



# Excellence Center



**To Research and Develop value added products and services for our customers by using Innovation and Technology while responding to customers need and creating highest satisfaction to consumers.**

**ดำเนินการวิจัยและพัฒนาสินค้าและบริการ  
โดยใช้นวัตกรรมและเทคโนโลยี  
เพื่อสร้างมูลค่าเพิ่มให้กับสินค้าและบริการ  
สามารถตอบสนอง  
และสร้างความพึงพอใจสูงสุดให้กับผู้บริโภค**

## Purpose

**Differentiate  
from competitors**

**Move from  
product to  
service offer**

**Build business  
model innovation**



- *Service touches customer's mind*
- *Creates trust and dependency*
- *Saves customer time and cost in hiring skilled labor*
- *Provides convenience*



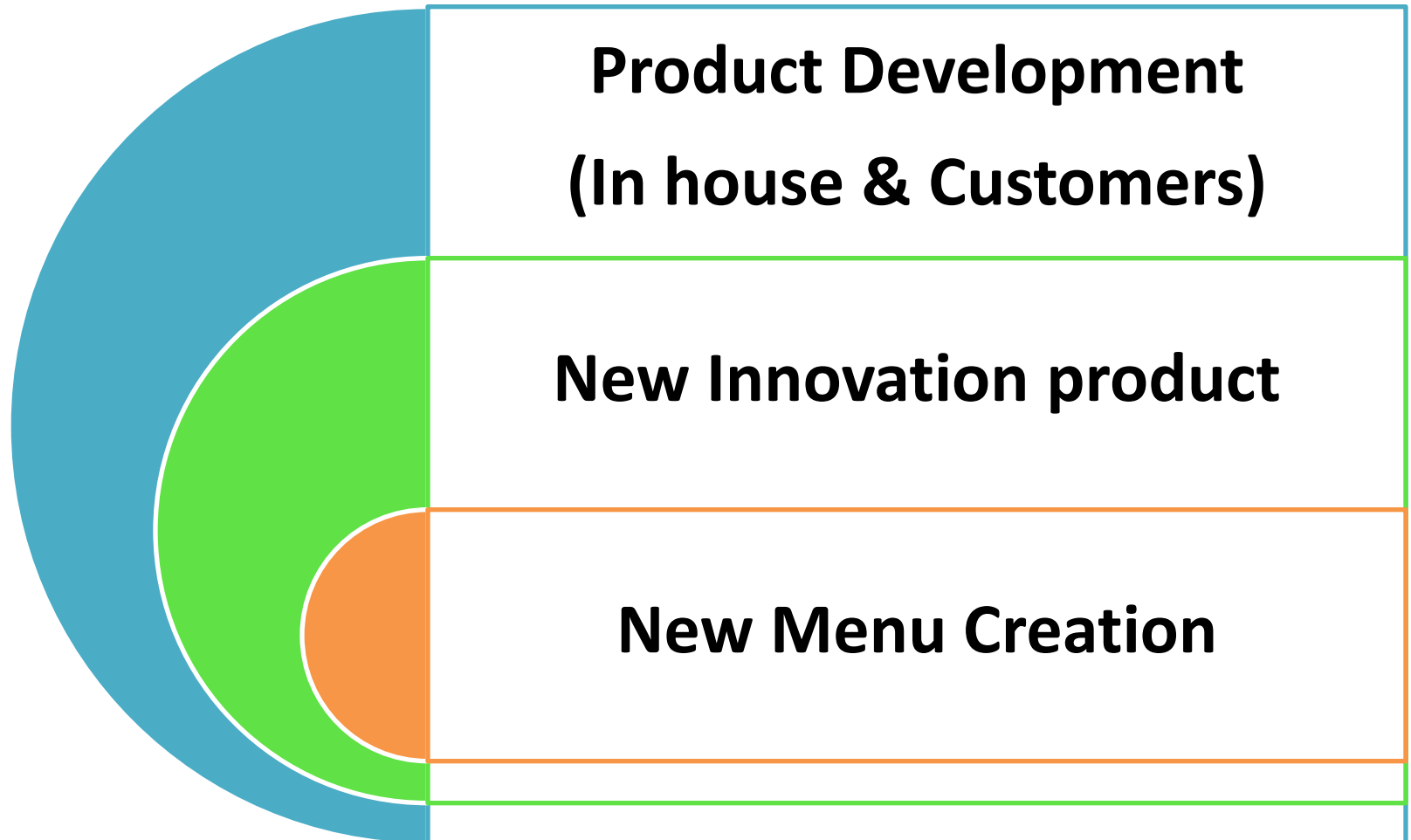
# Our business model to customize service



SF CINEMA CITY

ฉลองเทศกาลแห่งความรักได้แล้ววันนี้กับ...





# How can we grow with our partners?

**We can serve...**

- 1. Provide innovative products and create new menus for our partners.**
- 2. Support B2B customers with new products according to customer needs**
- 3. Co-develop new products with B2B customers**



## We can serve ...

- 5. Provide technical support for customer needs by our technical Chef team**
- 6. Support B2B customers with third party manufacturer according to customer needs.**
- 7. Fast Development and able to make trials in pilot plant scale to send samples to customers**



# Sciences, Technology and Innovation to add value in business





# Science, Technology and Innovation

## Science

- Needed for the initiation of idea
- Know the functioning of humans and its needs, proof of idea i.e. show that the ingredient can improve health.

## Technology

- Needed to deliver the idea/product for example processing, machinery, delivery to consumers

## Innovation

- Needed to introduce new products to the market that meets consumers demand
- Be able to customize to customers needs
- Be able to manufacture the product



# KCG utilizes Sciences, Technology and Innovation



*“Éclair usually has a short shelf-life”*



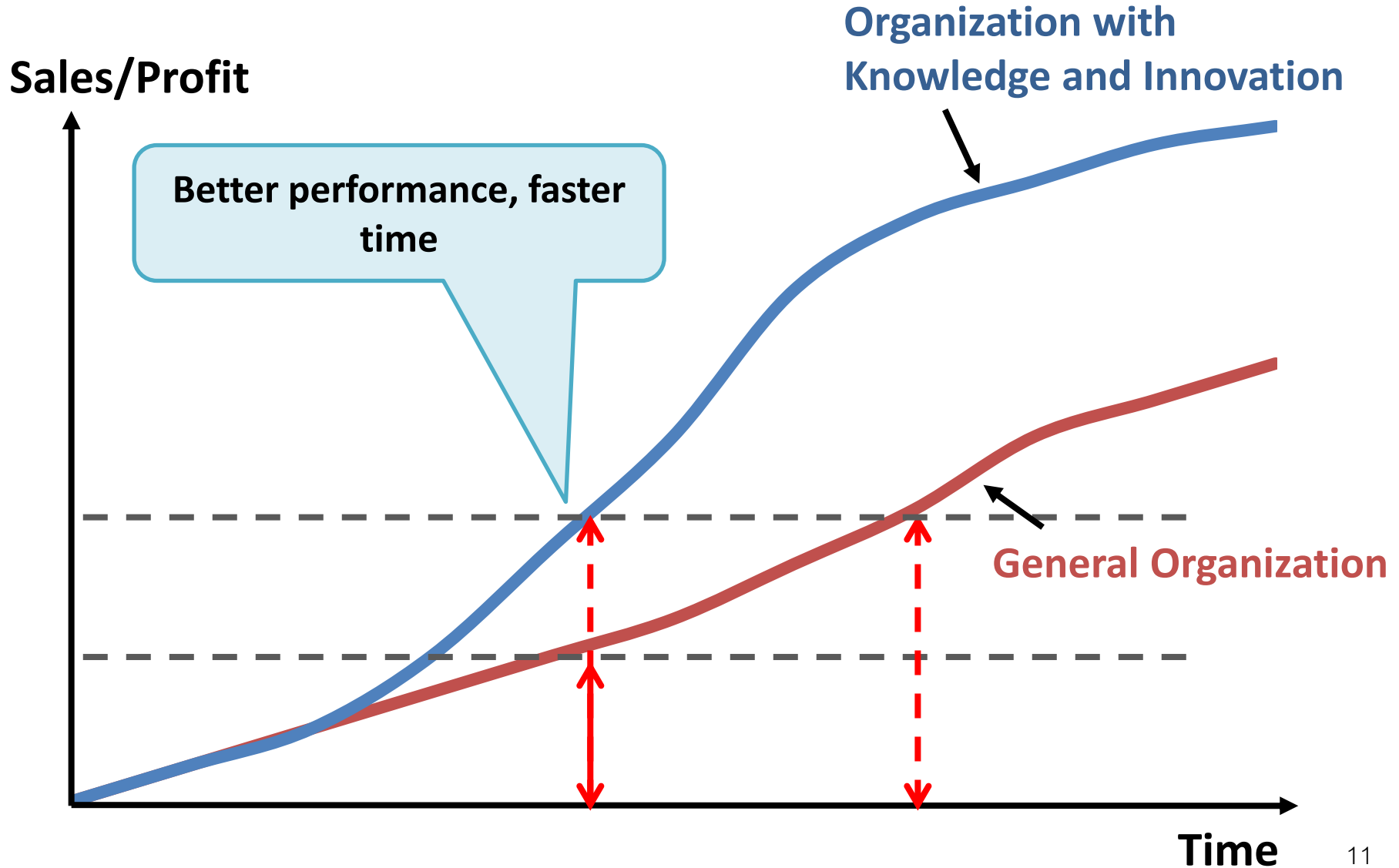
*“Can make longer shelf-life Éclair”*

*“Butter cannot spread immediately from fridge”*



*“Soft spreadable butter ready to use for customers.”*







# Innovative Thai Companies

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**foodpanda**



**GRABTAXI**



**MITR PHOL**



**BETAGRO**



# Open Innovation



**Build  
Innovative  
Environment in  
company**

**Collaborate  
with customers**



**Promote innovative  
thinking  
in university students  
by hosting  
KU-KCG Innovation**

**Work with NSTDA  
and other research  
institutions**

**Purchase  
patents from  
universities to bring  
from "Shelf to Shop"**



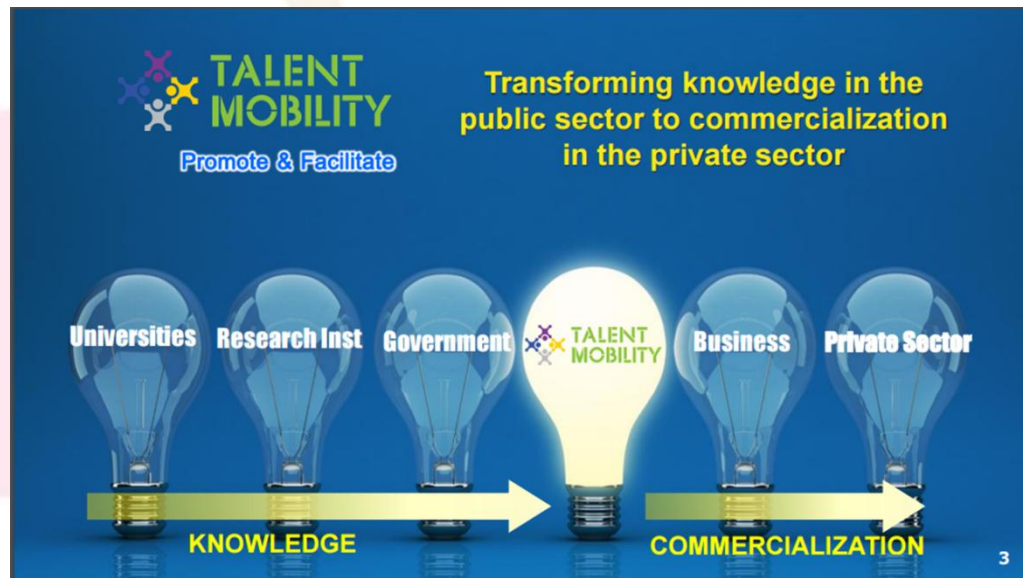


# Open Innovation









# Talent Mobility Project



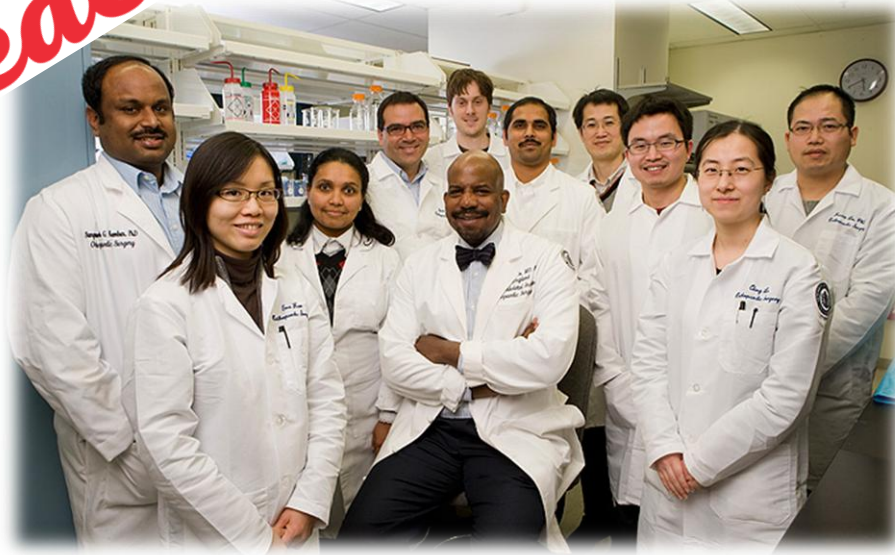


Mobilizing STI talents from universities and public research institutions to assist the private sector in technological upgrading for competitiveness



# Talent Mobility

*Needed*



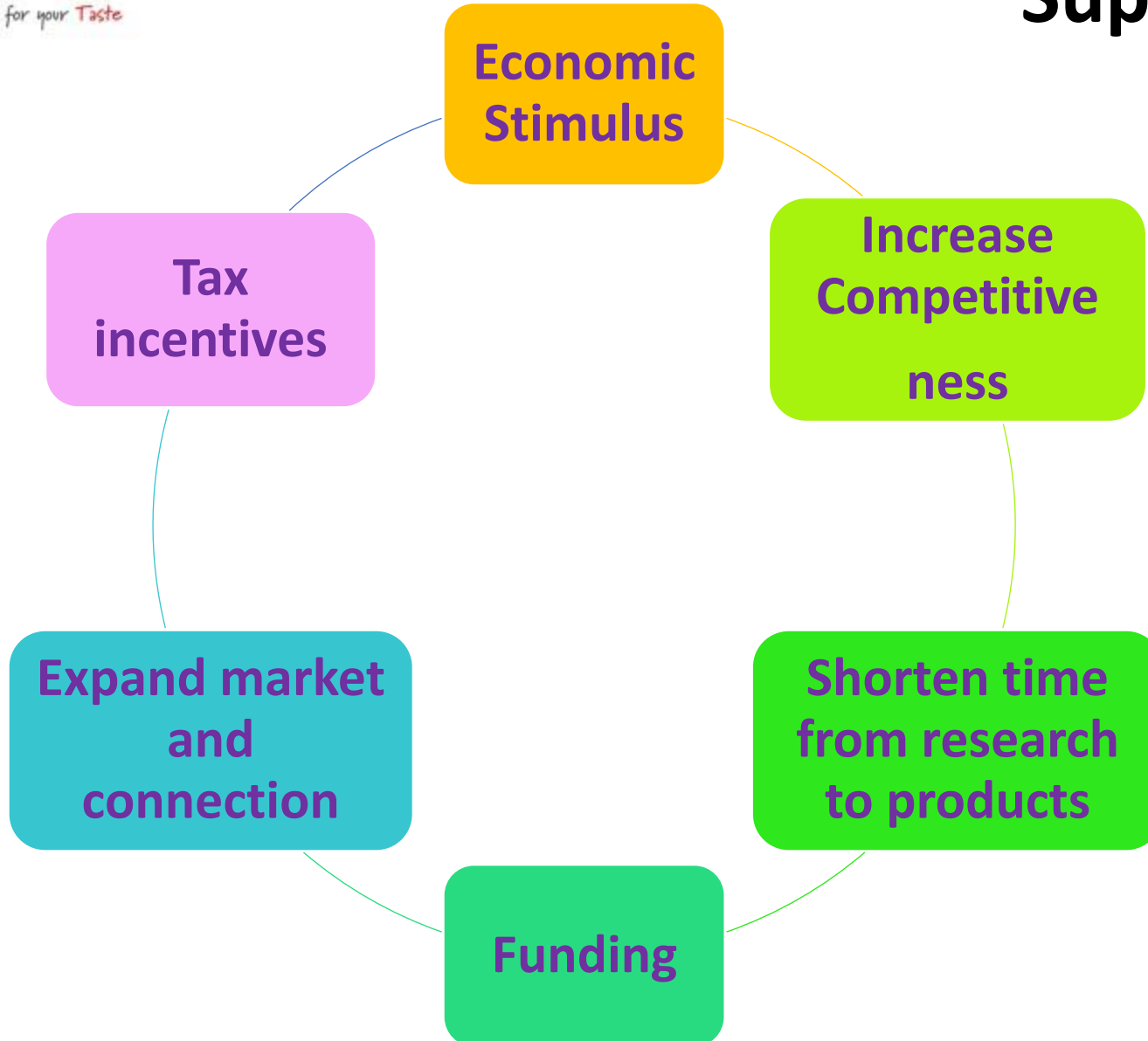
- STI talents **assist private sector (SMEs)** to develop business
- **Exchange of information** and point of view between **researcher** and **business to achieve right product** consumers require

*“Convert research into commercial success”*



# Benefits from Government

## Support



**Startups Center**



**Awareness of  
research database**

**Research  
Topics**

**Easy for startups  
to understand  
and apply to products**

**Step-by-Step  
Consultation**



**Support during  
business process**

# Obstacles in Food Tech Startups

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# “Food is Like Fashion” Continuous Change

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# Challenges/Obstacles for Startups

## High investment



- Machinery
- Branding/Advertising/Awareness/Promotions
- Research

## Laws/Regulations



- New innovative products not supported
- Many restrictions

## Don't Sacrifice taste for Nutritional Value



- Healthy foods not always tastiest
- Consumers requirement change



# Suggestions for Startups

**Differentiate  
from Competition**

**Follow Mega  
Trends**

**Product or service  
customers want  
and need**

**Provide  
convenience**

**Forecast future  
requirements**

**Ensure financial  
stability**

We don't only do R&D,  
We create and innovate so we  
can be your **“strategic partner”**

INNOVATION  
SUCCESS  
EVALUATION  
DEVELOPMENT  
GROWTH  
SOLUTION  
PROGRESS  
MARKETING



**Thank you for your attention**