



บริษัท สิงห์ คอร์ปอเรชั่น จำกัด
SINGHA CORPORATION Co., Ltd.

Agricultural Competitiveness Task Force

Department of the Prime Minister and Cabinet

PO Box 6500

Canberra Act 2600

17 April 2014

To whom it may concern,

We, Singha Corporation Co, Ltd, received the letter from H.E. James Wise, Ambassador to Thailand, inviting us to make a submission to inform the development of the White Paper on Agricultural Competitiveness. This is the commendable effort of Australian Government especially by allowing the public to make submissions on certain significant matters. For our part, we would like to give our remarks on the following issues:

Firstly, for many years, our breweries have continually imported malt from Australia which is widely regarded as one of the best malt in the world. However, there have been the growing concerns on the quality of Australian malt which has been affected by the drought condition that tends to be more severe over years.

In order to secure the confidence of worldwide importers for agricultural products, the Australian Government's attention to the drought condition and the initiation of the government projects to alleviate the problems resulting from it would be beneficial for all. We also think that Farmers affected by the drought should be subsidized by appropriate means and levels. In addition, as the agriculture land covers more than half of Australia's total land area, the effective government scheme to address the drought condition will truly enable Australian Government to enhance food security and competitiveness as intended.

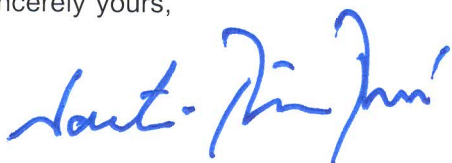
Secondly, Australian Government may encourage closer relationship between Australian private sectors and foreign buyers of Australian agricultural products. At present, Free Trade Agreements (FTA) have been concluded between countries in many parts of the world. In AFTA case, AFTA will conclude FTA with EU within this year. In addition, the Regional Comprehensive Economic Partnership (RCEP) which is FTA between ASEAN and 6 partners (China, Japan, South Korea, India, Australia and New Zealand) shall follow soon. As a result,

most of the countries will have to compete on an even playing field with others that have concluded similar FTA.

Therefore, we believe that Australian Government can enact the relevant laws to facilitate the foreign investment of Australian companies to synergise with foreign buyers in order to create the solid bases for the export of Australian agricultural products in the future.

We hope this remarks will help paving ways for more business relations between our two countries.

Sincerely yours,



Santi Bhirombhakdi

President and CEO

