

Value Chain Analysis of Thai Rubber Products Exported to the European Union: Readiness for EUDR and Potential for Profit Growth

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Abstract:

Thailand's rubber industry is a significant source of employment and revenue for the country, with rubber plantations expanding to 24.2 million rai by 2022. The majority of rubber production is exported to international markets, particularly the European Union (EU), which is a key export destination for Thai rubber. However, the implementation of the EU Deforestation Regulation (EUDR) has posed challenges to exports, as it requires verification of the origin of rubber products to ensure they are not sourced from deforested areas. This research assesses the readiness of Thailand's rubber supply chain to comply with EUDR requirements. The findings indicate that increasing the use of traceability technology, developing certification systems, and fostering collaboration among stakeholders are crucial factors in enhancing the competitiveness and sustainability of the supply chain. Moreover, compliance with EUDR opens up new market opportunities for Thai rubber exporters in the European Union.

Keywords:

Thailand's rubber industry, EUDR compliance, sustainability, deforestation-free supply chain, market opportunities.