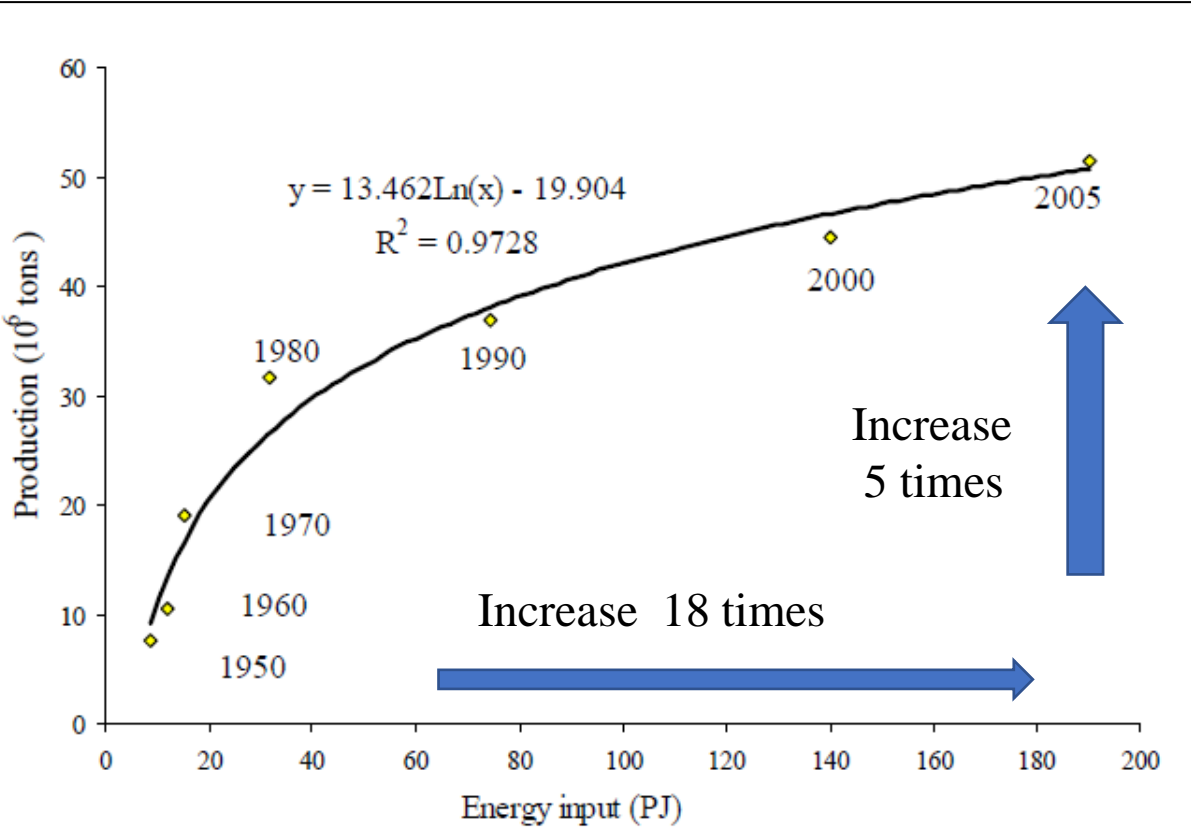




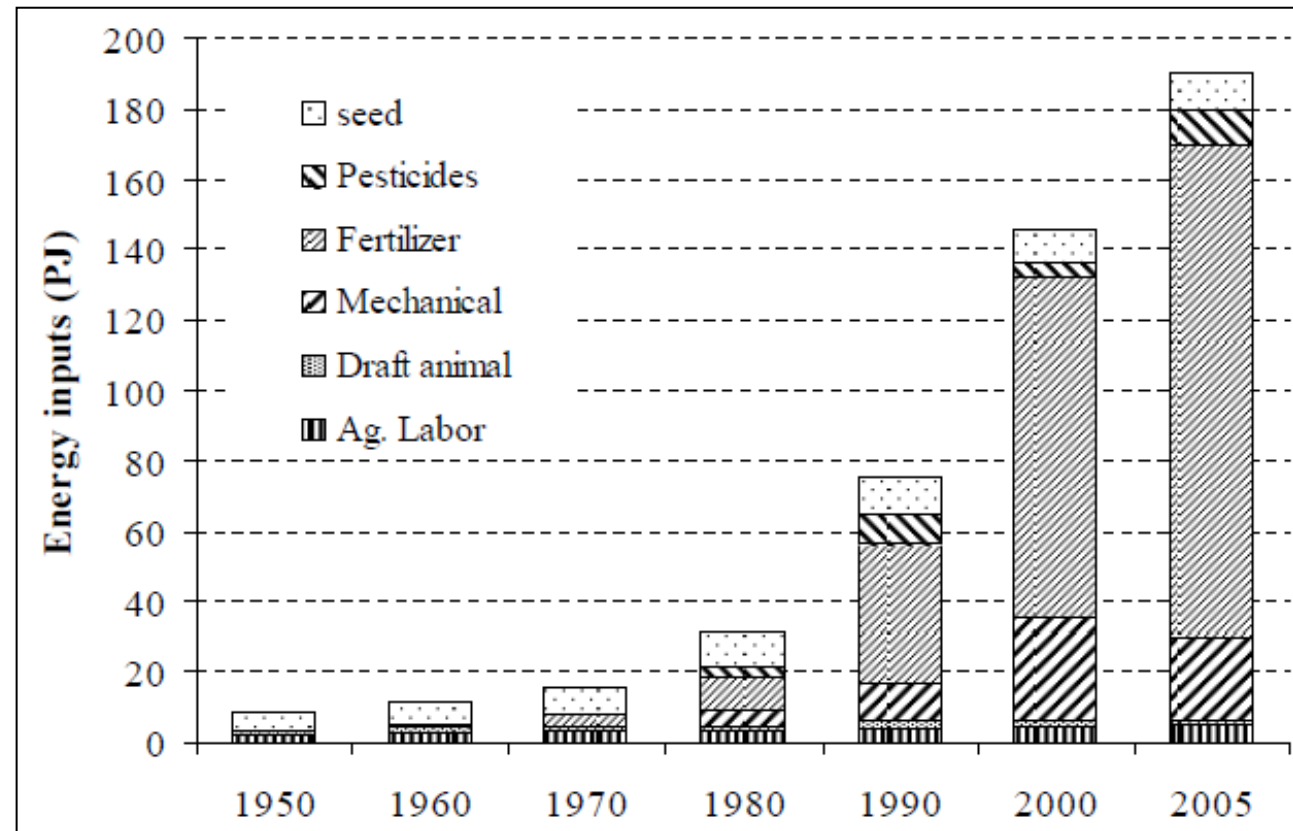
# Developing Local Market

- Understanding of situation of the expected market
  - Demand driven and time requirement
  - Push up will be not success, invitation new technologies is may be required.
- Criteria for development and marketing of Machinery
  - Agricultural production (rice, field crops, horticulture, livestock, aquaculture)
  - Farm size
  - Problems faced resulting to agri. mach. requirement
  - Mechanization level (stationary, power intensive...control level)
  - Constraints
    - Policy
    - Financial

# Agricultural mechanization assessment in term of energy

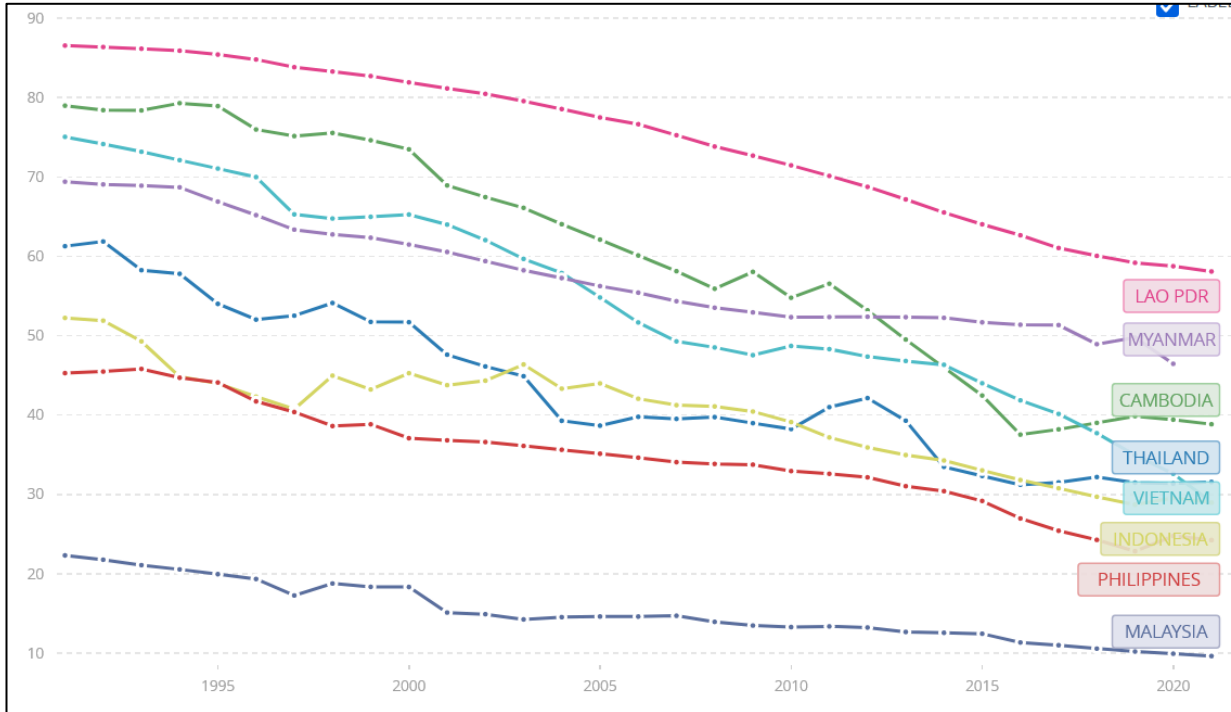


Relationship between energy input and crop production output in Thailand



Contribution of different energy inputs resources in crop production in Thailand

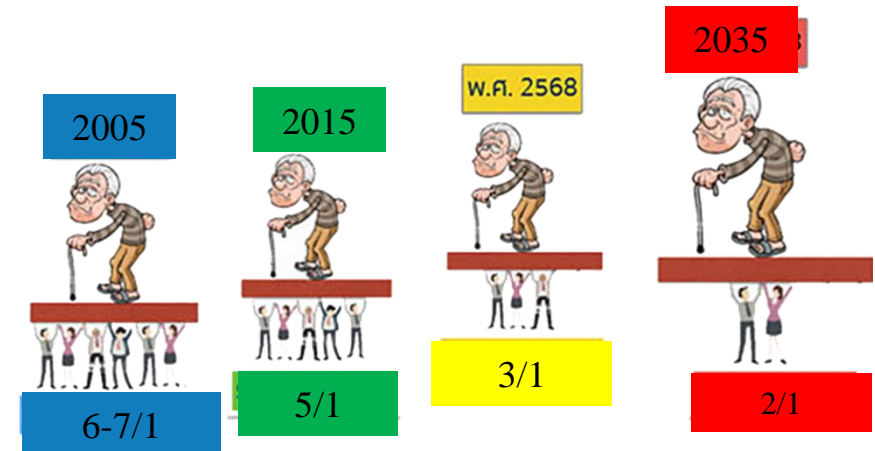
## Trend of labor force in agricultural sector



## Labor force in agricultural sector



- Mechanization play importance role and more crucial
- **Agri. labor available is crucial factor for development and expandable used of Agri. machineries**
- Agri. labor available for all countries sharply decrease trend
- Agri. Labor of Thailand is only about 29% the total labor force
- Aging society is the new big problem faced

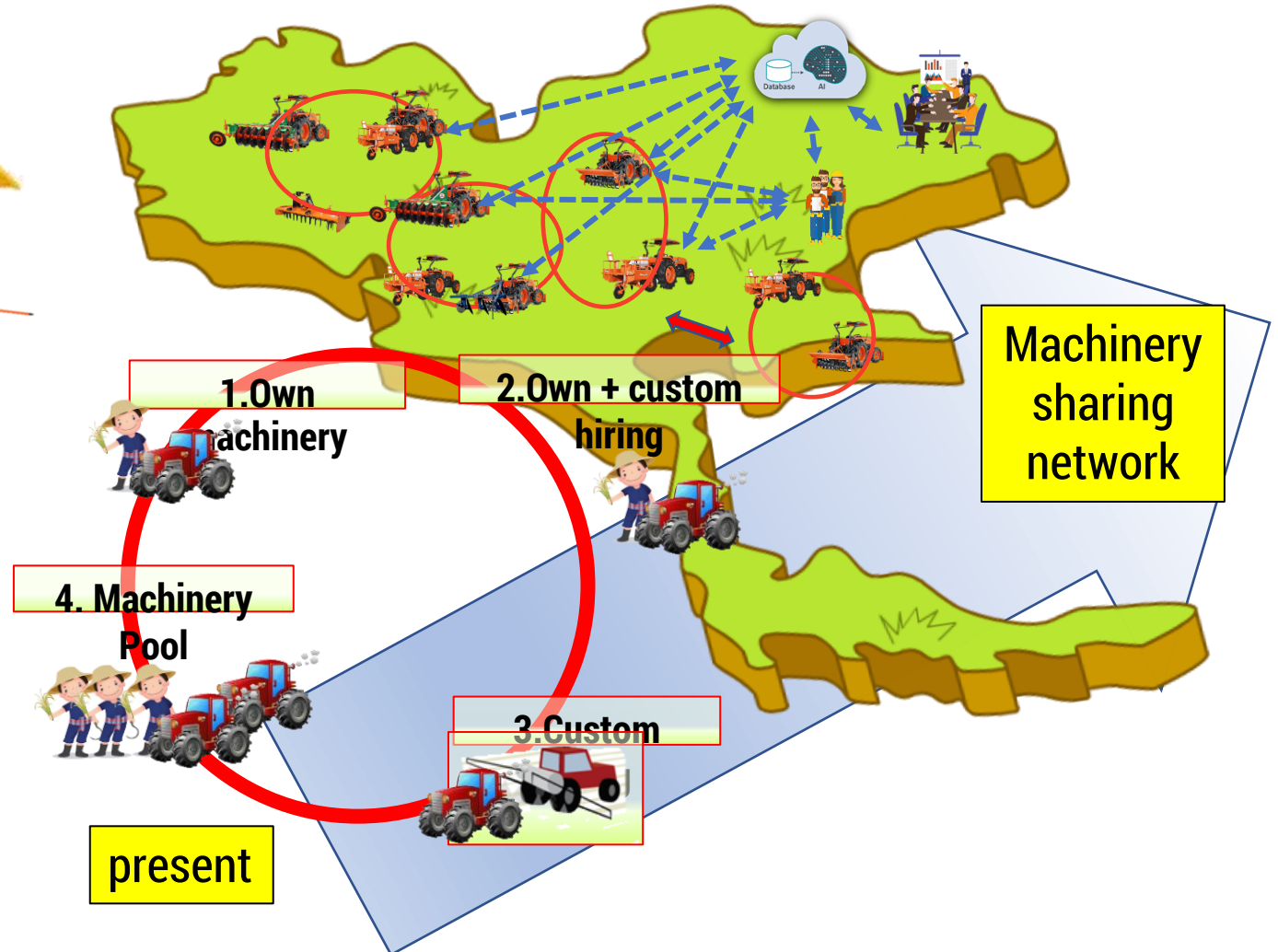


# Trend in sizing

Thailand



# Trend in using pattern





# Developing Local Market

- Products (Machinery)
  - Domestic development
    - R&D from government agencies and universities
    - Local small shops/repairing shops
    - Manufactures
      - Local manufactures
      - Joint company manufactures
  - Imported and develop
  - Imported and direct use
- Marketing keys
  - R&D along with marketing
  - Quality insurance (Standardization) ANTAM, CSAM is good example for regional standard.
  - Spare parts and after sale service
  - Combine type (combine farm activities in a machine)

3 P

- Products
- Production
- Promote