



## **TISTR's From Local to Global International Forum: Food Industry 4.0**

**- Program -**

**Introduction:**

For 54 years, Thailand Institute of Scientific and Technological Research (TISTR) is renowned and recognized as a key research and development institute in Thailand, where provides industrial services and supports by professionally transfer value of developed technologies to business sectors for commercial purposes and social benefits. Therefore, it is a great pleasure to welcome you, our honored guests, to *TISTR's From Local to Global International Forum: Food Industry 4.0* this year.

Food industry is one of the fastest growing sectors globally. Speaking of innovative and creative types of foods, for instances, foods with health benefits and preventive effects on particular human diseases and disorders are currently well received of attention due to the rising of health and well-being awareness among consumers worldwide. To serve the need and expectation of the consumers, Health Foods, including functional foods, active ingredients and dietary supplements, are very promising for future development. Not only science and technology development is a key element to successfully create and commercialize such alternative types of food and food-related products, but, both domestic and overseas, food safety standards required to meet are also crucial aspect to focus on. Besides, efficient marketing strategies and utilization of online resources are considered powerful tools for success-oriented Thai food producers to determine their competitiveness and achievement as well as to seek opportunities to grow and survive in this age of digital markets. Additionally, effective SMEs and Startup business incubation is also a pivotal step to enable the preparation of Thai food manufacturers to enhance national competitiveness throughout the entire value chain of Thai food-related production towards global markets.

To sum up, practices and strategies to drive Thailand food industry sectors efficiently, focusing on SMEs and Startups, towards global trends of Food Industry 4.0 will be addressed and discussed along the forum.

**Objective:**

To share wisdom, practical strategies, opportunities and vision on how can Thai food industry successfully moves forward, in accordance with Thailand 4.0 policy and in this age of globalization.

## **Guide to TISTR's From Local to Global International Forum: Food Industry 4.0**

### **Forum Venue:**

TISTR's From Local to Global International Forum: Food Industry 4.0 will be held between Monday 12 – Tuesday 13 June 2017 at Centara Grand Hotel at Central Plaza Lad Phrao, Bangkok, Thailand.

### **Hotel Information:**

Centara Grand Hotel at Central Plaza Lad Phrao, Bangkok  
1695 Phaholyothin Road, Chatuchak, Bangkok 10900, Thailand  
Phone + (66)2541-1234 Fax + (66)2541-1087  
Email: [cglb@chr.co.th](mailto:cglb@chr.co.th)

The hotel is prepared for the forum venue and also for invited speaker's accommodations.  
For more information, please visit the hotel official website:  
<http://www.centarahotelsresorts.com/centaragrand/cglb/>

### **Access:**

The hotel is one of the largest hotel in Bangkok and connected to its own convention hall and to Central Plaza Lad Phrao Shopping Mall.

- Don Muang International Airport (DMK) is a 20-30 minutes drive away (about 15 km)
- Suvarnabhumi International Airport (BKK) is approximately 35-45 minutes (about 33 km) from the hotel along the elevated highway
- Distance to Phahon Yothin MRT Station (subway/underground): 450 metres
- Distance to Mo Chit BTS Station (sky train/elevated train): 2 km
- Chatuchak Weekend Shopping Market can be accessed by complimentary shuttle service

### **Participants:**

- Food industry sectors from SMEs, Large Enterprise (LE) and related organizations
- Researchers, professionals and specialists from related agencies
- Students
- General attendees

### **Themes:**

- From Local to Global: Thai Food Industry 4.0
- Sharing Opportunity and Vision: Driving Thai Food Industry towards Industry 4.0
- Food for the Future: Trends in Functional Food and Dietary Supplement
- SMEs and Startup of Thai Food Industry in the Digital Age
- Food for Health and Safety: Trends in Food Safety Standards

### **Presentations:**

Each presentation by invited speakers from foreign countries and domestic speakers should be in accordance to the agenda enclosed herewith. Please arrive at the meeting room at least TEN MINUTES before your scheduled presentation. Forum room comes equipped with an LCD projector, a computer, and a screen. The computer will be configured with Microsoft Windows 10 operating system and with Microsoft Office 2013 or later version. All speakers are required to transfer presentation materials into the computer in the preview room. Please contact forum reception desk prior to the session and kindly be reminded to bring along USB storage drive or CD containing your presentation file.

**Language:**

The official language in the forum is English, except for particular parts or sessions, which will be conducted in Thai.

**Expenses:**

For all invited international speakers and participants, the round-trip airfare and local expenses (registration fee, local transportation, accommodation, and meals) will be covered by TISTR.

For invited Thai speakers, accommodation (if not live in Bangkok), registration fee, and meals during the conference will be covered by TISTR.

Day meals, coffee breaks and forum materials will be provided free of charge for all participants attending the forum.

**Banquet:**

Only the invited speakers are welcomed to join us for a welcome banquet which will take place on Monday 12 June 2017 evening at Centara Grand Hotel at Central Plaza Lad Phrao.

**Weather and Climate:**

In Bangkok, temperature is between 25- 33 Celsius in the middle of June. Sunshine, heat and humidity can be expected in this month.

**Currency:**

Currency in Thailand is Thai Baht. One US dollar corresponds to roughly 35 Thai Baht. Many shops accept VISA, MasterCard and other major foreign credit cards.

**Registration and Further Enquiries:**

Please kindly confirm your registration through TISTR online website no later than Wednesday 31 May 2017. For further enquiries, please feel free to contact:

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## Agenda

### TISTR's From Local to Global International Forum: Food Industry 4.0

Monday 12 - Tuesday 13 June 2017

Centara Grand Hotel at Central Lad Phrao, Bangkok, Thailand

Day 1: Monday 12 June 2017		
Time	Content	Speakers
08.30-09.00	Registration	
<b>Opening Ceremony: "From Local to Global"</b>		
09.00-09.20	Welcome Remarks and Briefing of the Forum	Dr. Luxsamee Plangsangmas, Governor of TISTR
09.20-09.30	Opening Remarks	H.E. Dr. Atchaka Sibunruang, Minister of Science and Technology
09.30-09.45	Souvenirs and Photo Session	
<b>Keynote Addresses</b>		
9.45-10.15	Thailand 4.0: From Local to Global	H.E. Dr. Atchaka Sibunruang, Minister of Science and Technology
10.15-10.45	Moving Thai Industry towards Thailand 4.0	Mr. Chen Namchaisiri, President of The Federation of Thai Industries (FTI)
10.45-11.00	Morning Break and Press Conference	
11.00-11.30	Globalization of SMEs and Impacts to Economy	President of Tokyo SME Support Center (Thailand Branch Office)
11.30-12.00	TISTR towards Food Industry 4.0	Dr. Luxsamee Plangsangmas, Governor of TISTR
12.00-13.00	Luncheon	
<b>Afternoon Session: "Sharing Opportunity and Vision: Driving Thai Food Industry towards Industry 4.0"</b>		
13.00-13.45	From Functional Agriculture to Functional foods: The Practices in China	Prof. Dr. Xuebin Yin, Director of Key Lab for Functional Agriculture, University of Science and Technology of China, People's Republic of China (PRC)
13.45-14.30	Food Innopolis	Asst. Prof. Dr. Akkharawit Kanjana-Opas, CEO of Food Innopolis and Deputy Secretary General of National Science Technology and Innovation Policy Office (STI) of Thailand
14.30-14.45	Afternoon Break	
14.45-15.30	From Local to Global Success Case 1: Thai Union & Global Market Leadership	Dr. Tunyawat Kasemsuwan, Director of Global Innovation, Thai Union Group Public Company Limited
15.30-16.15	*From Local to Global Success Case 2: Ampol Food to the World	Dr. Kriengsak Theppadungporn, Managing Director of Ampol Food Processing Ltd.
16.15-16.30	Closing Remarks of the First Day	Dr. Luxsamee Plangsangmas, Governor of TISTR
18.30-20.00	Welcome Dinner	

**Note:** \* These sessions will be conducted in Thai.

Day 2: Tuesday 13 June 2017		
Time	Content	Speakers
Ballroom B&C (Morning Session): “Food for the Future: Trends in Functional Food & Dietary Supplement”		
08.30-09.00	Registration	
09.00-09.30	Herbal Ingredient and Product Trends in Taiwan	Dr. Tony J. Fang, Deputy Director-General of Food Industry Research and Development Institute, Taiwan
09.30-10.00	The Naturally Functional Food: A New Trend in China	Prof. Dr. Xuebin Yin, Director of Key Lab for Functional Agriculture, University of Science and Technology of China, People’s Republic of China (PRC)
10.00-10.30	Functional Food and Dietary Supplement Trends in Japan	Prof. Dr. Shizuo Yamada, Director of Center for Pharma-Food Research (CPFR), University of Shizuoka, Japan
10.30-11.00	Advanced Technology in Functional Food and Dietary Supplement  <b>Note:</b> Morning break will be served in the forum room	Prof. Dr. Yoshihiro Ohmiya, Director of Biomedical Research Institute(BMRI), The National Institute of Advanced Industrial Science and Technology (AIST), Japan
11.00-12.00	<b>Panel Discussion:</b> Global Trends in Functional Food and Dietary Supplement	<b>Moderator:</b> Ms. Sutida Watthanapimol, Research Experimental Assistant, Expert Centre of Innovative Health Food (InnoFood), TISTR <b>Participants:</b> <ul style="list-style-type: none"><li>• Dr. Tony J. Fang</li><li>• Prof. Dr. Xuebin Yin</li><li>• Prof. Dr. Shizuo Yamada</li><li>• Prof. Dr. Yoshihiro Ohmiya</li></ul>
12.00-13.00	Luncheon	
Ballroom B&C (Afternoon Session): “SMEs and Startup of Thai Food Industry in the Digital Age”		
13.00-13.45	*Growth Opportunity for SMEs in Thai Dietary Supplement Industry	Mr. Nakah Thawichawatt, CEO of Kovic Kate International (Thailand) Company Limited, Deputy Secretary General of The Federation of Thai Industries (FTI) and Honorary President of The Dietary Supplement Industry Club, The Federation of Thai Industries (FTI)
13.45-15.30	*Marketing Strategy for SMEs towards Food Industry 4.0	Asst. Prof. Dr. Buppa Lapawattanaphun, School of Communication Arts, The University of the Thai Chamber of Commerce (UTCC)

	<b>Note:</b> Afternoon break will be served in the forum room	
15.30-16.15	*Greenday Global as Successful Thai Food Company	Mr. Chairat Kongsuphamanon, Vice President of Greenday Global Co., Ltd.
16.15-16.30	Closing Remarks	Mrs. Chantara Phoonsiri, Deputy Governor R&D for Bio-industries, TISTR

**Note:** \* These sessions will be conducted in Thai.

<b>Day 2: Tuesday 13 June 2017</b>		
<b>Time</b>	<b>Content</b>	<b>Speakers</b>
<b>Ballroom A: “Food for Health and Safety: Trends in Food Safety Standards”</b>		
08.30-09.00	Registration	
09.00-09.45	Food Safety Requirements and Aspects for Global Market	Dr. Tipvon Parinyasiri, Director, Bureau of Food, The Food and Drug Administration (FDA) of Thailand
09.45-10.45	Food Safety Modernization: An Experience of Japan  <b>Note:</b> Morning break will be served in the forum room	Representative from Japan Analytical Instruments Manufacturers' Association (JAIMA), Japan
10.45-12.15	Application of the Instruments for Food Analysis	Two representatives from member companies of JAIMA, Japan
12.15-13.15	Luncheon	
13.15-14.15	Metrology of Food Safety	Representative from National Metrology Institute of Japan (NMIJ), Japan
14.15-15.15	Role of WAITRO to Support R&D for Food Safety  <b>Note:</b> Afternoon break will be served in the forum room	Dr. Rohani Hashim, Secretary-General, The World Association of Industrial and Technological Research Organizations (WAITRO)
15.15-16.00	Food Safety: Care for Customers and Society	Ms. Pornpen Nartpiriyarat, Head of Quality, Tesco Lotus, Thailand

16.00-16.45	National Quality Infrastructure (NQI) for Food Safety: Role of TISTR	Representative from Thailand Institute of Scientific and Technological Research (TISTR)
16.45-17.00	Closing Remarks	Mr. Wirach Chandra, Deputy Governor Industrial Services, TISTR