

ABSTACT

Watermelon, an alternative economic fruits crop, is the most valuable horticultural vegetable crops in the world. There are very limited research regarding watermelon productivity and export competitiveness. The objective of this research is to study the productivity and export competitiveness of watermelon in ASEAN+3. Descriptive statistics, method of potential growth and constant market share model are used to measure the rate of watermelon exports competitiveness and productivity. The results showed that watermelon productivity in ASEAN+3 are significantly growth due to the faster rates of watermelon production in China, Vietnam, Laos and Philippines. The study found that the export growth of ASEAN+3 watermelon is the same with expected growth. The results revealed that Vietnam watermelon export is strongly growth due to the positively exports competitiveness in the international market. This study suggests that ASEAN+3 should maintain its ability to produce watermelon and market share in the international market. In addition, watermelon exports countries should enforcement and review of innovation policy in order to advance product innovation, process innovation, marketing innovation and organizational innovation. Future study should focus on watermelon value chain analysis, especially to upgrade watermelon marketing, efficiency of watermelon production and marketing. In addition, the study should emphasis on consumer preferences of watermelon quality and entrepreneurship research in watermelon production and exports.