



Cannabis: Thinking Big and Moving Fast

How Thailand can Capture Its Fair Share of 2025's US\$146 Billion Legal Cannabis Industry¹

EXECUTIVE SUMMARY

Legal cannabis² is the world's [fastest-growing industry](#). Its sales of US\$7.7 billion in 2017 are expected to grow at 34.6% per year to reach [\\$146 billion in 2025](#). The price is high ([\\$2,360/kg](#) in the USA) because the world has only recently started to switch from growing cannabis illegally (which raises prices) to growing it legally (which lowers prices). Global supply and demand for cannabis is rising as [more nations legalize cannabis](#).

The [fundamentals of economics](#) say that the global supply of cannabis will eventually exceed the global demand for cannabis, causing the global price to collapse back to, or below, the wholesale price it had before it was made illegal (approximately US\$1000/ton in current US dollars: [1¢/gram](#)). Local price collapses have already been observed in the USA's states of [Washington](#) and [Oregon](#), when state-wide production exceeded state-wide demand. Experts agree that a ["Global Cannabis Price Collapse" is coming](#), but cannot predict, with certainty, when. The date range "2025, plus or minus two years" seems reasonable.

What happens *after* the Global Cannabis Price Collapse? What happens *after* cannabis becomes a globally-traded, tropically-produced commodity, like cocoa, coffee, and vanilla?

The [most likely outcome](#) is the "usual outcome"... which is *terrible*:

- [Cocoa](#): "Farmers may fall into the debt trap and sell a family member as a slave."
- [Coffee](#): "Nestlé admits slave labour risk on Brazil coffee plantations."
- [Vanilla](#): In Madagascar, the top vanilla exporter, "Nearly one in two children are stunted, meaning they are likely to grow up either physically or mentally disadvantaged."

The "usual outcome" would be so terrible for Thailand that it *must not be allowed to happen*.

Fortunately, [Thailand has a unique opportunity](#) to create a better outcome for all Thais. By "Thinking Big and Moving Fast," as described in this document, Thailand can (a) build Thailand's cannabis supply chain to benefit all Thais, and then (b) extend Thailand's supply chain to **capture Thailand's fair share of the global cannabis industry's profits**.

Fair share: What is Thailand's "fair share" of the global cannabis industry's profits? It is reasonable to say that Thailand's fair share is **at least half**, because Thailand's farmers created, across 1,500 years of selective breeding, the genetics that are now found in more than half of the West's legal medical and recreational cannabis strains. *Today, the West is profiting from its unfair appropriation of the legacy of Thailand's ancestors.*

¹ Author: Mr. Jim Plamondon, VP/Marketing, Thai Cannabis Corporation.

² In this document, the word "cannabis" refers any plant of the species scientifically known as *Cannabis sativa* L., which includes both hemp (ganjong, กัญชง) and marijuana (ganja, กัญชา).

Can Thailand's cannabis industry *really* capture at least half of the global industry's profits? **Yes.** [Switzerland does in watches](#); [Apple does in smartphones](#); Thailand can in cannabis – but only if Thailand *“Thinks Big and Moves Fast.”*

To win, Thailand must accomplish the following tasks before the Global Cannabis Price Collapse:

1. **Legalize** cannabis for any use (except non-medical use by minors) in any product (in regulated dosages).
2. **Invest** in Thailand's cannabis industry, to help it get *big, fast*.
3. Build the **institutions** that will push, and keep, Thailand's cannabis industry ahead.
4. Build a **brand** that offers a **“brand promise”** that global consumers [choose over any other](#), despite its higher price.
5. Build a quality control regime that **certifies** that Thailand's cannabis products reliably keeps Thailand's brand promise.
6. Expand production to gain efficiencies that make Thailand's integrated cannabis supply chain the world's **lowest-cost producer** of products that always meet Thailand's “brand promise.”
7. Prepare to **buy** a controlling interest in strategic non-Thai links in the global supply chain when their owners become desperate for cash during the Global Cannabis Price Collapse.

Cannabis offers [many opportunities to add value](#). Among these are the addition of cannabis derivatives to high-value pharmaceuticals, nutritional supplements, cosmetics, and packaged foods & beverages. This makes cannabis a much more profitable export than (for example) rice. Furthermore, cannabis is the disruptive ingredient that can carry Thai-made and Thai-branded consumer products into rich overseas markets that have been, until now, impenetrable. No other nation has this opportunity, because no other nation has [Thailand's unique combination of attributes](#).

Capturing even a small part of 2025's \$146 billion global cannabis industry could grow Thailand's [exports](#) significantly. Capturing just 4% would increase Thailand's exports by more than rice (\$5.4 billion). Capturing just 12% would increase Thailand's exports by more than rubber (\$16.3 billion). Capturing 25% -- \$36 billion – would make cannabis products Thailand's #2 export after “Machinery including computers (\$40 billion).” *Thinking Big and Moving Fast is the single best thing that Thailand can do, in the next five years, to improve its economy and spread the benefits of that improvement from farms to factories.*

Thailand will have allies in building an ethical supply chain. The [UN](#), [NGO's](#), and [commodity buyers](#) around the world agree that the “usual outcome” is terrible, and are likely to help Thailand avoid it. Cannabis is the first tropical crop around which a better outcome is possible from the outset, because only cannabis (a) earns a high profit today, which can pay for the implementation of a better outcome, and (b) only cannabis is tracked “from seed to sale,” documenting its supply chain.

Thailand is in a race against time. With every passing day, the Global Cannabis Price Collapse approaches. Losing the race – or being prevented, by foreign multinationals, from even entering the race – will produce a terrible outcome for all Thais, especially Thailand's farmers. Winning the race will contribute to a prosperous future from which *all* Thais will benefit.

This document describes how Thailand can win that race.

WINNING

After Thailand successfully executes this BigFast Plan:

- **All Thais benefit from Thailand’s cannabis industry** – farmers, factory workers, freight handlers, financiers, everyone.
- Thailand captures its fair share of global cannabis industry’s profits, just as [Switzerland does in watches \(50%\)](#) and [Apple does in smartphones \(60%\)](#).
- Thailand is the hub of the global cannabis³ industry, in the same way that Silicon Valley is the hub of the global software industry, New York of global finance, and Shenzhen of global electronics.
- Thailand’s standards for cannabis, cannabis-derivatives, and cannabis-containing products are used in most global cannabis trades, including cannabis futures contracts, cannabis options, and their financial derivatives.
- Thailand is the hub towards which cannabis grown throughout [mainland] [Southeast] Asia flows for value-adding.
- Thailand earns more profits than any other cannabis hub, from:
 - *Processing* cannabis into cannabis extracts, oils, and isolates – so-called “cannabis-derived ingredients;”
 - *Exporting* cannabis and cannabis-derived ingredients;
 - *Manufacturing and exporting* consumer goods (including pharmaceuticals, nutritional supplements, cosmetics, and packaged food & beverages) that contain those ingredients.
- Thailand’s cannabis brand is:
 - The world’s most-recognized cannabis brand;
 - The most highly-valued [ingredient brand](#); and
 - Among [the top 25 of the world’s most valuable brands](#).
- Thailand-based, Thai-owned, and cannabis-focused multinational companies own and control the world’s most valuable cannabis supply chains, in Thailand, in Southeast Asia, and beyond.
- Thailand’s global supply chain satisfies global demand for cannabis, cannabis derivatives, and cannabis products [for every purse and purpose](#) but always at superior levels of quality, leaving little space for competitors.

TASK #1: LEGALIZE

Legalize the licensed manufacture, sale, transport, export, import, product development, market testing, and non-licensed consumption of cannabis, cannabis derivatives, and cannabis-containing products:

- For any use;
- In any product (in regulated dosages, properly labeled);
- By any means of ingestion (for example, smoking, vaping, skin patches & creams, massage oils, food & beverages, pharmaceuticals, traditional/herbal medicines); and

³ *Cannabis sativa L.* is the source of many valuable products, fiber, edible nuts, and cannabinoids such as tetrahydrocannabinol (THC) and cannabidiol (CBD). Thailand’s competitive advantage is higher for some products than for others.

- For consumption in any location or vehicle where it is legal to consume alcohol, tobacco, or both (for example, in public, at home, in bars, in restaurants, on trains, etc.);
- For licensed sale from any premises at which the sale of other products is legal (for example, from shops, restaurants, street vendors, bars, etc.);
- Excepting only:
 - The sale and/or advertising of psychoactive cannabis, psychoactive cannabis derivatives, or psychoactive cannabis-containing products, to minors for non-medical use; and
 - The exhalation of cannabis smoke and/or vapor without filtration⁴ in a public space where smoking tobacco is prohibited.

Note specifically that the above-proposed rules do not limit the sale or use of cannabis products to cannabis-only “dispensaries,” as some jurisdictions have (mistakenly) done. Cannabis is a traditional part of Thailand’s culture, and the above rules are intended to restore the freedom of the Thai people to enjoy cannabis however and wherever they choose to do so, as their tradition allows.

The above-described legalization does not need to happen all at once, but for Thailand to **win**, it *must all happen soon*. Otherwise, Thailand will **lose** its cannabis industry’s supply chain to foreign-owned multinationals, resulting in the same abuse of farmers, factory workers, and the environment that is found in the supply chains for coffee, cocoa, vanilla, and every other tropical crop.

Foreign multinational corporations – whether they sell alcohol, tobacco, pharmaceutical, or cannabis – all have a strong economic incentive to colonize and control Thailand’s cannabis industry, impoverishing Thais all along its supply chain. They have mountains of cash to bribe Thailand’s politicians and bureaucrats to slow Thailand down. They can get their governments to write the terms of the forthcoming [inter se modification to the UN drug control treaties](#) to defend their interests at Thailand’s expense. These foreign-owned companies must not be allowed to keep Thailand from *Thinking Big and Moving Fast*.

TASK #2: INVEST

If foreign multinationals are allowed to colonize Thailand’s cannabis industry (as they have [colonized Colombia’s](#)), then Thailand will **lose**.

To **win**, Thais themselves must invest *billions* of baht of start-up capital in Thailand’s cannabis industry *soon*.

THAI CANNABIS INDUSTRY DEVELOPMENT FUND

TCC is organizing the establishment of the Thai Cannabis Industry Development Fund (the “**ThaiCanFund**”) to facilitate this investment. The ThaiCanFund would be professionally and transparently managed, modeled on Western cannabis funds such as [Poseidon Asset Management](#), [Privateer Holdings](#), [Casa Verde Capital](#), [Tuatara Capital](#), etc., to make it easy for Thai individuals, families, firms, and institutions to invest in:

- Thai-based cannabis entrepreneurs:

⁴ Exhaling cannabis smoke and/or vapor through an effective filter would be legal.

- Foreign companies, to acquire the right to make, use, franchise, and sell foreign equipment and services in Thailand related to growing, processing, testing, and manufacturing products from, cannabis. Examples include, but are not limited to:
 - Software for the government to use in tracking cannabis from seed to sale.
 - Software for companies in the supply chain to use to track their cannabis and report it to the government.
 - Cannabis seed-to-sale tracking hardware.
 - Cannabis compliance testing services and technology.
 - Cannabis drying and curing technology.
 - Cannabis extraction technology.
 - Cannabis packaging technology.
 - Cannabis media companies.

Importantly, the ThaiCanFund commits to supporting the ThaiPremium™ Brand Requirements (see “

Appendix A: ThaiPremium™ Brand Requirements,” page 12),⁵ and would require all companies in which it invested to do likewise.

TCC humbly petitions the [Crown Property Bureau](#) to lead the way by investing in the ThaiCanFund, and encourages other Thais to follow this leadership.

TCC further encourages Thailand’s individuals, families, firms, and institutions to invest directly in majority-Thai-owned cannabis companies that have committed to supporting the ThaiPremium™ Brand Requirements. One such company is the [Thai Cannabis Corporation](#) (the author of this BigFast Plan), which has been leading Thailand’s legal cannabis industry for nearly a decade.

THAI CANNABIS INVESTMENT FORUM

Finally, TCC further encourages Thailand’s individuals, families, firms, and institutions to attend Thai Cannabis Investment Forum (Bangkok, February 14-15) by sending representatives to attend, to speak, and *to invest*.

CONCLUSION

The above-described investments *must happen soon*, to give Thailand’s cannabis industry the capital that it needs to **win**.

Otherwise, Thailand will **lose** ownership of its cannabis industry’s supply chain to foreign-owned multinationals, resulting in the same abuse of farmers, factory workers, and the environment that is found in the supply chains for coffee, cocoa, vanilla, and every other tropical crop.

TASK #3: INSTITUTIONS

INNOVATION

Establish and fund R&D institutions that can push Thailand ahead of its global competition and keep it there forever.

- **ITCRI:** International Tropical Cannabis Research Institute (Chiang Mai). Researches anything that can improve the efficiency of cannabis agriculture in the tropics. Modeled on the International Rice Research Institute (IRRI), which gathers a \$60 million/year budget from international sources. Establish it in Thailand, with initial grants from the Thai government, so that Thailand gets the advantage of this internationally-funded research center being in Thailand.
- **CRIT:** Cannabis Research Institute of Thailand. Funded by the Thai government. Researches the topics that are most likely to lead Thailand to become and remain the most-efficient producer of cannabis derivatives.
- **CITI:** Cannabis Industry Training Institute (Chiang Mai). Funded by the Thai government. Develops Thai-language training materials and courses for every link of the cannabis industry’s value chain, so that new workers can be trained efficiently, and existing workers can keep their training up to date with global “best practice.”

⁵ ThaiPremium™ is now a trademark of the Thai Cannabis Corporation, which it expects to transfer to the appropriate not-for-profit organization in due course.

ASSOCIATIONS

Establish and fund industry associations and trade activities that can help push Thailand ahead of its global competition and keep it there.

ASEAN-CanIA: Establish the ASEAN Cannabis Industry Association (ASEAN-CanIA), with its headquarters in **Bangkok**, to:

- Federate the national cannabis industry associations of those nations in Southeast Asia that choose to legalize cannabis, in order to:
 - Protect the cannabis industry of ASEAN;
 - Study the problems and opportunities of the cannabis industry of ASEAN;
 - Help the cannabis industry of ASEAN to succeed.
- Represent the federated industry associations in regional and global negotiations.
- Accelerate the end of the global prohibition of cannabis by:
 - Supporting a regional (and then international) [*inter se modification*](#) to the UN Single Convention on Narcotics, such that international trade in cannabis for medical and adult non-medical use is lawful and convenient among the signatories; and/or
 - Supporting the removal of cannabis from the UN Single Convention on Narcotics.
- Develop and provide “best practice” sample policies, laws, and regulations for the legalization of cannabis in Southeast Asian nations;
- Develop and provide “best practice” standards in:
 - Cannabis industry association operations;
 - Cannabis trade standards;
 - Cannabis farming, processing, transportation, manufacturing, etc.;
- With CITI (the Cannabis Industry Training Institute), develop cannabis industry training materials based on the standards developed by ASEAN-CanIA, to disseminate cannabis industry standards and best practices;
- Organize regional conferences, seminars, workshops, trade shows, etc.;
- Gather and publish anonymized industry data;
- Facilitate the establishment of national cannabis industry associations.

Thai-CanIA: Formalize the Thai Cannabis Industry Association (Thai-CanIA), following the best practice standards of ASEAN-CanIA, to:

- Represent the interests of every person in Thailand’s cannabis industry’s supply chain (possibly through group membership, such as the Farmer’s Union), to
 - Protect the cannabis industry of Thailand;
 - Study the problems and opportunities of the cannabis industry of Thailand;
 - Help the cannabis industry of Thailand to succeed.
- Represent the interests of Thailand’s cannabis industry (all along the supply chain) to Thailand’s government, foreign governments, foreign buyers, ASEAN-CanIA, etc.;
- Own, market, and police the trademarked ThaiPremium™ brand globally (see *Task #4: Brand*, page 7);
- Organize national conferences, seminars, workshops, trade shows, etc.;
- Gather and publish anonymized industry data;
- Facilitate the establishment of local chapters of the national association.

TRADE

Thai Futures Exchange: With ASEAN-CanIA and Thai-CanIA, define the standards needed to initiate trading of cannabis-related commodities on the Thai Futures Exchange, and initiate that trading.

CONCLUSION

For Thailand to **win**, the above-described institutions must be established and funded, *soon*. Otherwise, Thailand will **lose** its cannabis industry's supply chain to foreign-owned multinationals, resulting in the same abuse of farmers, factory workers, and the environment that is found in the supply chains for coffee, cocoa, vanilla, and every other tropical crop.

TASK #4: BRAND

The key goal of the BigFast Plan – ensuring that Thailand captures its fair share of the global cannabis industry's profits, both before and after the Global Cannabis Price Collapse – is intimately tied to Thailand's unique [brand](#), [brand story](#), and [brand promise](#). Only a brand with compelling brand story and brand promise can keep Thailand's cannabis prices higher than the future global commodity price (that is, from being [commoditized](#)).

One possible brand is "Thai Stick," which already is [quite famous](#). However, for this Plan to use the "Thai Stick" brand would be presumptuous, so it not used in this Plan.

In this document, the brand "**ThaiPremium™**" is used as a *placeholder* for Thailand's official premium-quality cannabis brand name, which should be chosen soon by Thailand's cannabis industry's stakeholders.⁶

TCC recommends three-fold brand promise for ThaiPremium™: "Best for You, for Earth, for Everyone.™"⁷

1. Best for You:

- a. **Best quality:** In the 1970's, Thailand's "Thai Stick" was [legendary](#) for being the world's best psychoactive cannabis. It is now widely believed that, since then, Western cannabis breeders have produced better strains, while Thailand's strains have remained unchanged. *This is false*. The details of Thailand's continued breeding program are still secret. However, it will soon become clear that Thailand's *new* cannabis strains, derived from its legendary landraces, remain the world's best. **Why:** To claim superior quality compared to all other products, whether boutique or commodity.
- b. **Best safety:** Grown & processed in a clean, green, and healthy manner that (a) meets or exceeds all relevant international standards, and (b) continues Thailand's tradition of innovation in cannabis. **Why:** To distinguish Thailand's cannabis from China's pollution-tainted cannabis.

2. Best for Earth:

⁶ As previously mentioned, ThaiPremium™ is now a trademark of the Thai Cannabis Corporation, which it expects to transfer to the appropriate not-for-profit organization in due course.

⁷ "Best for You, for Earth, for Everyone™" is now a trademark of the Thai Cannabis Corporation, which it expects to transfer to the appropriate not-for-profit organization in due course.

- a. *Best environment*: Environmentally-aware, sustainable farming practices. **Why**: 1) To preserve and maintain the environment; and 2) to make it easy for consumers to feel virtuous (and signal their virtue to others) through their choice of Thai cannabis.

3. Best for Everyone:

- a. *Best ethics*: Consumers in rich nations are increasingly concerned about the [triple bottom line](#), which adds social and environmental “bottom lines” to the traditional economic bottom line. Also, the owners of consumer brands are increasingly worried that ethical abuses anywhere in their supply chain (including the suppliers of ingredients, such as cannabis) will devalue their brands. **Why**: 1) To treat all Thais with the dignity and respect that they deserve; and 2) to make it easy for consumers to feel virtuous (and signal their virtue to others) through their choice of Thai cannabis.

Building and maintaining a supply chain that supports the triple bottom line fits very well with traditional notions of Thainess and, particularly, with the late King Rama IX’s brilliant [New Theory for the Sufficiency Economy](#). For Thailand, the triple bottom line is not a novelty, but rather, a return to tradition.

The ThaiPremium™ cannabis brand could be protected by:

- **Trademark**: In a manner similar to way the New Zealand Tourism Board [owns](#) the “[100% Pure New Zealand™](#)” trademark, and Colombia’s [National Federation of Coffee Growers of Colombia](#) owns the [100% Colombian Coffee™](#) trademark, a Thai not-for-profit association⁸ could own the ThaiPremium™ trademark, licensing its use only to those companies, and for those products, that were independently certified to meet the brand’s “brand promise” and other conditions. (License fees could cover the cost of the brand’s testing and certification program.)
- **Geographic Indication**: If the chosen brand name included the word “Thai” or “Thailand” (for example, “Thai Stick”), then Thailand could acquire protection for the brand name under WIPO’s [Geographic Indication \(GI\)](#) system. The protections of the GI system are [weaker](#), more restrictive, and [less-suited to product diversity and/or rapid innovation](#), than a trademark.

Thailand’s cannabis industry has been marked, for 15 centuries, primarily by a *tradition of innovation*, which must continue for Thailand to **win**. Therefore, TCC recommends seeking innovation-friendly trademark protection rather than innovation-hostile GI protection, for Thailand’s ThaiPremium™ brand.

Note that the ThaiPremium™ brand should not be perceived as an *origin* brand (like [100% Colombian Coffee](#)), but rather as a **quality brand** (like [Intel](#) and [Intel Inside](#)). To **win**, Thailand’s cannabis industry’s supply chain needs to expand beyond Thailand to embrace, at minimum, its continental neighbors (Malaysia, Myanmar, Laos, and Cambodia), and, ideally, the “*indica*” strains of the Indian subcontinent and beyond – all produced to be “Best for You, for Earth, for Everyone™”.

Each of Thailand’s individual cannabis firm would, of course, be free to establish its own brands and marketing programs, in addition to, or in place of, the ThaiPremium™ brand.

Firms that chose *not* to use the ThaiPremium™ brand would *not* be required to meet the ThaiPremium™ brand requirements. Price competition among such cannabis firms would tend to

⁸ TCC would be a logical choice to own, license, and manage the ThaiPremium™ brand.

cause to a “race to the bottom” which would end in commoditization and the same abuse of farmers, factory workers, and the environment that is found in the supply chains for coffee, cocoa, vanilla, and every other tropical crop...which is the very definition of having Thailand “lose.”

For Thailand to **win**, all Thai cannabis firms should be *encouraged*, within the free market, to use the ThaiPremium™ brand and to meet the ThaiPremium™ brand requirements. This encouragement will be easy if using the brand is *highly profitable* – despite its expensive brand requirements – both before and after the Global Cannabis Price Collapse. That high profitability, despite higher expenses, is the economic purpose of the ThaiPremium™ brand.⁹ It is what **winning** looks like.

It is important to recognize, at this point in this document, that it is *one hundred times less expensive* to produce top-quality cannabis in Thailand than in today’s price-setting nation, Canada (US\$0.04/g in Thailand, vs. US\$4.00/g in Canada). By moving fast, while prices are still high, Thailand can earn high profits that can pay the cost of establishing and marketing its ThaiPremium™ brand, its “Best for You, for Earth, for Everyone™” brand promise, and the ethical & transparent supply chain that supports that brand promise. After the Global Cannabis Price Collapse, Thailand’s strong brand, supported by its compelling brand promise, can keep its prices above commodity levels, allowing Thailand to continue **winning**.

TASK #5: CERTIFY

In the early 1980’s, as Thailand’s exports of Thai Stick reached their peak, quality began to decline as Thai producers sold inferior product to eager buyers, hurting the reputation of Thailand’s product. *This must not be allowed to happen again.*

Fortunately, this outcome can be prevented as described in this section.

A government-sanctioned, not-for-profit association (such as Thai-CanIA) would:

- Own Thailand’s ThaiPremium™ trademark;
- Define its brand requirements, in consultation with every stakeholder in Thailand’s cannabis industry, specifically including its farmers;
- Control the trademark’s licensing;
- Collect the trademark’s licensing fees; and
- Supervise a certification program that ensured that every product that is branded with the ThaiPremium™ brand meets the ThaiPremium™ Brand Requirements (see “

⁹ Without business profitability, the goal of avoiding the abuses common to traditional supply chains in tropical agriculture cannot be reached.

- Appendix A: ThaiPremium™ Brand Requirements,” page 12).

The certification program should be operated under contract from the trademark owner to an independent third party (such as [Control Union](#)). This “certifier” would then, in accordance with global best practices, establish an auditing, sampling, testing, and compliance regime that would identify and transparently report violations of the ThaiPremium™ brand requirements, at every link in Thailand’s cannabis supply chain.

TASK #6: EXPAND PRODUCTION

To **win** with a “[profit share](#)” strategy (and capture [the benefits thereof](#)) Thailand’s ThaiPremium™ supply chain must produce *the 20% of global supply that captures 80% of the global industry’s profits* (the [80/20 rule](#)).

Thailand is uniquely able to win with a profit share strategy, due to its low costs of production, the extremely high quality of the modern (secret) descendants of its ancient landrace strains, and the consumer-attracting power of its ThaiPremium™ brand’s ethical brand promise (*Best for You, for Earth, for Everyone™*). With the profit share strategy, every Thai farmer, factory worker, freight handler, and financier **wins**.

The profit share strategy requires expansion across tens of thousands of hectares before the Global Cannabis Price Collapse in 2025.

TASK #7: BUY CONTROL

When the inevitable Global Cannabis Price Collapse occurs, many of the global cannabis industry’s leading companies will become [desperate for cash](#). This is a moment of great opportunity for Thailand’s cannabis industry to *buy a controlling interest* in vital overseas links in the global cannabis supply chain.

Those who control capital will be understandably reluctant to invest in Thailand’s cannabis industry when cannabis prices are collapsing all around the world. Therefore, *before* the Global Cannabis Price Collapse occurs, this reluctance must be alleviated and access to capital secured. The details of how this can be accomplished are beyond the scope of this document.

By completing the other tasks in this BigFast Plan *soon*, Thailand may be able to cause the Global Cannabis Price Collapse to happen at a time that is *best for Thailand*. If, on the other hand, these tasks are not completed, or are not completed soon, then the Global Cannabis Price Collapse may happen at a time that is *worst* for Thailand.

CONCLUSION

Thailand is in a race against time. With every passing day, the Global Cannabis Price Collapse approaches. **Losing** the race – or being prevented, by foreign multinationals, from even entering the race – will produce a terrible outcome for all Thais, especially Thailand’s farmers. Winning the race will contribute to a prosperous future from which *all* Thais will benefit.

For Thailand to **win**, it must *Think Big and Move Fast*. Any delay gives Thailand's leading competitors extra time to expand and consolidate their grip on the global cannabis industry, to Thailand's disadvantage.

APPENDIX A: THAIPREMIUM™ BRAND REQUIREMENTS

To be determined by the stakeholders of Thailand's legal cannabis industry, such that they meet ThaiPremium™'s brand promise, as described in TCC's *Thinking Big and Moving Fast*.