



Thailand as a global food innovation hub for ASEAN

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Successive development schemes of Thailand

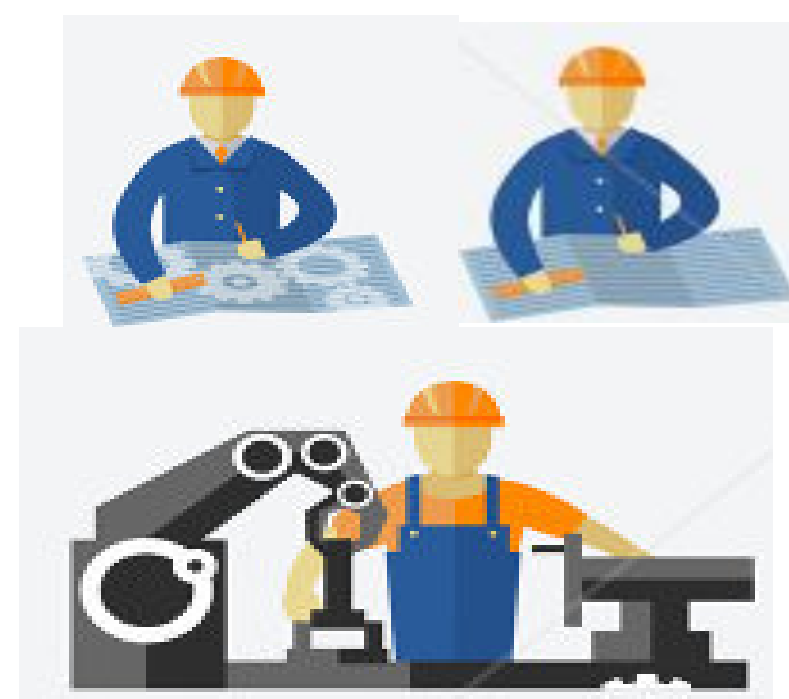
middle-income trap
Growing disparities
Imbalanced development



Thailand 4.0
Smart Thailand
Innovation and creativity



Thailand 3.0
Complex industry
Attract foreign investment



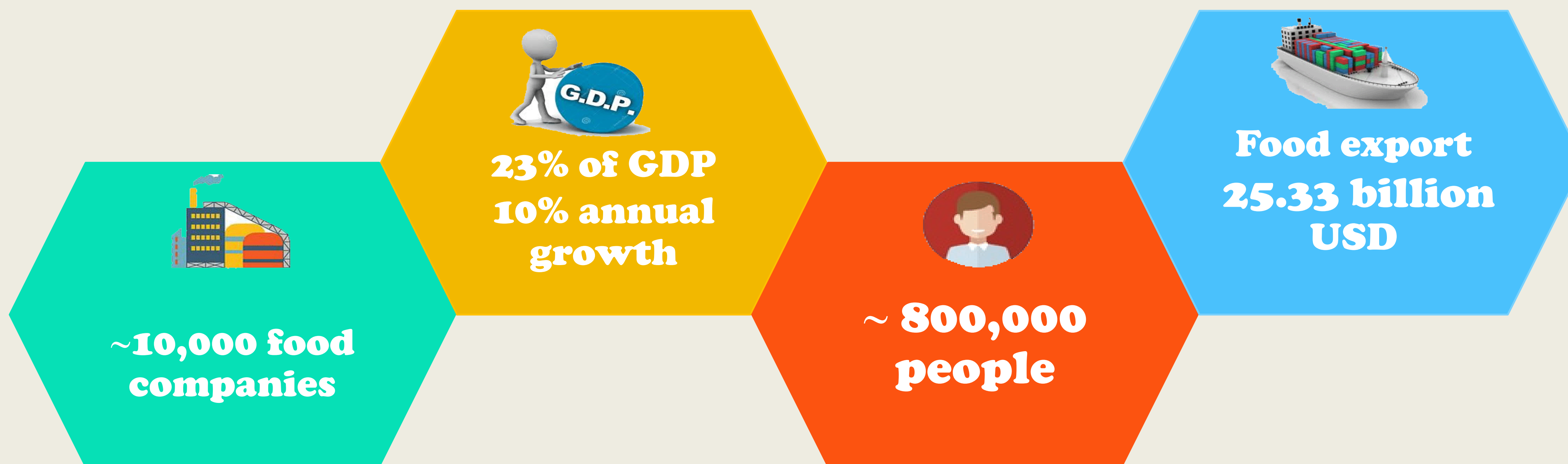
Thailand 2.0
Light industry
Cheap labor cost



Thailand 1.0
Agriculture



Food industry of Thailand (2015)



Source: Board of Investment, 2015

Driver

Demographic

- Aging society
- Millennials have purchasing power
- Increase in ethnic diversity



Health conscious and well-being

- Increasing emphasis on health and wellness derived from foods
- Growing crisis of chronic disease



Food trend

- Enhanced nutrition and health benefits
- Fresh and natural
- Convenient for consumption
- Desire for information about food
- Ethical food choice
- Environmentally sustainable diet
- New taste profiles and flavor combinations
- Traceability

Driver

Climate and environment

- Increasing green lifestyle
- Green, sustainable production
- Waste utilization & innovation



Economic aspect

- Toward a more competitive and efficient production
- Automation
- Assurance standard
- Food safety and data mgt



Strength of Thailand as a global food innovation hub for ASEAN

- 1** **Abundance of natural resources**
- 2** **Thai farmers have used research, technology and on-the-farm learning to develop their own new techniques**
- 3** **The investments in technology, continuous R&D**
- 4** **The government policy is focusing on becoming a value-based and innovation-driven economy.**

TISTR supports Thailand to be a global food innovation hub for ASEAN



We conduct R&D in science, technology and innovation for value adding of products and services, in order to enhance national competitiveness

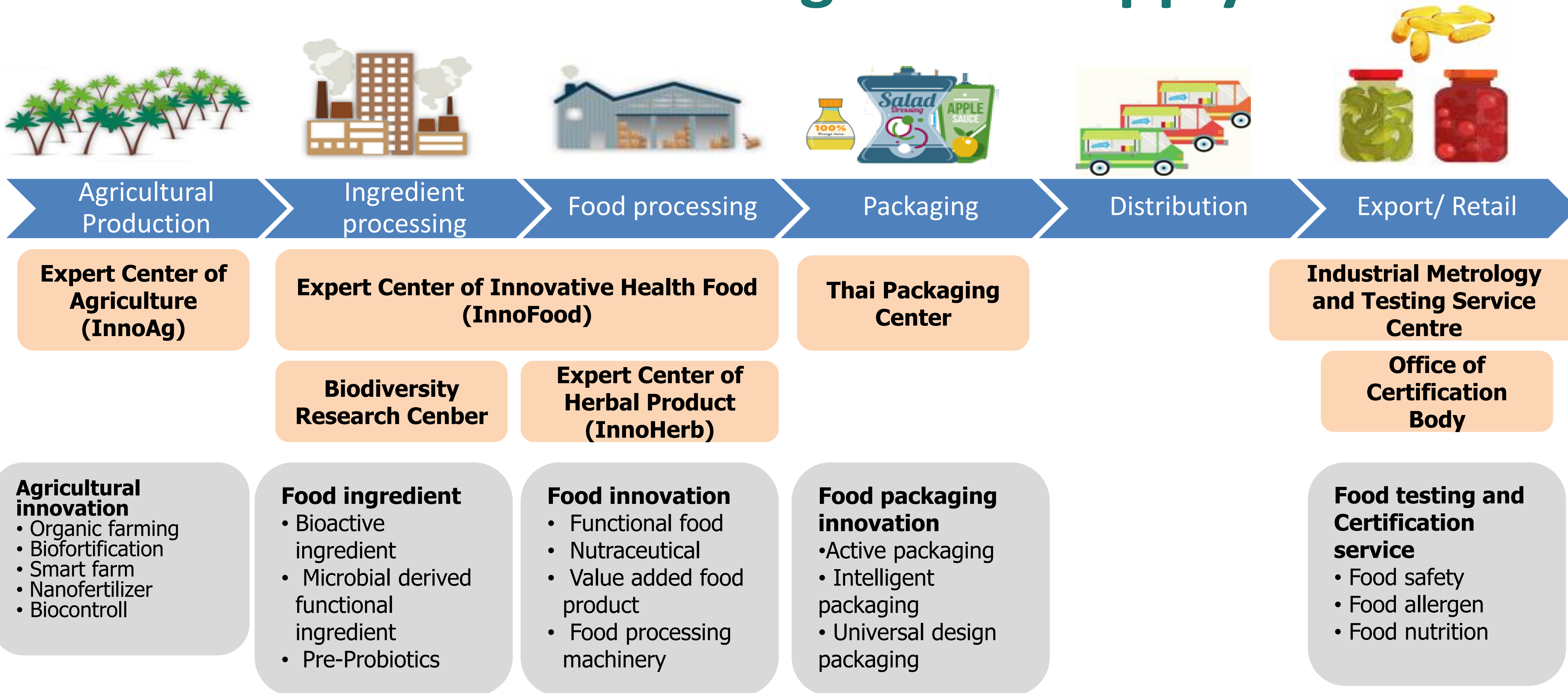


We provide services in analysis, testing, calibration, inspection, certification of quality management system, training and consultancy services, in order to enhance industrial competitiveness

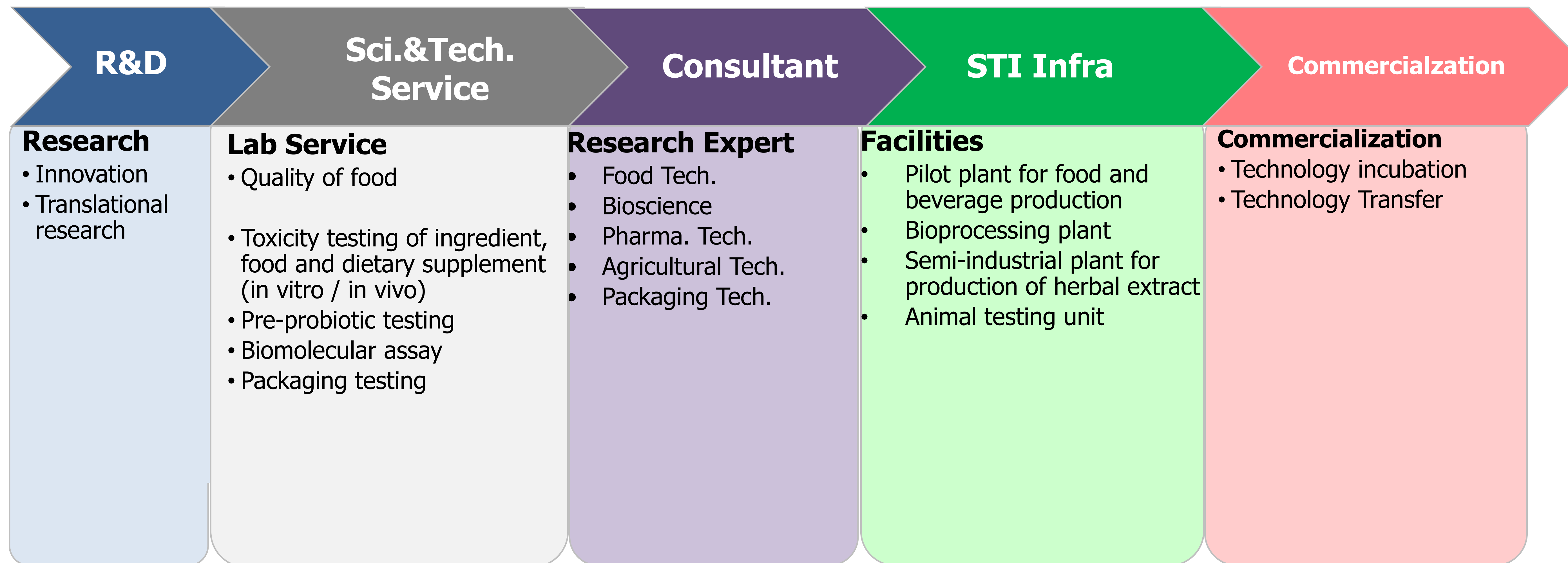


We transfer technology and innovation to industry and community enterprises, with a furtherance for economic, social and environmental utilizations

TISTR innovation through food supply chain



Expert Center of Innovative Health Food (InnoFood)





Astaxanthine



Probiotic



Polysaccharide

Functional ingredients



Fruit & vegetable
extract



Polypeptide



Herb extract



Functional food & Dietary supplement



Food processing machinery innovation

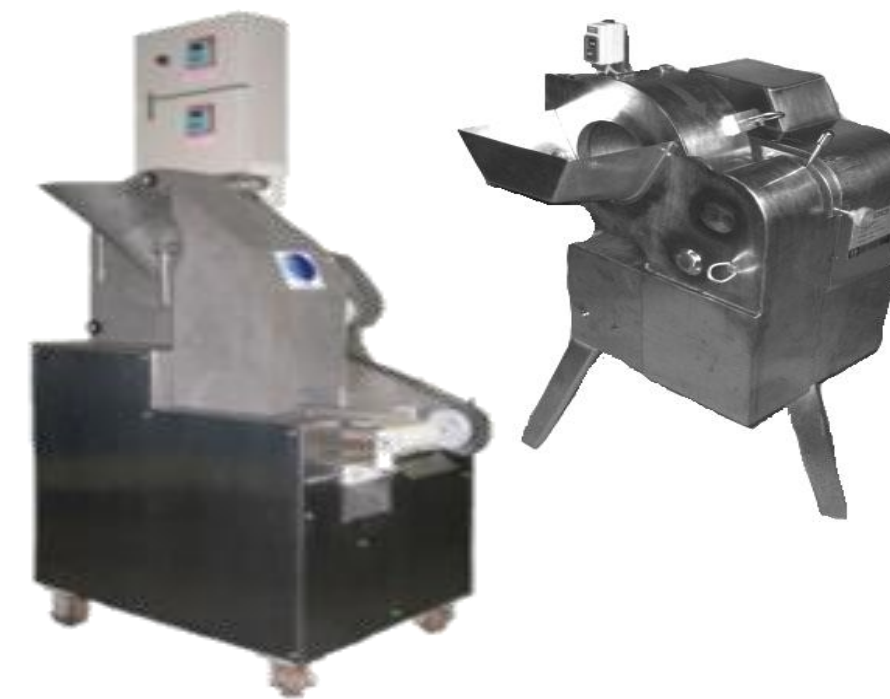
Washing machine



Snack molding & cutting machine



Fruit & Vegetable cutting machine



Juice extractor



Peeling machine





Pilot plant for food and beverage production



Bioactive ingredient pilot plant

Food ingredient & Food processing pilot plant



Animal testing unit



Bioprocessing plant

Thank you



มหาพรหมาชนี

Mitrephora sirikitiae

มหาพรหมาชนี...ดอกไม้สัญลักษณ์ประจำ วว.