

# INNOVATION SUPPORT FOR INDUSTRIES

**MR. VICHIAN SUKSOIR**  
**DEPUTY EXECUTIVE DIRECTOR**  
**(INNOVATION DEVELOPMENT)**

**NATIONAL INNOVATION AGENCY (NIA)**

MINISTRY OF HIGHER EDUCATION, SCIENCE, RESEARCH AND INNOVATION

# NATIONAL INNOVATION AGENCY (NIA)

National Innovation Agency (NIA), under the Ministry of Higher Education, Science, Research and Innovation, was entrusted by Thai Government to act as a core agency to promote and facilitate creation, management, and exploitation of innovation in Thailand.

## VISION

**KEY AGENCY IN ENHANCING NATIONAL INNOVATION SYSTEM  
TOWARDS SUSTAINABLE VALUES**

## MISSION

- # TO STRENGTHEN THAILAND'S NATIONAL INNOVATION SYSTEM**
- # TO CREATE OPPORTUNITIES AND INCREASE ACCESS TO INNOVATION INFRASTRUCTURE**
- # TO UPGRADE SKILLS AND INNOVATION CAPABILITIES**

# NIA's Strategic Direction

## 3 missions

**01**

To strengthen Thailand's national innovation system

**02**

To create opportunities and increase access to innovation infrastructure

**03**

To upgrade skills and innovation capabilities

## 4 strategies



## 7 innovation areas

**1**

**Financial Architecture**

**2**

**Social Innovation**

**3**

**Innovation Workforce**

**4**

**Government Market**

**5**

**Mandatory Innovation**

**6**

**Area-base Innovation**

**7**

**Innovative Enterprise**

# National Innovation Agency (NIA)

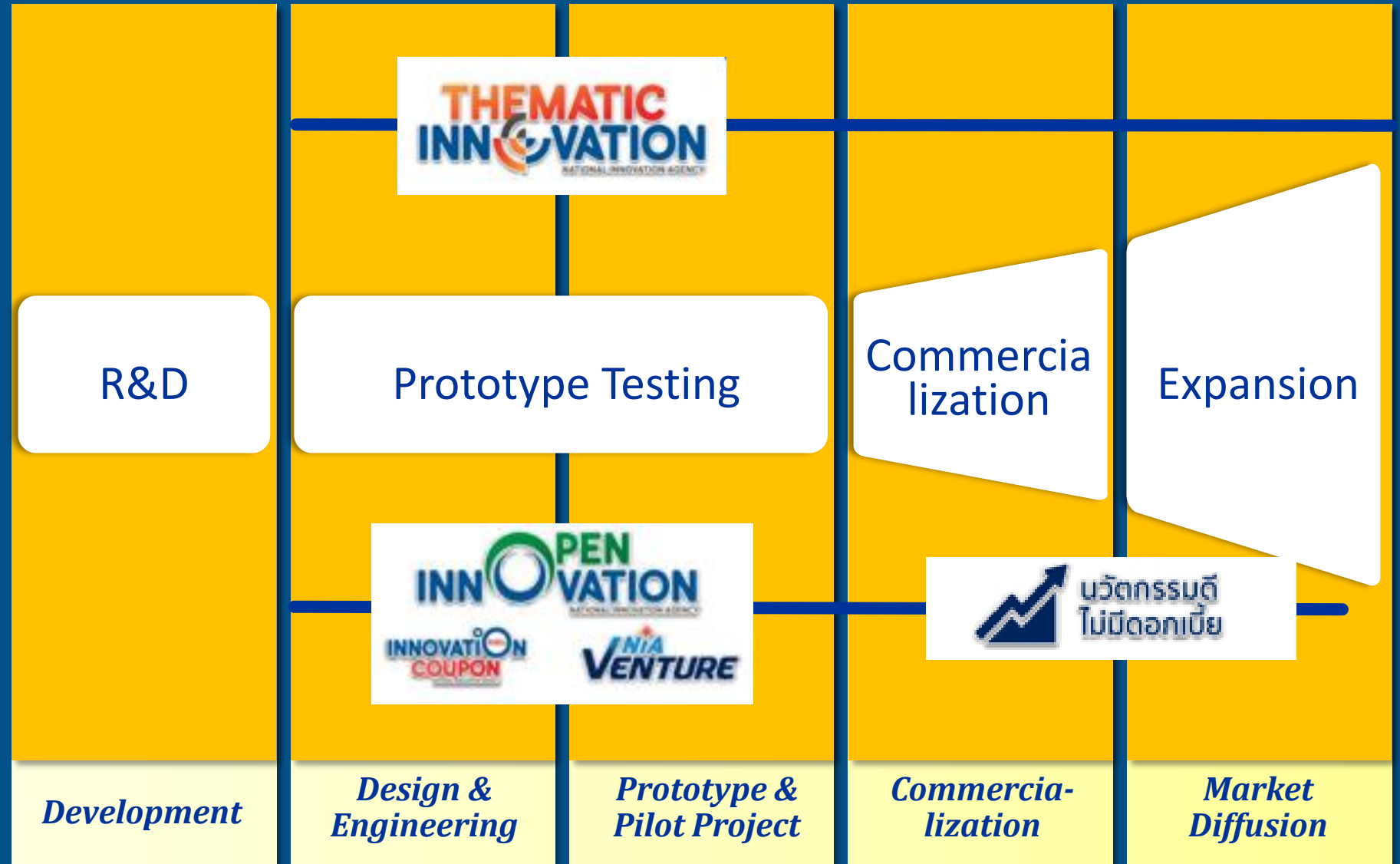
**Platform to Enhance  
New Entrepreneurs**





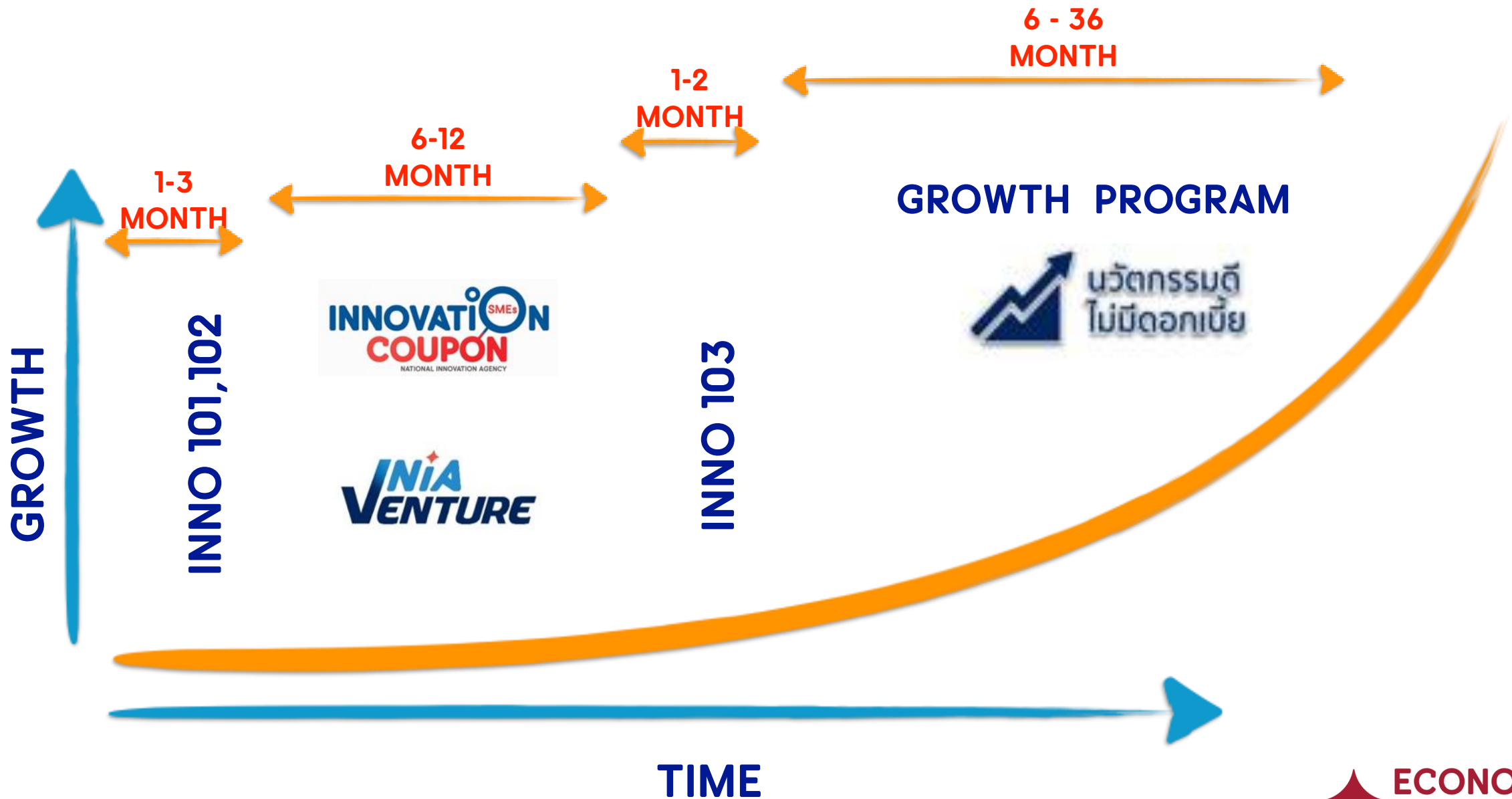
# INNOVATION FOR ECONOMY DEPARTMENT

# NIA'S SUPPORT SCHEMES



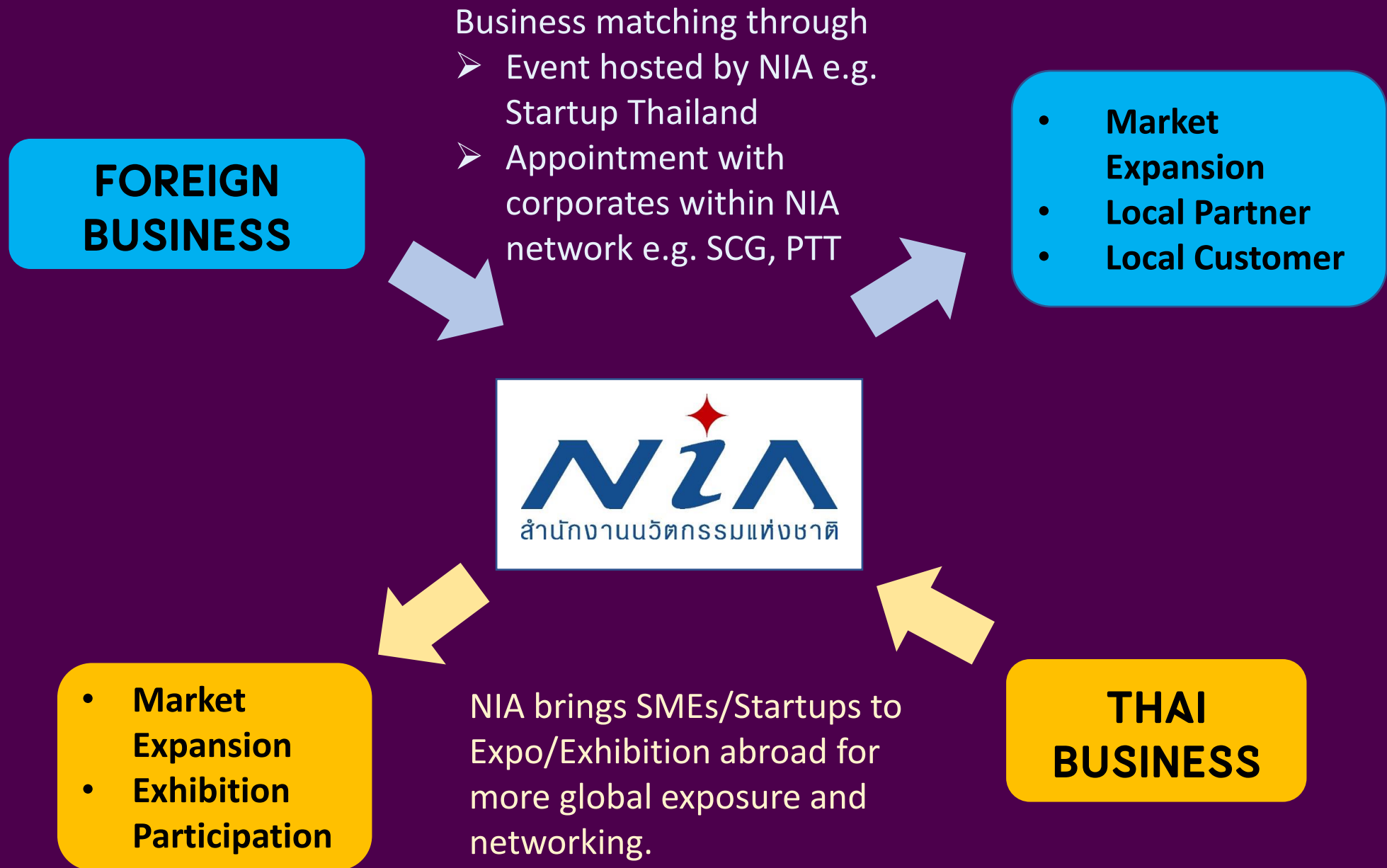


|                   |    |                   |   |   |
|-------------------|---|-------------------|---|---|
| Goal              | Area-based Innovation   |                   | Mandatory Innovation  |   |
| Mechanisms        | Innovation Coupon for SMEs  | NIA Venture       | Thematic Grant  | นวัตกรรมดี...ไม่มีดอกเบี้ย  |
| Budgets           | <1.5 M<br>(25/75)   | <1.5 M<br>(25/75) | 1.5 – 5.0 M<br>(25/75)  | < 5.0 M   |
| Sectors/Clusters  | <b>All Regions Economic Sectors</b> <ul style="list-style-type: none"> <li>• Bioeconomy</li> <li>• Manufacturing and Circular Economy</li> <li>• Service and Sharing Economy</li> </ul> |                   | <b>Thematic Theme</b> <ul style="list-style-type: none"> <li>• Tourism and Hospitality Industry</li> <li>• Herbal Industry for Health and Wellness</li> <li>• Internet of Things for Manufacturing &amp; Smart Logistics Industry</li> <li>• Designed Food for NCDs</li> <li>• Healthcare Business</li> <li>• Defense Industry for Homeland Security and Civilian Applications (Dual Use Technology)</li> </ul> | <b>Economic Sectors</b> <ul style="list-style-type: none"> <li>• Bioeconomy</li> <li>• Manufacturing and Circular Economy</li> <li>• Service and Sharing Economy</li> </ul> |
| Beneficial Groups | Smart SMEs  | Startup           | High-growth Innovative Enterprise   | Innovation-based Enterprise   |





# SYSTEM INTEGRATOR: BUSINESS MATCHING

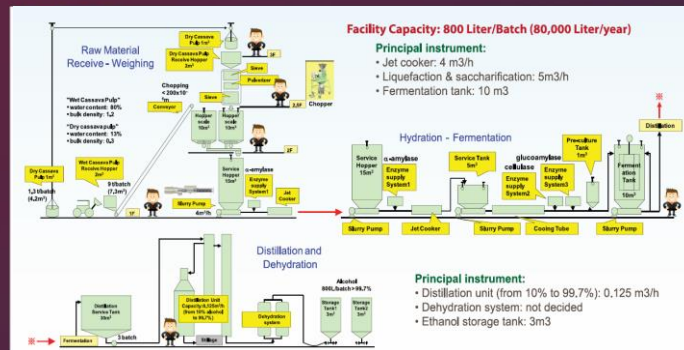


# EXPANDING INNOVATIVE INVESTMENT ON JOINT-TECHNOLOGY COMMERCIALIZATION

First model of bioethanol production from cassava pulp pilot plant in Thailand in terms of Thailand-Japan Bilateral collaboration by Sapporo Breweries Ltd. and Iwata Chemical Co., Ltd.



The pilot plant for demonstrating the production of energy-saving cellulosic sugar production system from bagasse at Kumphawapi Co., Ltd. in Udon Thani by using technology developed by Toray Industries, Inc., Mitsui & Co., Ltd., and Mitsui Sugar Co., Ltd.



Supported and encouraged Thai industry's transformation to automation in terms of developing the Japanese Lean Automation skill in human resource in Thailand with DENSO Corporation.



Enhancing Startup opportunities with Thailand-Israel Accelerator and Matching Program with Israel Innovation Authority (IIA) and partners.



INNOVATION  
ECOSYSTEM  
SUPPORTER:  
LEAN  
AUTOMATION  
SYSTEM  
INTEGRATOR (LASI)



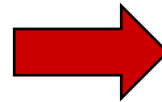
- System Integrator Human Resource Development Project in both University level and System Integration companies
- Collaboration: NIA – Department of Industrial Promotion – DENSO Corporation
- Budget: Ministry of Economy, Trade and Industry, Japan (METI)
- Location: Industry Transformation Center (ITC)

# SUPPORTED INNOVATIVE PROJECTS



# Lean Automation for Assembly Rotor Line

AI Technology Co., Ltd

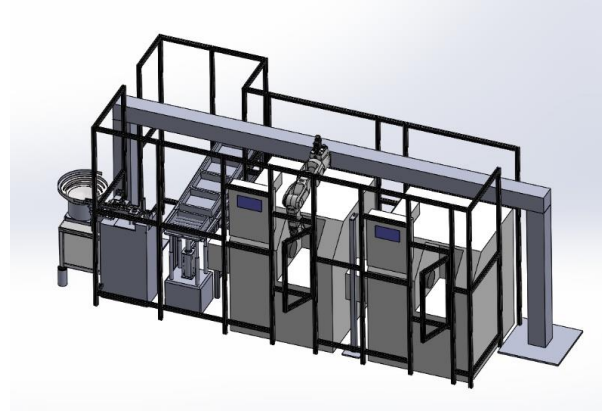
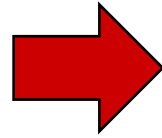


- Transforming manual assembly line which took 18 seconds to assemble 1 product to 13- second per 1 product automation line with no defect
- Using lean automation design process to design the automation line to eliminate all waste actions.



# Lean Automation for Lathing Line

Nippon Kikai Engineering Co., Ltd



## **Traditional production line:**

Using manual labor to transfer workpiece from one station to another

**Lean automation production line:** Using robot arm to transfer workpiece instead of human labor to save time and avoid human error (the robot arm can rotate 360 degree to place the workpiece in the right angle)

# DEEP TECH INDUSTRIES SUPPORT (2022-2024)

ระบบนิเวศวิสาหกิจเริ่มต้นที่ใช้เทคโนโลยีเชิงลึกของประเทศไทย (Thailand DeepTech Startup Ecosystem)

|                          | CROSS-SECTOR                     | BCG                |                    |                    | DUAL USE           |                    | ARI TECH           |
|--------------------------|----------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|                          |                                  | MEDTECH            | FOODTECH           | AGTECH             | DEFENSETECH        | SPACETECH          |                    |
|                          |                                  |                    |                    |                    |                    |                    |                    |
| Incubation Unit          |                                  |                    |                    |                    |                    |                    |                    |
| R&D                      |                                  |                    |                    |                    |                    |                    |                    |
| University               |                                  |                    |                    |                    |                    |                    |                    |
| Financial Support Org.   | GOVERNMENT FUNDING               | GOVERNMENT FUNDING | GOVERNMENT FUNDING | GOVERNMENT FUNDING | GOVERNMENT FUNDING | GOVERNMENT FUNDING | GOVERNMENT FUNDING |
|                          | PRIVATE FUNDING                  | PRIVATE FUNDING    | PRIVATE FUNDING    | PRIVATE FUNDING    | PRIVATE FUNDING    | PRIVATE FUNDING    | PRIVATE FUNDING    |
|                          | FUNDING FOCUSES ON OTHER SECTORS |                    |                    |                    |                    |                    |                    |
| Large Corp.              |                                  |                    |                    |                    |                    |                    |                    |
| Startup Network & Assoc. |                                  |                    |                    |                    |                    |                    |                    |
| Gov. Agency              |                                  |                    |                    |                    |                    |                    |                    |

# EASE OF DOING STARTUP BUSINESS

## GLOBAL STARTUP HUB THAILAND

### CHIANG MAI

43

NETWORKING  
EVENT

2,663

PARTICIPANTS

200+

STARTUPS, TECH  
ENTREPRENEURS

30+

PARTNERS

EEC

### BANGKOK

13

NETWORKING  
EVENT

1,040

PARTICIPANTS

52+

STARTUPS, TECH  
ENTREPRENEURS

30+

PARTNERS



#### CENTER FOR STARTUP INFORMATION

Provide information of business establishment and start-up enterprise ecosystem in the area



#### LANDING PAD SERVICE

Provide services and activities to support foreign start-up enterprises



#### NETWORKING & BUSINESS MATCHING

Create opportunity for startup with networking & business matching activities



#### BUSINESS CONSULTANCY SERVICE

Provide Startup consultation with experts in terms of business set up, fundraising, legal, market screening



# SMART VISA (LAUNCHED 2018)



The SMART Visa is a new type of visa designed to attract highly skilled manpower and investors to accelerate the development of the country's targeted industries. The SMART Visa is offered for foreign experts, entrepreneurs, executives and investors who wish to enter into the Kingdom of Thailand to work or to invest in the following "10 S-Curve Industries" or the country's targeted industries.







# THANK YOU

[www.nia.or.th](http://www.nia.or.th) | [info@nia.or.th](mailto:info@nia.or.th) | 02 017 5555