

## Organic & Natural Expo 2017 Post Show Report

27-30 July 2017

At Queen Sirikit National Convention Center

### 1. The Exhibition of Organic and Natural products and services

1.1 The total number of exhibitors, displaying and selling Organic and Natural products is 247

Divided into 5 zones as follows:

- International Certified Zone	83	Exhibitors
- National Certified Zone	100	Exhibitors
- Natural Zone	45	Exhibitors
- Green shops and Services Zone	9	Exhibitors
- Restaurants Zone	10	Exhibitors

1.2 Special Booths Zone for products display and exhibition as follows:

- Princess Pa Foundation	25	Sq.m.
- Organic Village	40	Sq.m. (5 Villages)
- Organic ASEAN Pavilion	120	Sq.m. (19 Companies, 8 Countries)
- The Support Arts and Crafts International Centre of Thailand (Public Organization)	108	Sq.m.
- Food Truck	11	Trucks

1.3 **Visitors Number** the Total number of visitors, Thai and Expat, within 4 days is 45,092 which is cumulated from 27-30 July 2017 as follows:

27 July 2017	12,629	visitors
28 July 2017	14,335	visitors
29 July 2017	9,875	visitors
30 July 2017	8,253	visitors

1.4 Gross Sales within the event is 19,857,817 Baht, from 4 days divided as follows:

Daily Value of 27 July 2017 is	4,321,975	Baht
Daily Value of 28 July 2017 is	5,778,773	Baht
Daily Value of 29 July 2017 is	4,671,354	Baht
Daily Value of 30 July 2017 is	5,085,715	Baht

The value of 5 highest sale exhibitors of International Certified Zone as follows:

No.	Exhibitor Name	Product	Value (Baht)
1	Blessed Products of Asia Co., Ltd. (ZNYA Organics)	Skincare, Baby Care, Facial Care, Hair Care, Organic Wellness	535,000
2	Tropicana Oil Co., Ltd.	Organic cold pressed virgin coconut oil, Coconut cooking oil, Skincare, Haircare, Organic Vegetable, Tapaonthong Chicken egg	347,000
3	Green Net's Organic Artisan Fisheries Project	Organic Banana shrimp, Organic prawn, Organic Giant malaysian prawn, Organic Scats, Organic mullet, Organic snake-head fish, Steamed Blue crab, Organic sand fish, Organic barracuda	300,000
4	Thinking Good Co., Ltd.	Seasoned organic nut, SUPERPOOD organic powder such as ACAI BERRY, KALE, SPIRULINA, CHIA SEED, Organic QUINOA	280,000
5	Natural & Premium Food Co., Ltd.	Cereals, Dried fruit and fruit powder, Fresh Fruit and Vegetables, Other Food Products, Processed Vegetables	216,100

The value of 5 highest sale exhibitors of National Certified Zone as follows:

No.	Exhibitor Name	Product	Value (Baht)
1	Raiaromdee Organic Farm Co.,Ltd	Vegetable, Rice, Banana, Mahachanok Mango, Lime, Instant Rice drink, Natural wild honey, 5 Powers honey-lime drink, Concentrated honey-lime, Crisp baked black sesame	275,200
2	Raeun Chom Dow	Omega plus serum, Sacha inchi tea serum, Omega Charcoal soap, Sacha Inchi nut, Baked Sacha Inchi nut, Sacha Inchi Teabag, Sacha Inchi tea leaves, Sacha Inchi oil, Sacha Inchi seedling	234,800
3	IDAA GLOBAL CO.,LTD.	Organic mangosteen juice, Organic Rice, Organic toothpaste, Cream, Organic Deodorant, Organic haircare and hair dyes, Mouthwash, Organic soap	201,000
4	Xong Dur Thai Organic Food	Banana gaba rice + spinach, Banana gaba rice + pumpkin, Carrot-corn gaba rice, Spinach-pumpkin gaba rice, Red gaba rice, 3-colour gaba rice, Spinach-carrot gaba rice	183,700
5	Tha Li Organic learning center	Processed vegetable, fruit	180,300

The value of 5 highest sale exhibitors of Natural Zone as follows:

No.	Exhibitor Name	Product	Value (Baht)
1	Natural House	Mom and kids products, Baby products, Facial care, Mouthwash, Coffee	560,000
2	The Mall Group Co., Ltd.	Vegetable, Fruit	184,431
3	Green House	Natural body-balancing products	150,000
4	Thai Health Promotion Foundation	Dried mulberry, Dried banana, Dried	121,000

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	(Sampran Model)	mango, Dried tomato, Pathum rice, Hardy Kim ju guava, Papaya, Mulberry, Tubtim Chandra Rose Apples, Coconut, Pamelo, Pineapple, Backyard vegetable, Organic express food box, Skin Care, Hair Care	
5	Good Guy Group Co., Ltd. (COOLLIVING FARMHOUSE)	Organic Vegetable, Homestay, Organic cosmetics, Cloth and Dish washing liquid, Pillow, Herbal spray	115,000

The value of 5 highest sale exhibitors of Green shops and Services Zone as follows:

No.	Exhibitor Name	Product	Value (Baht)
1	Elyrest Organic Spa	Massage Oil, Essential Oil, SPA Treatment	186,600
2	Vorabulla International Beauty And Spa Co., Ltd.	Skin care, Body care, Make up	125,000
3	JD Miracle	Skin Care	123,000
4	Green For Dog	Dog shampoo, Rhinacanthus nasutus shampoo, Custard apple shampoo, Dog toner, Anti-flea spray, Dog serum, Bed cleaner, Floor cleaner, Ears cleaner, Dog ear drops, Pets products	114,000
5	Bao Bao	Rice berry organic soup, Corn-Soy bean soup, 6 mushroom soup with white sesame, Soy bean-pumpkin-green tea protein, Whole grain biscotti, Cookies	110,000

The value of 5 highest sale exhibitors of Restaurants Zone as follows:

No.	Exhibitor Name	Product	Value (Baht)
1	Be Organic	Steamed mushroom noodle, Thai vermicelli with Saba curry, Baker,	107,000

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		Vegetable and Fruit juice, Sausage	
2	Mhoo Uaon Bun	Steamed bun, Steamed dumpling	85,200
3	Zab Inner	Baked rice with pork, Spicy sliced pork salad, Organic vegetable rice wraps, Grilled pork	73,100
4	AUGUST Organic Eatery	Organic-fusion menu	60,210
5	Harmony Life Organic Farm	Moroheiya noodleskanain	49,400

The value of 5 highest sale exhibitors of Food truck as follows:

No.	Exhibitor Name	Product	Value (Baht)
1	Shortest organic	Coffee, Fresh milk, Healthy drink	18,600
2	Ka na in soil garden	Grilled puff, Grilled plantain, Omelette-Chili paste on rice, Tiny size fish fried with salt, Cultivated banana on syrup, Pickled fish	16,200
3	Yellow hello	Soy milk, Waffle, Salad soy cream	14,300
4	Chao khlong suan jinda school	Som-tum, Savoury Leaf Wraps, Fresh fruit	11,700
5	U-Thong, Suphanburi Community enterprise	Thai vermicelli with curry, Thai green curry	11,060

The value of 5 highest sold products of the Support Arts and Crafts International Centre of Thailand (Public Organization) as follows:

No.	Exhibitor Name	Product	Value (Baht)
1	Faii ngern	Local cotton	1,359,000
2	Baan Parng Korm natural dyeing group	Organic natural dyeing-color textile	247,000
3	Bhukram	Textile and Embroidery	234,260
4	Folkcharm Crafts	Cotton, Key ring, Bag	216,030
5	Ngam Jud Nuk	Natural Cotton	188,000

The value of 4 highest sales of Organic Village as follows:

No.	Exhibitor Name	Product	Value (Baht)
1	Ban Nong Hoi, Chaiyaphum province	Silk, Cotton, Gros Michel banana Processed products (Fabric, Blanket, Tablecloth)	160,000
2	Hoi pull village, Nakornpathom province	Vegetable, Papaya, Tomato, Gros Michel banana, Egg, Pathum rice	108,000
3	Rim see muang village, Petchabun province	Luem pua rice, Organic coffee, Vegetable, Fruit, Rice tea, Dried banana	53,000
4	Rai sarn fun, Lopburi province community enterprise	Narayana Medicine, Bamboo grass mineral water spray	48,900

## 2. Business Matching

The survey reveals that there are 68 pairs matched between the period of 27-30 July, 2017 the majority of attendees are wholesalers and exporters. According to the survey, the value is equivalent to THB 12,999,580.

## 3. Exhibition in Honor of His Majesty King Maha Vajiralongkorn

### Bodindradebayavarangkun on the occasion of the 65<sup>th</sup> Birthday Anniversary

Department of Internal Trade, The Ministry of Commerce has arranged a special booth to commemorate His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun: King Rama the 10<sup>th</sup> on the occasion of his 65<sup>th</sup> Birthday Anniversary in Organic and Natural Expo 2017.

The content displayed in the special booth is created in order to express loyalty and honor in the gratitude to His Majesty King's father to continue and maintain The Royal initiative, Royal aspirations and also Royal duties. In this regard, the Department of Internal Trade initiates and constructs the booth in accordance with "King's Science for Sustainable Development".

Inside the booth, there are lots of exhibition showcasing such as the Royal Aspirations, King's Wisdom Exhibition on Sustainable Development, The Royal Speech of King, Model of the Royal Development Project at Nong Ang Area, Mobile Agriculture Clinic Project and Farm Outlet Project, Agricultural Commodity Distribution Center.

#### **4. Exhibition of Knowledge**

Department of Internal Trade, The Ministry of Commerce has also set the exhibition of knowledge to provide information on organic farming to the public and those interested in organic agriculture. In the booth area, there is an exhibition forum on organic agriculture, including the interactive media which allows interested people study organic information through the touch screen. This is a technology that grabs attention together with engagement from a lot of people. The content of the exhibition boards and interactive media held interesting information which provides knowledge on organic agriculture, such as the organic farming system, Organic products in each region of Thailand, International Organic Certification : IFOAM and Organic Certification in Thailand that people or the general public should be aware of as an introduction to buying or consuming organic goods.

#### **5. Consultation Clinics from Relating Agencies**

There are 11 public and private agencies comprising in the event stationing for data service and giving a consultation to anyone who interested in organic farming as shown below:

- The Ministry of Agriculture and Cooperatives
- Thailand Post Company
- Pesticide Alert Network (Thai-PAN)
- National Innovation Agency (NIA)
- Agricultural and Food Marketing Association for Asia and the Pacific (AFMA)
- Control Union (Thailand) Co.,Ltd.

- C.C.I.C (Thailand) Co.,Ltd
- German –Thai Chamber of Commerce
- National Science and Technology Development Agency (NSTDA)
- ACT Organic Standards
- SISA Asoke Community Thailand

## 6. Workshops and Special Activities

Special activities and workshops were held throughout the event period to raise awareness and strengthen understanding about organic agriculture and organic products, below are examples of activities:

### 27<sup>th</sup> July, 2017

- Special Interview on “Opportunity of Organic Products” from points of view presented by Secretariat of The Thai Organic Trade Association (TOTA) and organic product market experts.

#### **Mr. Peerachote Charanwong**

- Workshop by The Cave Studio in creation of natural arts on silk screen.
- Special Interview: Easy talking with “Malou Tea Atelier” the story of Tea Heritage.

#### **Ms. Thitikarn Chongwattana**

- Organic Cooking Demonstration “Tofu+Tuna Spring Rolls” Menu from Sustainer Organic Restaurant.
- Providing information in the Event as MC will publicize and advise Traders.

### 28<sup>th</sup> July, 2017

- Special Interview **Ms. Nok Noi Na Somboon**, Natural Rice Field Community from Chaiyaphum Province, the land for organic living
- Organic Rally Games (shopping products in the Event and complete within the fixed time) and Organic Q & A Competition



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- Workshop by Islamic Batik Group in making natural Tie-Dye fabric
- Special Interview: Talking with **Ms. Lydia Saranrut** and her family about selection of organic products for her child and all members in her family.
- Organic Cooking Demonstration “Brown Rice Vermicelli and Shiitake Mushroom Spicy Salad” Menu from Ariya Restaurant.
- Providing information in the Event as MC will publicize and advise Traders.

### 29<sup>th</sup> July, 2017

- Special Interview on Melon Farm under name of “Chlorophyll: a new organic tourist attraction where Lifestyle Farming is shown”. **Mr. Pandanai Sathavornmanee and Mr. Mitrdanai Sathavornmanee**
- Organic Rally Games (shopping products in the Event and complete within the fixed time) and Organic Q & A Competition
- Workshop by Vora Bula in making organic scrubs
- Special Interview: Talking with **Ms. Chanoknun Rakcheep** about turning from actress, model into organic rice farmer.
- Organic Cooking Demonstration “Smoothie” Menu from Plook-Pun
- Providing information in the Event as MC will publicize and advise Traders.

### 30<sup>th</sup> July, 2017

- Seminar Session by the Gem and Jewelry Institute of Thailand (GIT). **Dr. Angkinant (Janthasasithorn) Choeiprasert, Specialist from Jewelry Institute of Thailand (GIT)**
- Organic Rally Games (shopping products in the Event and complete within the fixed time) and Organic Q & A Competition.
- Workshop by Lemon Farm in planting organic rice sprouts.
- Special Interview on health care techniques and selection of natural food from actress **Ms.Jittapa Champathom.**
- Organic Cooking Demonstration by Chef Toon, AF.



## Organic Symposium and Panel Discussion on 28 July 2017

Organic Symposium which is under the theme “ASEAN: Home of Organic” on July 28<sup>th</sup>, 2017. There are 420 participants who attend this symposium and 164 participants for panel discussions in that day. Department of Internal Trade, Ministry of Commerce has invited 17 speakers, who are experts in organic agriculture field in Thailand and Overseas to discuss in interesting topics as follows:

### Organic Symposium

- Welcome Address by Senior Expert on Agricultural Trade Promotion
- Opening Address and Keynote speech “**Thailand’s Strategy for Organic Products and its Direction**” by Advisor to Minister of Commerce
- “**Opportunities for ASEAN’s Organic Products in the World Market**” by Mr. Markus Reetz, Executive Director of NürnbergMesse GmbH
- Panel Discussion on “**Strengthening ASEAN’s Organic Products**” by
  - Mr. Vitoon Panyakul, Board of Director of the Thai Organic Trade Association
  - Mr. Sebastian Saragih, President of Indonesia Organic Alliance (IOA)
  - Ms. Girlie Sarmiento, Project Coordinator of Organic Producer & Trade Association Philippines, Inc.
  - Mr. Ong Kung Wai, Director of Organic Alliance Malaysia (OAM)

Moderator: Ms. Saraichatt Jeerapat

## Panel Discussions on Manufacturing and Trading Organic Products

### First Panel Discussion on “Reaching International Organic Standard”

- Mr. Bruno Fischer, Foodtech Solutions (Thailand) Co.,Ltd.
- Mr. Peetchai Dejkraisak, Siam Organic Co., Ltd
- Mr. Peerachote Charanwong, Merit Food Products Co.,Ltd

Moderator: Mr. Wallop Pitchpongsa, Secretary-General of the Thai Organic Trade Association

### Second Panel Discussion on “Opportunities for ASEAN’s Organic Products: Stories from Actual Experience”

- Mr. Wallop Pitchpongsa, Top Organic Products & Supplies Co.,Ltd.
- Ms Sompoi Jansang, Organic Rice Fund Surin Cooperative Ltd.
- Mr. Khamsing Sihathep, Lao Organic Product Promotion Factory

Moderator: Mr. Peerachote Charanwong, Chairman of the Thai Organic Trade Association

## Panel Discussions on Buying and Advantages of Organic Products

### First Panel Discussion on “Techniques for Buying Quality Organic Products”

- Ms. Sawarai Poktavee, Consumer of Organic Products
- Ms. Ratana Chinupakanpon, Consumer of Organic Products

Moderator: Mr. Vitoon Panyakul, Board of Director of the Thai Organic Trade Association

### Second Panel Discussion on “Improving Health Through Food, Not Medicine

- Ms. Khaelada Jittapanya, Health Society Co., Ltd. (Lemon Farm)
- Doctor Boonchai Issarapisit, Author of books on health and wellness
- Ms. Nidda Hongwiwat, Sangdad Publishing Co., Ltd.

Moderator: Ms. Kannat Wattanasutthiwong