



OAE propels its Minister policy (Agriculture Produces, Commerce Markets) by signing MOU with UTCC



On August 3, 2020 at Office of Agricultural Economics (OAE), OAE moves forward the Minister of Agriculture and Cooperative's policy, "Agriculture Produces, Commerce Markets" by signing a memorandum of understanding (MOU) with University of the Thai Chamber of Commerce (UTCC) in order to build the academic and Big Data capability in Digital era, as well as exchange opinions on agricultural economic during COVID-19 challenging crisis.

Mr. Rapibhat Chandarasrivongs, Secretary General of OAE, revealed the cooperation between OAE and UTCC. This MOU was the initiative of Dr. Chalermchai Srion, Minister of Agriculture and Cooperatives who emphasized on the policy to drive administrative reform and services by using digital technology. OAE was assigned as a focal point for Ministry of Agriculture and Cooperatives (MOAC) to integrate 10 Ministries to sign the MOU for the first time in history on December 25, 2019. Under the MOU, OAE established the National Agricultural Big Data Center (NABC) and has been operating since March 2020.

NABC has continuously been developing a database system, integrating with government agencies, private sector, and related educational institutions to establish and implement Big Data in agriculture. The signing of MOU on technical cooperation between OAE and UTCC is an important step to develop technical capacities, agricultural economic data, Big Data and strengthen capacity and efficiency of both agencies' personnel as well as conduct joint studies research. After signing, OAE and UTCC held a forum on "New agricultural economy on challenging opportunities" to exchange views between Mr. Rapibhat and Dr. Thanawat Phonwichai, the President of UTCC on the situation of COVID-19 that affected the economy and the global economic structure. On agricultural sector, there has been impact on the production chain, rapid change in technology and innovation, which makes the digital technology play a greater role in business and New Normal behavior.

“OAE stands ready with knowledge, technology, and personnel to work with UTCC to generate research studies, agricultural innovation, and forecast of all dimensions. Today is a good opportunity to exchange views on how to handle the COVID-19 crisis. Consumer behaviors have turned improving to online marketing. There should be value adding to agricultural products, logistics, promoting and developing precision agriculture for farmers. Farmer institutions should gain access to digital technology at the lowest cost possible, and promote the idea of sharing economy and creative economy ideas, as well as food security and the economy in local communities. OAE has developed provincial agricultural product monthly calendar to plan for food security. Recently, OAE has launched the project “returning workers to their homeland” in order to help affected workers. If we see an opportunity during the crisis, it will be another step of development to drive the Thai agricultural sector to another level of success during the challenging era.” Said Mr. Rapibhat.

Dr. Thanawat added that “UTCC is very pleased to support and cooperate with OAE especially on technical skills, development of economic tools for analysis, research studies, and forecasting an agricultural economy. UTCC will help in surveys, public news communication, and provide technical supports in conference, seminar and training for personnel.

This cooperation between OAE and UTCC on MOU is another success of integrating of all sectors. In the past. OAE has been coordinating with many agencies such as Bank of Thailand and Kasetsart University to improve work efficiency, exchange agricultural economic information, and development of Big Data. From now on, OAE will cooperate with all parties to drive the Thai agricultural sector according to "Agriculture Produces, Commerce Markets" policy. This will be developing an agricultural database system by OAE Big Data to plan and set the direction of Thailand's agricultural development in the future.

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