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A Study of the Situation of Thailand – Cambodia Border Trade at the Chong Chom Border Crossing, Surin Province

Nattarin Ueasin¹¹Khon Kaen University, Thailand

ABSTRACT

The objectives of this study are to collect and provide data about the entrepreneurs, the logistics of products, the factors that affect border trade, SWOT analysis of the businesses, and the competitiveness of Chong Chom border crossing by using the survey and interview of 40 entrepreneurs between 2015 and 2016. This study found that most entrepreneurs are female, Cambodian, and with less than five years' business experience. Most of the products sold are bicycles, clothing and kitchen implements. For the logistics of product, materials and products are mostly transported by private vehicles, stored in shops and sold in front of stores. The strengths and opportunities of businesses are the low price of products, the variety of products, and encouragement from the government. The weaknesses and threats are weak language skills, and lack of experience in running a business. For the Diamond model analysis of demand conditions, Thai consumer demand has increased; however, Cambodian consumer demand has decreased. In terms of factor conditions, it was found that there is a variety of products and low prices but a lack of technology utilization. For firm strategy and rivalry, there is cooperation between similar businesses but there is still competition in terms of price. In terms of supporting industries and government, the governments of two countries have supported industries. Although Surin province was encouraged to be ASEAN market, the government has introduced stricter border trade policies and increased import tax. It is suggested that there should be business training courses in Thai for Cambodian entrepreneurs, geographical indications on products to differentiate products, and cooperation between Thailand and Cambodia for stability and sustainability.

KEYWORDS Border Trade; Chong Chom Border Crossing; Logistics

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