

ABSTRACT

ASEAN countries and China established the FTA on November 4, 2002. The agreements of FTA consist in two parts namely, Early Harvest Program, and general goods. And then, Thailand and China agreed on accelerated tariff eliminations under the Early Harvesting Program on vegetables (HS07) and fruits (HS08) on June 18, 2003. This agreement came into effect on October 1, 2003. The statistics reports from Department of Negotiation, Ministry of Thailand show that the trade volume between two countries grew up every year, approximately 20%, and that the trade balance of Thailand to China is a trade deficit after FTA. Meanwhile, the trade balance that focuses on vegetables and fruits between Thailand and China is over balance after creating the FTA. Longan is a favorable fruits for Chinese. The volume and value of Longan export of Thailand to China grew up to 2 to 3 fold from the past(2003). Thus, the purpose of this paper aims to explain the collaborative supply chain of agricultural products. The objectives of study are to study the existing supply chain of Longans for exporting, to propose a framework for collaborative supply chain management of Longan trade, and the key performance indicators of collaborative supply chain management and supply chain performance. Both quantitative and qualitative research methodologies are employed. The areas of study are the northern area and eastern area of Thailand, as well as GUANZHOU and HONGKONG. The populations of study are divided into two main groups one is Longan grower and the other is consolidator and exporter group. Purposive sampling techniques were used to collect data among two populations, sample size of grower is 555 cases, and consolidators and exporter group is 20 cases. Based on literature reviews, this study proposes the conceptual frame

work of collaborative supply chain for export Longan. It also presents the affecting factor on collaborative supply chain(CSC) that comprise five factors namely trust, communication, level of collaboration, business strategy and regulation of FTA. In addition, the framework shows the relationship of CSC and supply chain performance, supply chain process. The results of study show main points. First, the consolidators and exporter group has higher level of operations for all factors than grower group at significant level 0.05. In addition, the grower in eastern area have significantly higher level of operations than northern area in four dimensions namely supply chain performance, collaborative supply chain, supply chain process, and business strategy. Based on the multiple regression analysis of consolidator and exporter group the CSC is a significant predictor to supply chain performance, and only business strategy is related to CSC. For grower group the results of SEM analysis show that collaborative supply chain is a significant predictor to supply chain process and supply chain performance. Meanwhile, there are four factors namely trust, level of collaboration, communication and business strategy, which are significant predictor to collaborative supply chain. Lastly, the path analysis results show that the best path that has high impact for supply chain performance is business strategy through collaborative supply chain, then supply chain performance.

In conclusion, based on the statistical analysis report, it is found that FTA regulations do not support the collaborative supply chain. Moreover, for the benefit of all concerned parties, the future researcher should study the Chinese importers by qualitative research, and also it apply this proposed framework to the other exporting Thai fruits such as durian, mango, mangosteen, etc.