Trade Promotion from Thailand to China As A Result Of a New Train Route

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ABSTRACT

This paper aims to analyze the impact of the China-Laos railway on the export trade from Thailand and China. This will enable Thai export traders to understand the new transportation route formed by the railway and improve the trade volume and competitiveness of Thai products through this route. The author firstly finds out to which provinces Thailand's products are mainly exported to China and their individual export volume through literature review. Then, summarize the main export routes of Thai products to these provinces. These routes are river transportation, land transportation and sea transportation, The China-Laos railway is mainly used to transport goods. a new transport route will emerge after the completion of the China-Laos railway. After that, secondary data method is used to determine the driven factors of route selection. Finally, qualitative analysis is used to analyze the advantages and disadvantages of the new route and other routes base on driven factors. This new route will have some advantages in some factors, this paper points out what trade industry is suitable for this route, these can provide some reference for Thai trade exporters. In the future, this route can be used to increase Thailand's export trade volume and develop some trade on the railway along the line.

Keywords: Thai Product, Driving Factors, Route Selection, China-Laos Railway, In-depth Interviews, Secondary Data Method*.*