

# THE INNOVATION DIPLOMACY



**THE INN--VATION  
DIPLOMACY**



# Innovation Diplomacy

**Asia**  
China  
Israel  
Japan  
Laos  
Singapore  
South Korea  
Sri Lanka  
United Arab Emirates (UAE)

**Europe**  
Austria  
Belgium  
Denmark  
Finland  
France  
Germany  
Hungary  
Italy

**Netherlands**  
Norway  
Poland  
Portugal  
Russia  
Spain  
Sweden  
Switzerland

**Africa**  
South Africa  
**North America**  
United States of America (USA)  
**South America**  
Chile  
**Australia and Oceania**  
Australia

---

## A message from Chairman of National Innovation Board (NIA) Ministry of Science and Technology (MOST)

National Innovation Agency or NIA is entrusted by Royal Thai government as a key agency to promote and facilitate innovation of Thailand by enhancing National Innovation System (NIS) towards sustainable values, creating opportunities by increasing access to innovation infrastructure, and upgrading skills and innovation capabilities. By working towards these goals, NIA always work with international partners who share the same passion as Thailand. So, I do believe that 'Innovation Diplomacy' will be another tool to create last long friendships and partnerships between Thailand and the world.

Assoc. Prof. Dr. Weerapong Pairsuwan,  
Chairman of National Innovation Board



---

## A message from Executive Director of National Innovation Agency (NIA) Ministry of Science and Technology (MOST)

Innovation and Diplomacy, the two words that could be allied so well for international relations of the 21<sup>st</sup> Century. At NIA, we believe that innovation creates not only significant economic impacts but will also strengthens international relations at the same time, therefore, 'Innovation Diplomacy' is initiated as a new pathway to achieve those aims bringing more and more international partners to jointly work together with Thais from Entrepreneurial Discovery Process until their success in making creativity into value reality. Undoubtedly, 'Innovation Diplomacy' will be another key mechanism to transform Thailand into an 'Innovation Nation'.

Dr. Pun-Arj Chairatana,  
Executive Director of  
National Innovation Agency (NIA)





---

## A message from Director-General of Department of International Economic Affairs Ministry of Foreign Affairs (MFA)



A fast-changing international political and economic environment has become a challenge for the country's competitiveness and its foreign policy throughout the world. Technology disruption and digital revolution have changed the ways in which countries formulate their national agenda, interact and communicate with international actors. Innovation diplomacy can thus be considered as part of this modern-day diplomacy. Innovation diplomacy is about the evolution of foreign policy into a networked environment where state and non-state actors are interacting with each other. The strategic use of innovation diplomacy will open up more business opportunities and expand international networks for Thai innovators and business startups to foreign research communities, tech-networks, and venture capital funding. Within the realm of innovation diplomacy, the Ministry of Foreign Affairs is doubling its efforts in transforming and fostering the economic profile of Thailand through creating collaborative ways and conducive environment to better position Thailand in the global radar screen with a holistic multistakeholder approach.

Mrs. Vilawan Mangklatanakul,  
Director - General  
Department of International  
Economic Affairs

---

# National Innovation Agency (NIA) Ministry of Science and Technology (MOST)

The Royal Thai Government approved the establishment of the National Innovation Agency (Public Organization) or so-called “NIA” to be under the supervision and management of the Ministry of Science and Technology (MOST) of Thailand on 26 August 2003. At the beginning, the “Innovation Development Fund” was transferred to be the NIA’s initial investment capital and MOST had hence commanded for the establishment of NIA to be monitored by the National Innovation Committee of Thailand, of which the policy framework was developed exclusively later on for the supervision and management of a small-sized organization, as part of a strategy to

stimulate greater efficiency and convenience for organizational operations. On 2 September 2009, The Royal Decree prescribing the establishment of the “National Innovation Agency (Public Organization) or NIA” was officially declared. NIA, therefore, had fully transformed itself into a Public Organization, with complete status of being a legal entity empowered by full authorization under Thai law. Furthermore, NIA established a set of guidelines for the development of innovative projects in several aspects, with its strategic goal to transform the supply chain into a value chain based on the advantages of national competitiveness.



NIA is entrusted by the Royal Thai government to act as a core organization to promote and facilitate creation, management, and exploitation of innovation in Thailand. Our vision is to be the key agency in enhancing national innovation system towards sustainable values. With that ambition in mind, our missions include strengthening Thailand’s national innovation system, creating opportunities by increasing access to innovation infrastructure, and upgrading skills and innovation capabilities. To achieve these goals, NIA has undertaken a broad-based and systematic approach to build up the national innovation system by fostering strategic innovation, promoting cluster development, and offering assistance to both public and private sectors in developing and managing innovation.



---

# Department of International Economic Affairs Ministry of Foreign Affairs of Thailand (MFA)



The Department of International Economic Affairs, Ministry of Foreign Affairs of Thailand is the main coordinating agency of Thailand's international economic relations with international communities and international economic organizations. The Department's missions under the 20 year National Strategic Plans and Thailand 4.0 policy involve coordination between relevant agencies in the areas of international economics, actively representing and furthering Thailand's economic interests in important international economic forums, at global, regional, sub-regional levels, making effective policy recommendations to the government, as well as strengthening the competitiveness of Thai private sector in international trade.

In order to fulfil its missions, the Department of International Economic Affairs has been pursuing Proactive Economic Diplomacy measures, through the Ministry of Foreign Affairs' network of Business Information Centers at more than 23 Royal Thai Embassies and Consulate-General abroad. The BICs gather important economic and financial information, future trends and insights from Thailand's strategic posts, and also identify potential business opportunities overseas to Thailand's private sector, particularly the SMEs, to better equip them to make necessary adjustments in order to compete in the ever volatile international markets.



---

# Innovation Diplomacy

National Innovation Agency (Public Organization) or NIA has developed a conceptual framework "Innovation Diplomacy", based on the strategic cooperation with innovative organizations worldwide. The mission is to enhance National Innovation System (NIS) of Thailand to international level, as well as to promote the image of Thailand to become "Innovation Nation".

Innovation and Diplomacy, the two words that could be allied so well for the global affairs in the 21st Century. Innovation Diplomacy will focus more on

the commercialization of innovation rather than mainly focus in R&D, therefore, Innovation Diplomacy will be another solution to creating significant economic impacts while strengthening international relations at the same time. NIA, Ministry of Science and Technology (MOST) of Thailand and Department of International Economic Affairs, Ministry of Foreign Affairs (MFA) of Thailand, together will provide the pathway to success for those aims by bringing more and more international partners to work with related Thai public and private sectors as Thailand is now growing extensively and sustainably.

## Innovation Diplomacy Framework



### Exploring & Informing:

- Explore to understand the innovation systems in foreign countries
- Spot opportunities and barriers for collaboration
- Communicate with the relevant organizations

### Influencing & Promoting:

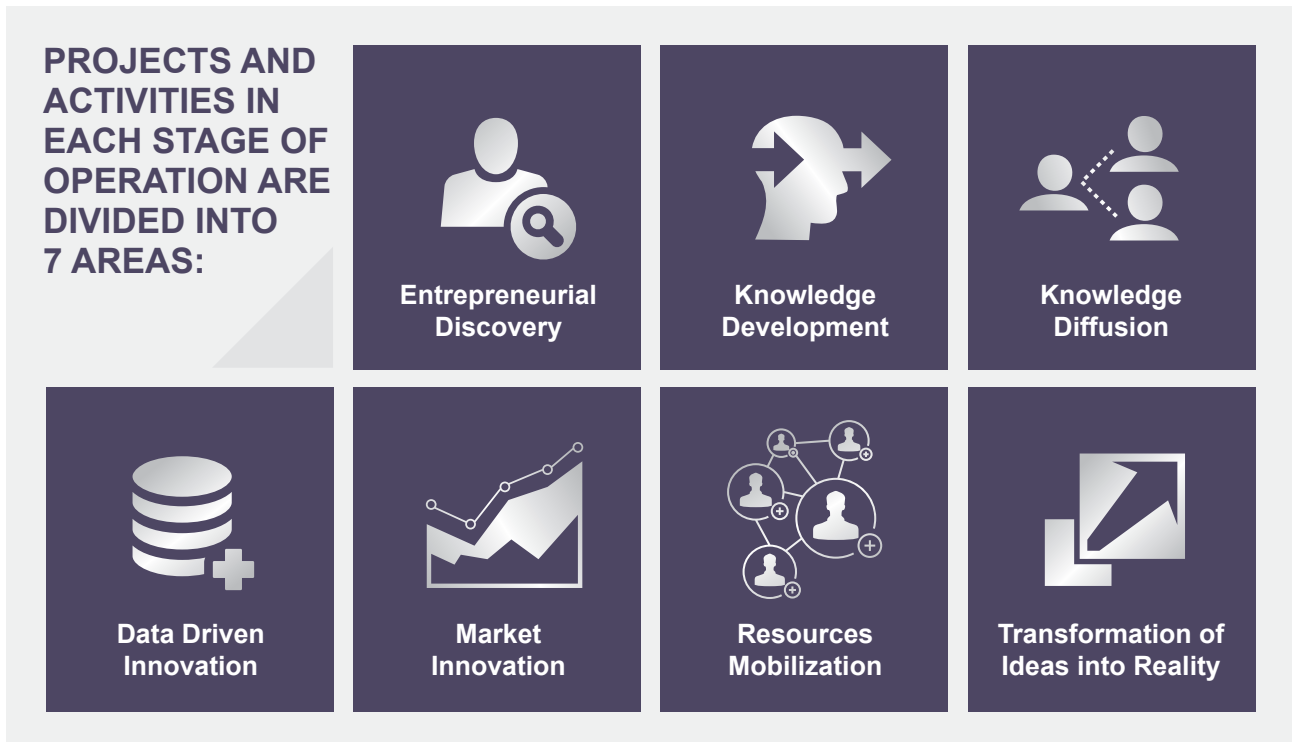
- Influence policies/ framework to improve the wider conditions for collaboration with innovative companies
- Promote NIA as collaborator and Thailand as a destination for foreign technology-based investment

### Cultivating & Connecting:

- Build relationships with decision-makers, design targeted events and workshops to create new international partnerships
- Organize missions to match companies/ institutions with appropriate international partners

### Activating & Scaling:

- Develop, co-develop or identify external resources to help secure and scale promising collaborations
- Find ways to help accelerate the commercialization or diffusion of innovation
- Build international partnerships that transform global opportunities for innovative firms



According to our Strategic Framework 2017 - 2020, NIA has developed international collaboration that aimed in three areas:



---

## Government-to-Government or G2G

### Cooperation with international innovative agencies

NIA has plenty of bilateral cooperation with international innovative agencies that are mainly responsible for driving innovation. With similar roles and responsibilities to NIA, co-operative activities are comprehensive, various and consistency with NIA's operation.



MOU with Israel Innovation Authority (IIA) for bilateral collaboration on innovation development focusing on knowledge exchange and technology development between Thai and Israeli companies on 26<sup>th</sup> July 2018

### Cooperation with international organizations

Collaboration with international organizations is very important to NIA for spreading knowledge diffusion of innovation through groups of networks. As Thailand is well known to international organizations for an impressive growth during the past few decades, NIA believes that Thailand will be, once again, a good example for many developing countries on how to construct an “Innovation Nation”.



“Global Innovation Index forum” by WIPO at Thailand Innovation Expo 2018 on 4<sup>th</sup> October 2018



NIA and United Nations Development Programme (UNDP) hosted YOUTH Co: LAB event on 25<sup>th</sup> October 2018



---

## Government-to-Investor or G2I

### Cooperation with the Ministry of Foreign Affairs (MFA) of Thailand

NIA has cooperated with the Ministry of Foreign Affairs to support activities based on market information and knowledge development. NIA is working closely with Department of International Economic Affairs under the Ministry of Foreign Affairs (MFA) of Thailand and Royal Thai Embassies in various countries. The cooperation platform on 'Innovation Diplomacy' is mostly at the 'Activities and Scaling' phase and has been extended to Royal Thai Embassies in the United States, Germany, Austria, Norway, Poland, Switzerland, Israel, Sri Lanka and etc.

### The format of the activities are:

1. Developing the innovative cooperation projects with international partners
2. Seeking business opportunities for innovative Thai products or services in various countries
3. Seeking technological advances in various industries and building cooperation in Thai industrial development
4. Presenting the image of innovation in Thailand according to the policy of Thailand 4.0 in Thailand Week Fair in various countries

To develop knowledge and spread the knowledge diffusion through the network of Thai entrepreneurs, NIA cooperates closely with many embassies in Thailand to facilitate business matching between Thai entrepreneurs and international technology entrepreneurs for being last long business partners in Thailand and worldwide.



NIA and Business France hosted Thai-French Smart City Forum on 2<sup>nd</sup> July 2018

### Cooperation with international organizations

To develop knowledge and resources mobilization, NIA has developed partnership with international organizations to provide technology transfer and encourage the investment in Thailand.



MOU Signing Ceremony between NIA and NEDO "The Demonstration Project for an Energy-Saving Cellulosic Sugar Production System Using Bagasse in The Kingdom of Thailand" on 1<sup>st</sup> August 2016

# Government to Startup or G2S

## Startup Ecosystem Development

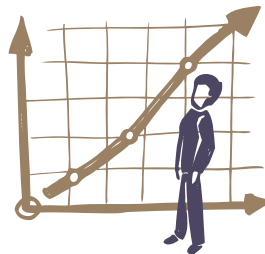
### STARTUP NATION 3i

Thailand is Startup's Global Platform of Asia



#### iNNOVATION

- Entrepreneurial University
- Deep Technology Incubation
- Global Acceleration Program



#### iNVESTMENT

- Venture Infrastructure
- Government Market
- Private Sector Market Development



#### iNTERNATIONALIZATION

- Global Startup Hub
- Global Partnership and Launching Pad
- Startup Data Driven Platform

NIA has formed partnerships with countries including Finland, Japan, France, Israel, Chile, Singapore, Austria and Hong Kong to come to Thailand. So, Thailand will become “landing Pad” for startup from around the world.



NIA has created “Innovation Districts” nationwide. Among them, Punnawithi areas which will become “Cyber Tech District” supported by True, one of leading telecom companies in Thailand. As Thailand plans to become Global Medical Hub, Yothi Medical Innovation District in Rama VI area is now under the establishment for being a key health district of the world as the area is now already intensified with medical research and innovation.

NIA opened Chiang Mai & Co, a public organization that emulates the Paris & Co concept. True to its prototype, Chiang Mai & Co provides spaces and facilitate “Digital Nomad” to come to live and work. Chiang Mai & Co also serves as facilitator for VISA documents, business incentives and matching with local partners and Thai universities.



“Launching Pad Program” & “Go Global Program” are collaboration platforms with foreign partners to expand knowledge and business opportunities.

### Cooperation with Multi-national Corporations (MNCs)

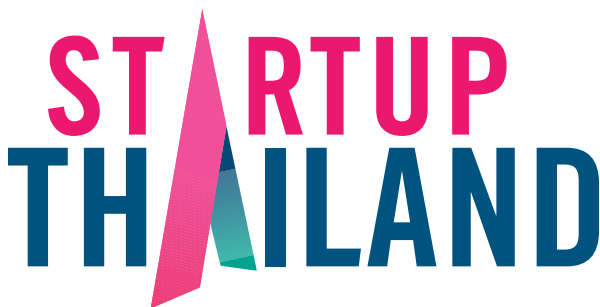
Thailand is a potential destination to attract entrepreneurs, startup and investors in establishing of business and investment. This could attract venture capital and multi-national corporations to invest in startup ecosystem. As NIA takes the lead for Startup Thailand, NIA has facilitated and cooperated with MNCs to encourage the potential entrepreneurial discovery, support knowledge development and expand market formation to strengthen Startup ecosystem in Thailand.



NIA and AGW Group from Israel launched SPARK Global Accelerator Program on 23rd February 2017

### Cooperation in Acceleration Program

For Startup Thailand, NIA focuses on finding the potential of entrepreneurial discovery. “Global Business Mindset” is a key factor to design a business growth path on forward leap in Startup. NIA works with Startup companies in various countries to facilitate accelerator program for helping Startup companies crossing the geographical framework such as SPARK with Israel, German Accelerator South-east Asia (GASEA), LifestyleTech with Creative Enterprise Australia (CEA) and Landing Pad Programs with Fukuoka City and Chile.









 [www.nia.or.th](http://www.nia.or.th)  [global@nia.or.th](mailto:global@nia.or.th)  +662-017 5555

 NIA : National Innovation Agency    : @niathailand  : NIA Channel