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Thai pomelos and mangoes set for expanded access to Japanese markets through collaborative efforts

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Thailand is stepping up efforts to boost the export of its pomelos and mangoes to Japan, with a new focus on cooperation with Mie Prefecture. On January 16, 2026, Permanent Secretary of Agriculture and Cooperatives Winarot Sapsongsuk met with Yukitoshi Noro, Vice Governor of Mie Prefecture, Japan, at the Ministry of Agriculture and Cooperatives to discuss enhanced trade collaboration.

The meeting, which included Deputy Permanent Secretary Narumon Sanguanwong and representatives from key agencies such as the Department of Agriculture, Department of Agricultural Extension, Department of Cooperative Promotion, Department of Fisheries, Office of Agricultural Economics, and the National Bureau of Agricultural Commodity and Food Standards, underscored the importance of strengthening agricultural trade ties.

Winarot highlighted the significance of Mie Prefecture as a major agricultural and food-producing region in Japan, emphasizing that prefectural-level cooperation would complement broader national frameworks like the Japanâ??Thailand Economic Partnership Agreement (JTEPA) and the Comprehensive Strategic Partnership (CSP). He noted that such localized partnerships could open new avenues for economic, social, cultural, and trade collaboration.

During the discussions, the Vice Governor of Mie Prefecture proposed a fruit exchange initiative, which the Ministry welcomed as a promising strategy to expand market access for Thai fruit exports to Japan. Both sides agreed to pursue further technical and operational discussions to make this initiative a reality.

The meeting also identified specific agricultural products for mutual promotion, including mandarin oranges from Mie Prefecture and Thai pomelos and mangoes. Mie Prefecture expressed its readiness to work closely with Thai national agencies to facilitate the entry of Thai pomelos and mangoes into the Japanese market.

This initiative reflects Thailandâ??s broader strategy to enhance its agricultural exports by leveraging regional partnerships within Japan. By focusing on Mie Prefecture, the Ministry aims to build on the existing frameworks of JTEPA and CSP to create more targeted opportunities for Thai farmers and exporters.

The collaboration is expected to not only benefit Thai fruit producers but also strengthen bilateral agricultural trade relations between Thailand and Japan. With Mie Prefectureâ??s support, Thai pomelos and mangoes could see increased visibility and demand in Japanese markets, paving the way for further trade diversification.

Both parties expressed optimism about the potential of this partnership to foster closer ties in agriculture and trade, signaling a step forward in Thailandâ??s efforts to position its high-quality fruits in the competitive Japanese market.