1. INTRODUCTION

1.1 Research Background and Research Significance of the Question

Professor Wang’s Western strategy would be made state policy the following year when Chinese President Xi Jinping announced the Silk Road Economic Belt (SREB) and the 21st Century Maritime Silk Road (MSR), thereby expanding Professor Wang’s initial vision beyond the Eurasian landmass to the nations of the Indian and Pacific Oceans (Lim, 2015). The SREB and MSR together constitute both arms of the “One Belt One Road” (OBOR) development framework. Thailand is an interesting case as it stands at the intersection of both the SREB and the MSR. Thailand's largest trading partner is China, with Sino-Thai trade currently standing at 76 billion USD. The increased Sino-Thai connectivity through the SREB and MSR is expected to increase their trade volume to 100 billion USD.

Thailand is a country that produces a variety of high-quality agricultural products. The history of fruit production has a long history. Its ability to produce high-quality fruit products cannot be underestimated, especially in tropical fruits, both domestically and abroad, and it is known as the Kingdom of Fruits. The growth rate of Thailand's exports of fruits in 1999 was 61.52%, but in 2000, compared with the previous year, the growth rate was reduced to 31.63%. In 2001, the growth rate was reduced to 18.77% compared with the previous year. From 1993-2002, it can be seen that the growth rate of Thailand’s export fruits has not continued to increase, but from 2003-2013, the growth rate of Thailand’s export of fruits has been increasing every year. Especially in 2011, the export value of exported fruits was comparable. It grew to 75.81% in the previous year. According to the data, Thailand's export of fruit has a very good prospect of development.

Although Thai fruits are popular in the market and have comparative advantages, Thailand also has some problems in exporting fruit production. For example, the nature of production of fruit produced in Thailand is highly dependent on nature and climate. It is difficult to control the quality and output of fruits, and it is difficult to meet market standards. The dependence on nature also changes the production and prices of fruits as the season changes. In addition, Thailand's fruits have encountered problems with
international trade barriers. In particular, the tax rate of international trade barriers has caused Thailand's fruit prices to be higher in the international market than its competitors. In any case, at present, international trade is a form of free trade, such as the organization of international trade groups, free trade areas, and international trade between the two parties.

In the era of free trade, Thailand’s fruit industry has gained an export advantage in the market, facilitating the expansion of Thailand’s export fruit market. When the author studied the trade balance of Thailand's export fruit industry, he found that Thailand's export fruits have annual trade imbalances. Therefore, it should consider Thailand's production of fruit, markets, and Thailand's export of fruit products to the international market, including the obstacles that Thai exports of fruit in the international market. In addition, the comparative advantage structure of Thai fruits was also studied. It is hoped that the results of the study will help Thailand to promote the production of fruits in the future.

1.2 Research Purpose and Significance

The development of global economic integration has made the economic and financial ties between countries in the world more and more closed. Trade between countries and regions in the world is divided by the past geographical areas and gradually becomes a unified global community. Economic activities such as production, exchange, distribution, and consumption among countries of the world are rapidly evolving toward the trend of globalization. We can clearly see that the economic influence of each country is deepening and the linkage is more obvious. These factors have rapidly advanced the world economic integration. Under the background of this international economic situation, how to adapt to the national trade competition brought about by economic globalization and harmonize the competition policies between countries is gradually becoming a key research topic that the international community is increasingly paying attention to.

As we all know, China has become the world’s second largest economic and trade entity and the world’s largest importer of foreign trade. With a huge population base in China, not only per capita consumption has increased year by year, but purchasing power has continued to increase, and the variety and quantity of demand for multi-consumer goods have also continued to grow. China's vast future market will provide huge potential business opportunities for various international economic and trade entities. We can see that from the official launch of the establishment of the free trade zone in 2002 to the implementation of the bilateral trade agreement of the “Thailand
Vegetable Zero Tariff Agreement”, the formal launch of the free trade zone in 2010 effectively promoted China and Thailand. Under the premise of mutual benefit and common development, the two countries have realized trade cooperation in overseas bulk commodities, which has produced tremendous economic and trade benefits for both countries.

However, at the same time, opportunities and challenges faced by both parties’ common development coexist. Thailand's traditional economic industry is agriculture, national production is dominated by agriculture, and it is a large agricultural country that enjoys the reputation of “Southeast Asian granary”. From the point of view of agriculture, the key industry of Sino-Thai trade cooperation, there is a lot of value in the fruit trade that deserves our attention and research. Thailand is considered as one of the most abundant resources of tropical fruits in the world. Besides high diversification in tropical fruit species, some subtropical fruit are also able to adapt and perform well in certain areas of high elevation, mainly in the northern region. One of the main reasons why Thai fruits are famous around the region or even the world is because they are of high quality. Although a wide range of fruit species exists in this country, only a number of these are of high economic importance (Chomchalow, Somsri, & Songkhla, 2013). For example, whether Thailand can play the necessary trade competition, product structure complementarity, and rely on Thailand's unique advantages to increase fruit exports to China. At the same time, how Thailand's fruits go out of the international market, how to get rid of, and face many factors that restrict exports: such as market competition, trade restrictions. Not only that, in the free trade zone, even China-Thailand zero-tariff agreements for fruits and vegetables, we are also faced with barriers to trade checks.

Therefore, we can only analyze the advantages and disadvantages faced by the current situation, find out solutions to the problems, and ensure the benefits of Thai companies and fruit farmers. This is the most important issue that we urgently need to study. According to the current status of Thailand's fruit trade in the domestic and international environment, the main problems faced by the current fruit production are: Quality problems: Thai farmers lack of experience, lack of management knowledge and scientific knowledge, affect the quality of fruits, and thus cause foreign trade export industry Bad effects. Second, the cost problem: the growing cost of fruit production, such as fertilizers, pesticides, labor and so on. Third, the labor shortage in the harvest season. In addition, not only does Thai fruit have many problems in production, it also faces fierce competition in the trade market. Thailand is also one of China's largest suppliers of fruits. Tropical fruits such as longan, mangosteen and durian dominate the Chinese market. However, Thailand is not the only country that exports tropical fruits
to China. There are also rivals such as Vietnam, Indonesia, Malaysia, and the Philippines. The future competition in the Chinese market will be even fiercer. The main purpose of this paper is to study the international competitiveness of Thai fruit exports in China. Specific analysis of four issues: First, the constraints of Thailand's fruit competitiveness; Second, the main competitors in the Chinese market; Third, Thailand's export competitiveness of Chinese fruits countermeasures; Fourth, the use of self-diagnosis method (SWOT analysis) Analyze Thai export fruit in China. The competitive position of the fruit market, the focus of this section mainly analyzes the strengths, weaknesses, opportunities and challenges faced by Thai fruit products. This paper adopts a combination of theoretical review and empirical analysis. First of all, it reviews and collates related academic theories on international competitiveness, such as comparative advantage trade theory and Porter’s competitive advantage theory. Then, the general theory of international competitiveness was applied to the specific target of Thai fruit, and an index system reflecting the international competitiveness of Thai fruits was constructed. At the same time, TC and RCA indices were used to study the competitiveness of Thai fruit products. Therefore, the purpose and practical significance of this study is to help Thailand further strengthen the competitive status of Thai fruits.

1.3 Innovation and Difficulties in Research

1.3.1 Innovation of Research

In the research content, this article will refer to the results of the research on the international competitiveness of relevant agricultural products, try to find the strengths and weaknesses of international competition and find out how to maintain a certain competitive advantage in the fierce international trade and maintain a trade surplus. This article is devoted to Thailand. Further strengthen the competitive position of Thailand's fruit exports, expand the international market share, and promote the further development of Thailand's fruit industry. In terms of research methods, the paper conducts research on Thai fruits in the Chinese market through the combination of qualitative analysis and quantitative analysis, and uses the trade competition index and dominant comparative advantage index to evaluate the competitiveness of Thai fruit products.

1.3.2 Difficulties in research

(1) Because Thailand has relatively little research on the competitiveness of fruits, it faces a lack of a large amount of relevant information.
(2) Since many official data come from Thai websites and need to translate data into Chinese, language is also a major challenge.

1.4 Research Methods and Thesis Framework

1.4.1 Research Methods

The basis of the study is the collection of documents and data. In terms of literature, the author looked at the content of the study in more detail. Prior to the investigation and research, he reviewed a large number of documents on domestic and foreign documents in Thailand, summarized and combed, and finally established the research framework of this article. For data collection, this paper mainly uses analysis methods based on big data. The data comes mainly from official statistics such as: Thailand Ministry of Commerce, Thailand Agricultural Economics Office, Thailand Export Promotion Agency, China Customs Statistics, UN Comrades, and UN Food and Agriculture Organization (FAO) Two kinds: One is the combination of qualitative analysis and quantitative analysis. This article will analyze the development process and status of Thailand's fruit industry, and analyze the market status, prospects and competitiveness of Thailand's export fruits in the Chinese market through SWOT analysis. In order to guarantee the scientificity and accuracy of the analytical research conclusions, this article also positioned a series of index systems to analyze the competitiveness of the products, and finally received the results of the positioning analysis and directional analysis, in order to compete with Thai fruits in the Chinese market. We held a comprehensive evaluation. The second is the index measurement algorithm. This article uses the dominant comparative advantage index (RCA index) and the trade competitiveness index (TC index) to study the ability of export commodities.

1.4.2 Thesis Framework

This article is structurally divided into six parts.

The first chapter is the introduction, which mainly discusses the research background, research purpose and significance, innovations and difficulties of research, and research methods.

The second chapter is a review of relevant theories and literatures. It mainly describes relevant literature on competitiveness theory and international competitiveness of agricultural products.
The third chapter is about the development and status of Thailand's fruit industry, and discusses the production status and policy history of Thai fruit.

The fourth chapter deals with the competitive landscape of the Chinese fruit market and analyzes the Chinese fruit market, including competitors in the Chinese market.

The fifth chapter analyzes Thailand's export competitiveness to China, uses the trade competition index (TC), and uses the dominant comparative advantage index (RCA) to determine the comparative advantage of Thai fruits in the Chinese market based on the theory of comparative advantage of international trade; The use of self-diagnosis methods (SWOT analysis) to analyze the competitive status of Thailand's export fruits in the Chinese fruit market, and analysis of Thailand's fruit competitiveness constraints.

The sixth chapter is the research conclusion and the countermeasure suggestion.