

## Sustainable Competitiveness of Durian Industry in Thailand

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The durian industry in Thailand has experienced remarkable growth and transformation over the past few decades, emerging as a significant player in the global fruit market. Despite its past successes, Thailand's durian industry continues to grapple with several challenges that can affect its long-term sustainability and growth. These challenges include internal factors such as labor shortages, price volatility, quality control, and sustainability concerns. Moreover, it faces external factors including climate changes, export regulations, logistics, and increasingly competitive landscape, particularly from neighboring Vietnam. This presentation aims to provide insights into how the durian industry in Thailand can maintain and enhance its competitiveness in the presence of existing challenges while safeguarding the environment and promoting social well-being.