



สำนักงานที่ปรึกษาการเกษตรต่างประเทศ  
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Office of Agricultural Affairs - Royal Thai Embassy - Washington DC

Rubber Authority of Thailand launches RAOT "Greenenergy Tyre"



*RAOT co-organizes the international event "TyreXpo Asia 2025" launching RAOT Greenenergy Tyre under the theme "Driving All Lives Towards Sustainability"*

Capt. Thammanat Prompao, Minister of Agriculture and Cooperatives, expressed that the tire market has been growing. There is an expansion of the production sector to meet the demand. As a result, the number of tire manufacturers in Thailand has grown generating more incomes for the country's tire industry. The Thai government shows support by providing tax benefits and promoting further investments. Emphasis is placed on research and development to improve the quality and production efficiency. Organizing "TyreXpo Asia 2024" at this appropriate time will drive the industry to grow in the same direction. At the beginning of 2024, rights certificates were issued for trees that are considered economic crops such as rubber trees, in order to certify the existence of the trees in various areas. Farmers will have access to work in the lands. Assets can be converted into capital and used as resources for rubber plantation business. These factors will make Thailand become a world-class producer of rubber

raw materials. A balance in the supply chain will be created leading to a continued growth of the Thai rubber industry in the future.

“The rubber industry today is moving forward with great potential. Thai rubber manufacturers are wellknown and recognized in the world market. Modern technology and innovation are utilized with sustainability in mind in line with EUDR regulations (The European Union’s Regulation on Deforestation-free Products). New opportunities for Thai entrepreneurs will be identified through this event. This is an important step in maintaining leadership and responding to the expectedly increasing demand for rubber. It is also an important mechanism for protecting the environment in the future. This is how all sectors are moving forward together.”, added the Minister of Agriculture.

Mr. Nakorn Takwiraphat, Governor of the Rubber Authority of Thailand (RAOT), elaborated that RAOT is a central agency that aims to manage the entire Thai rubber system for sustainability along with responsible resource management. The agency realizes the importance of balancing economic growth and environmental stewardship. It is determined to support and improve capacities of rubber growers, farmer institutes and entrepreneurs involved in the rubber industry. The quality and standard of rubber and rubber products will be improved to gain international recognition, leading to increased incomes and better quality of life towards sustainability. TyreXpo Asia 2024 will become a platform for cooperation and an opportunity to develop the Thai rubber industry with innovation and advancements in tire technology. This is a major driving force for economic growth and development.

“This international tire expo will importantly pave the way to upgrading the Thai rubber industry to produce products that meet increasing market demand. This will allow Thailand's rubber supply chain from upstream, midstream, and downstream to grow and take advantages as the leader in the global rubber industry.”

Mr. Nakorn revealed at the official launch of RAOT rubber tires under the Greenergy Tyre brand that Thailand is capable of supplying over 4 million tons of natural rubber material. The raw material for producing Greenergy Tyre is traceable to the origins which do not encroach on any forests. The production process starts with purchasing latex raw materials from rubber growers or farmer institutes registered with RAOT. RAOT maintains the location information or coordinates of the growing areas. All trades are conducted through the RAOT rubber market before sending to factories for further process into STR rubber and Greenergy Tyres. Every step of buying, selling or forwarding products can be traced back to the origins. Buyers can be assured of the raw material origins and internationally recognized quality of the products. At this stage, there are entrepreneurs interested in purchasing tires and rubber raw materials worth over 40 million baht for use in the tire industry.

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