging co-Innovation among agricultural producers, SME, and universities to enhance technology adoption and innovative products from Kaew-Kamin mango, Thai mangoes and other fruits
2. Enhancing partnership in public-private-university network, community enterprises/ cooperatives so as to develop increase capabilities and market opportunity
3. Developing the standard of production and processing to gain at least the GAP standard
4. Negotiating with CDC of Cambodia to get the investment privileges such as the joint venture, the establishment of a processing plant in Pailin Province
5. Government agency provides processing equipment and machinery for Thai entrepreneurs

### Marketing Strategy

1. Promoting sub-regional branding of the Thai fruit corridor and Cambodian sub-region of Kaew-Kamin mango
2. Launching processed mango products in potential domestic market such as THAIFEX Fair and new overseas markets
3. Developing packaging and logo/ trade mark to reflect the bi-national products
4. Coordinating with main delivery centers of the country such as airports and delivery centers in major and secondary cities such as Pattaya, Chiang Mai, Chanthaburi to distribute the bi-national goods
5. Connecting with the Tourism Authority of Thailand in order to invite foreign leaders to visit the processing plant
6. Having the database, knowledge, preferences and consumption demand of various countries
7. Creating the acknowledgement of the bi-national products through social media, TV Direct

## Project Results and Next Steps

A set-up of business partnership between Thaweessap Community Enterprise in Trad province and fruit farmer-groups in Cambodia, together with supports from many parties, especially the consultation provided by Burapha University Chanthaburi Campus.



This resulted in a product design and development of a co-product of two-nations mango juice, namely 'Lin-Chan' (Pailin - Chanthaburi), which is a combination of excellences from Thai and Cambodian mangoes. In the future, the partnership could extend to other co-products and marketing promotion through cooperation with hotel association and exporters in this sub-region.







**Sister Cluster 2 :**

**Lao PDR - Upper  
Northeastern Thailand**

## Value Chain Structure of Beef Cluster between Lao PDR and Upper Northeastern Thailand

Year	Upstream (million baht)	Middlestream (million baht)	Downstream (million baht)	Total (million baht)
Whole Country (2017)	1,280	1,084	3,220	5,584
Whole Country (2022)	2,046	4,680	8,122	15,000
Provincial Cluster (2017)	850	1,140	2,050	2,940
Provincial Cluster (2017)	2,050	2,880	5,070	10,000

### Cross Breeding Cattle

Asian Cow (Brahman, Tai) European Bull (Charolais, Limousin, Simmental, Angus)  
Average weight of 350-400 kg.

- Cattle Sellers/Collectors/Markets
- Small Cattle Breeders
- Agricultural Co-operative
- Cattle Co-operative
- Private Companies

GAP Certified

### Long-term Cattle Breeders

(Fattening Cattle)  
12-18 month cattle  
600-800 kg in weight

- Cattle Sellers/Collectors/Markets
- Small Cattle Breeders
- Agricultural Co-operative
- Cattle Co-operative
- Private Companies

GAP Certified

Premium Beef  
25%

Beef 75%

Standard Beef  
50%

Worm Boring  
55%

Bone/Fat 30%

By Products 45%  
(Head, Feet, Intestine, Hide, Tail)

- Supermarkets (Mits, TOPS, Gourmet, Paragon, Makro)
- Restaurants (Chok Chal, Suksh)
- Others (Betagro)
- Co-op Shops
- Restaurants and Hotels (Lao PR/Vietnam/ China in the future)

- Makro
- Food Shops
- Shabu and Barbecue Restaurants
- Noodle Shops
- Co-op Shops

Processed Beef (Pound Grilled Beef, Sun Dried Beef, Barbecue Beef, Beef Ball, Lean Sausage, Northern Sausage, etc.)  
- Makro/Co-op Shops

- Food Shops/General Consumers
- Tanneries (Cowhide) Glass Factories/Animal Feed Manufacturers (Bone), Wax (Fat)

Slaughterhouse/Cold Storage/ Boring Room (Co-op/Companies)

Certificates GMP, HALAL

Upstream  
(Raw Material)

Middle Stream  
(Processed)

Downstream  
(Markets)

### Supporting Members

- Livestock Development
- BAAC (AMC)
- Universities (Sakon Nakhon Campus of Kasetsart University/Rajamangala University of Technology Isan/Sakon Nakhon Rajabhat University/Nakhon Phanom University)
- Local (Tambon Administration Office / Municipality)
- Provincial Agriculture and Co-operative Office
- Provincial Co-operative Office
- Animal Feed Manufacturers

Upstream Value Bt 800 mil

### Supporting Members

- Livestock Development
- Universities (Sakon Nakhon Campus of Kasetsart University/Rajamangala University of Technology Isan/Sakon Nakhon Rajabhat University/Nakhon Phanom University)
- Local (Tambon Administration Office/ Municipality Office)
- Weights and Measures Office
- Provincial Agriculture and Co-operative Office
- Provincial Co-operative Office
- Animal Feed Manufacturers

Middle Stream Value Bt 1,140 mil

### Supporting Members

- Livestock Development
- Provincial Co-operative Office
- Local (Tambon Administration Office/Municipality Office)
- Ministry of Commerce (Provincial Office of Commercial Affairs, TPSC, DITP)
- Universities (Sakon Nakhon Campus of Kasetsart University/ Rajamangala University of Technology Isan/Sakon Nakhon Rajabhat University/Nakhon Phanom University)
- Provincial Chamber of Commerce/Bozclub
- Provincial Industry Office/Provincial Labor Office

Downstream Value Bt2,000 mil



# Draft Strategic Partnership Framework for Fattening Cattle between Lao PDR and Upper Northeastern Thailand

**Vision:** To create higher value and competitiveness for herbal products from mountainous areas through joint strategy, co-innovation, and sub-regional branding

## Mission 1:

To encourage agricultural producers from both countries to develop better quality and access to broader markets

## Mission 2:

To further develop herbal products based on international standard so as to gain additional value

## Mission 3:

To strengthen partnership among agricultural producers and related stakeholders between the two countries

## Objective 1

To produce fast-growing cattle whose quality and standards meet the market demand and increase the income of the farmers

## Objective 2

To produce beef from fast-growing cattle with quality and standards which are accepted by the trading partners

## Objective 3

To increase the potential of the trade of Thailand's beef from fast-growing cattle for domestic market, ASEAN market and Chinese market

## Fast-growing Cattle Production Management Strategy

1. Promote and develop the production of beef cattle and fast-growing cattle according to the GAP standard
2. Conduct research and development about animal feed and forage crops that are suitable for the breeding of high quality fast-growing cattle
3. Increase the potential, monitor prevent and control disease in fast-growing cattle so that SANUK provincial cluster (Sakon Nakhon-Nakhon Phanom-Mukdahan) will be a disease-free zone
4. Create cooperation in academic field and experience in producing fast-growing cattle for the farmers in the neighboring country (Thailand-Lao PDR)

## Innovation and Processing Strategy

1. Accelerate the development and promotion of the slaughterhouse and the cutting process to meet the standards of GMP, GMP/PIOs and HALAL/HACCP
2. Conduct research and development to increase the value of fast-growing cattle's beef in a new method for sales in Lao PDR, ASEAN and Chinese markets
3. Increase the competitiveness of personnel involved in the production chain of the fast-growing cattle

## Marketing Strategy

1. Increase the channels and promote the sales of beef from fast-growing cattle domestically in the big cities and important tourist attractions
2. Develop the channels for sales in Lao PDR, ASEAN and China
3. Create acknowledgement of the history and the quality of beef from fast-growing cattle of the SANUK group both domestically and internationally
4. Promote the SANUK provincial cluster to become the landmark of Thailand's fast-growing cattle
5. Create the cooperation with Lao PDR in order to facilitate the trade and export of beef from fast-growing cattle
6. Create a system for the traceability of beef from fast-growing cattle throughout the production chain to create the food safety system and consumer confidence

## *Project Results and Next Steps*



Linking a cooperation between Agriculture Development Center at Nongtao Savannakhet and Rajamangala University of Technology Isan in Sakonnakorn province with regard to knowledge transfer on cultivation of cattle feed plants, especially Napier grass and other plants in order to supply the increasing demand from fattening cattle cooperatives in Thailand



Creating business networking between Thai cooperatives and Laotian entrepreneurs which could result in future cooperation in value creation and distribution of fattening beef cattle to inner Laos PDR, Vietnam, and China through butcher centers in Laos and joint venture in retail business.

The Ministry of Commerce is willing to support information on demand and requirement from the third country so as to broaden market access in both regional and global levels.



**Sister Cluster 3:**

**Myanmar - Upper  
Northern Thailand**

## Value Chain Structure of Herbal Cluster between Myanmar and Upper Northern Thailand

Year	Upstream (Million baht)	Midstream (Million baht)	Downstream (Million baht)	Total (Million baht)
Whole Country (2017)	40	59	145	245
Whole Country (2022)	60	88	439	587
Provincial Cluster (2017)	5	9	22	37
Provincial Cluster (2017)	8	11	40	59



**Tanaka from Myanmar**

Mae Sai-Tachilek Checkpoint

Certificates  
- GAP  
- USDA  
Logistics  
Shipping  
Customs



**Plai 70%  
Tanaka 30%  
Massage Oil**

Certificates  
- GAP  
- USDA  
Logistics  
Shipping  
Customs

Domestic Markets  
- Local  
- Other Provinces

Overseas Markets  
- Myanmar  
- China and Others

- Cross Border  
E-commerce  
- Exporter

**Plai+Tanaka Products**

**Upstream  
(Raw Material)**

**Middle Stream  
(Processed)**

**Downstream  
(Markets)**



**Plai from Thailand**

Research  
Innovation  
Patent  
copyright



**Tourism and Hospitality**

Five 'Changs' Herbal Tour  
- Two-Country Herbal Tourism Route  
- Two-Land Unique Spa Treatment  
such as Lanna Spa/Myanmar Spa (Tai)

Tourist  
- Thai  
- Myanmar  
- Chinese  
- Others

**Related Parties**

- Thai and Myanmar Farmers
- Community Enterprise
- Provincial Agriculture Office
- Provincial Health Office
- Department of Agriculture
- Thai Customs
- Myanmar Logistics (Reflex Myanmar Co., Ltd Myanmar)
- Wone Vann Co., Ltd Myanmar

**Related Parties**

- Mae Fah Luang University (Research/Development/Production and Extraction of Substances)
- Phaya Mangrai Hospital (Extraction of Substances)
- Community Enterprise
- Thai Traditional Medicine
- Provincial Health Office
- Provincial Industry Office

**Related Parties**

- Thai/Myanmar Spa Owners
- Exporter (Mekong Delta)
- Logistics (Far-E Chiang Mai University)
- Cross Border E-commerce
- Mae Fah Luang University
- Community Enterprise
- Thai Traditional Medicine
- Provincial Health Office
- Ministry of Interior (Chiang Khong and Mae Sai Chief District Officers)
- Thai Customs
- Office of Commercial Affairs
- Ministry of Culture
- Tourism Authority of Thailand
- U.S.S.U (Gdun)



**Draft Strategic Partnership Framework for Herbal Cluster  
between Myanmar and Upper Northern Thailand**

**Vision:** To add more value to Thai-Myanmar herbs by the joint cooperation and innovation to move forward and meet the demand of domestic and overseas markets

**Mission 1:**

To manage and encourage herbal production to have quality standard

**Objective 1**

1. For the agriculturists of the two countries to have more income from selling herbs
2. To further develop standard herbs to gain added value
3. To create the stronger unification of the agriculturists of the two countries

**Mission 2:**

To develop the processing of herbal products to create the identity of the bi-national products

**Objective 2**

To enhance herbal product processing to have more value and to be universally accepted

**Mission 3:**

To promote and launch herbal products into the markets of the two countries and overseas

**Objective 3**

1. To increase the income from selling herbal products in the two countries and overseas
2. To increase the marketing channel for the Herbal products in the two countries and overseas

**Herbal Raw Material Management Strategy**

1. Selecting, propagating and promoting herbs that grow well in the areas
2. Managing the import of Myanmar herbs in compliance with Thai rules
3. Managing the warehouse and logistics for the import of herbs from the production source in Myanmar
4. Jointly developing and creating the standard of herbal raw materials and the personnel of the two countries
5. Encouraging the cooperation between Thai and Myanmar private sectors in providing herbal raw materials in order to add the value
6. Driving the cooperation in herbal production according to the market demand

**Herbal Processing Strategy**

1. Integrating the public sector, the private sector, communities and educational institutions to drive the development of new commercial herbal products
2. Promoting the herbal research and innovation to further develop commercial and industrial products
3. Encouraging the launch of pilot project of herbal processing plant that has GMP/PICS standards with modern technology and developing the potential of the personnel of both countries
4. Establishing a coordinating center for the research network and development of herbs and products at Mae Fah Luang University
5. Designing and developing the package that portrays the identity of bi-national products
6. Creating the network between Thai and Myanmar SMEs

**Herbal Marketing Strategy**

1. Launching processed herbal products into the potential markets of both countries and overseas
2. Publicizing processed herbal products so that they will be accepted in both countries and overseas
3. Driving the project for herbal tourism in accordance with the local lifestyle of both countries
4. Developing the potential of the personnel in herbal marketing of both countries
5. Managing the warehouse and logistics for the export of herbal products

## ***Project Results and Next Steps***

Connecting value chain between herbal company based in Taunggyi city in Shan State (YEN-D alumni) and smallholder farmer enterprises (BizClub members) in border provinces both in Kentung (Myanmar) and Chiangrai (Thailand). The product was developed by blending between product champion from both countries; Thanaka and Cassumunar Ginger (Plai), using the sub-regional branding of Tai (ไท) to reflect the common culture of Tai people living in mountainous areas in Chiangrai, Shan State, and southern China.

Future cooperation will be expanded to connecting tourism routes for wellness tourism under the theme of "the magic of spa from the Mekong to Salween". Meanwhile, Mae Fah Luang University, together with other stakeholders, will continue to play an active role in fostering trust and future cooperation in product innovation and market linkage.





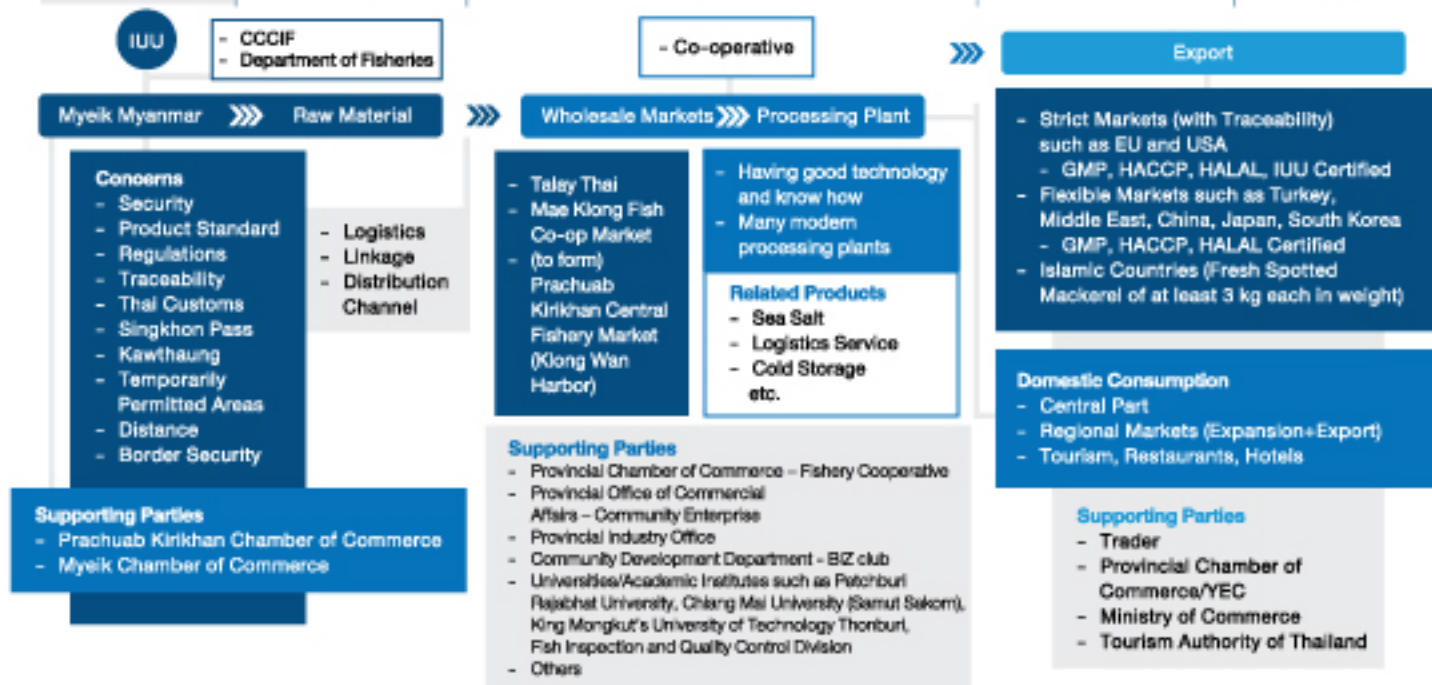


**Sister Cluster 4:**

**Myanmar - Lower  
Central Thailand**

## Value Chain Structure of Seafood Cluster between Myanmar and Lower Central Thailand

Year	Upstream (Million baht)	Midstream (Million baht)	Downstream (Million baht)	Total (Million baht)
Whole Country (2017)	250,117	262,623	288,885	493,893
Whole Country (2022)	503,075	528,228	581,061	1,612,364
Provincial Cluster (2017)	212,599	223,229	245,552	681,381
Provincial Cluster (2017)	427,613	448,994	493,893	1,370,501



**Vision:** To drive Thailand- Myeik trade and investment of fishery goods and processed goods towards the world market

**Mission 1:**

To upgrade the quantity and quality of fresh fishery goods from Myanmar to meet Thailand's demand for processing

**Mission 2:**

To promote the processing of fishery goods from Myanmar for the consumption and the export to the world market

**Mission 3:**

To connect the trade which is related to fishery goods with the processing

**Mission 3:**

To develop the system and facilities to promote the connection between fishery goods and the processing between the two countries

**Objective 1**

Sustainable growth of raw material market of fishery goods and the processing of the two countries

**Objective 2**

Stable and strong economy of the fishery goods and the processing

**Objective 3**

Increasing potential of the production and the marketing of fishery goods and the processing of both countries

**Objective 4**

For the two countries' cooperation in the trade and investment related to the fishery sector to expand

**Raw Material  
Connection Strategy**

1. Creating the trade cooperation in fishery goods between entrepreneurs in the Lower Central Provincial Cluster 2 and Myeik (Mergui) Province
2. Expanding the cooperation of related trade and service such as sea salt, logistics service, cold storage etc. together with the fishery trade with the trade partners
3. Using marketing mechanism to solve the problem of raw material standard

**System Development and Trade  
Promotion Mechanism Strategy**

1. Supporting and improving the system so that the solution to IUU fishing problem will be more flexible and have lower operating costs
2. Improving the logistics system to immediately connect the trade and investment at the border of Myeik with the local factory
3. Supporting the trade channel for raw materials with the trade partner through the central fishery market such as managing the central market and building the new central market
4. Improving and developing the border checkpoint to be the international point of entry

**Market Expansion and Added Value  
of Fishery Goods Strategy**

1. Promoting the cooperation in the fishery goods and the processed goods to expand the domestic and overseas markets
2. Expanding the market in the trade partner countries and other countries by classifying the markets according to the quality/ standard of raw materials
3. Adding the value of fishery goods by using the innovation

## ***Project Results and Next Steps***

An MoU on cooperation between Meaklong Fishery Cooperative and Fishery Distribution Center In Myeik province In Myanmar to upgrade quality management system so as to supply seafood materials for food manufacturing by the Thai cooperative, aiming to supply growing demand from CLMVT markets, China, and the Middle East countries.



An established common agenda among public and private partners to establish Sister-City Business Support Unit located in border area or in universities (Rajabhat Phetchaburi University and Myeik University) so as to facilitate networking of young entrepreneurs, local/OTOP product design and development, and linkage of tourism destinations). This can be supported through Sister-City Association and existing MoU between the two universities.

The Ministry of Commerce, in collaboration with Young Entrepreneur Chamber of Commerce (YEC), has created partnership for co-development of mobile application (Town Portal – Prajuab. & Myeik). Through this online platform, networking between tourism-related services in Prajuab Kirikan and those in Tanintharyi Region can be enhanced, while increasing visibility for local SMEs in broader markets, especially foreign tourists and buyers.



## The Next Phase of Sister Cluster Project

There are several challenges that need to be addressed by the central government agencies, especially in the matter of quality management of raw materials and processed products, especially GAP standard, that must meet international standards so as to expand market opportunity and co-production network.

In the year 2018-2019, the project would pay more attention to demand side of the chain by connecting partnership with the third country in overseas market. This could be promoted through collaboration between universities and social enterprise in sub-regions.

The next phase may focus more on high-value industrial products, especially biotech products that provide opportunity for potential farmer enterprises in border provinces to tap into the value chains.

## List of Supporting Partners



**UTCC**  
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ศูนย์ศึกษาด้านการค้าระหว่างประเทศ



**MAE FAH LUANG  
UNIVERSITY**



สภาอุตสาหกรรมแห่งประเทศไทย  
The Federation of Thai Industries







<http://sister-cluster.moc.go.th/clmvt>