

# WELCOME TO INNOVATION THAILAND





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### **'Innovation - A New Landscape of Thailand'**

With the advent of the Thailand 4.0 Policy, innovation now plays a major role as a driving force behind the kingdom's economic and social development. This policy not only creates value-added to Thai exports but also promotes the personified reputation of Thailand as an "innovative craftsman" to the rest of the world. It also communicates the value and benefits of Thai innovations to global citizens with the "Innovate Thailand" branding. This catchphrase is working to familiarize the international community with the country's new image as it transitions from a tradition-based economy to an innovation-based economy.

National Innovation Agency (Public Organization) or NIA under the Ministry of Higher Education, Science, Research, and Innovation, has launched the "**Innovation Thailand**" campaign. Its objectives are to craft a new image for Thailand as an innovation nation and to communicate the Innovate Thailand brand to the international community. The campaign also endeavors to engender national pride in Thai innovations, to inspire innovative



creations not only in Thailand but around the world, and to foster international recognition of Thai innovations. The campaign's key message, **"Innovation for Crafted Living,"** embodies the notion that Thailand has always been globally renowned for its artisanal craftsmanship. It also reflects the fact that much attention to detail goes into every Thai innovation and that its craftsmanship makes lives more comfortable, pleasant, and more fulfilling. The agency is also bringing Thai and international innovations together through the Innovation Diplomacy program, which doubles as another channel for the promotion of Thai innovations in the international arena.

Transforming Thailand into an innovation-based economy requires the complete collaboration of every sector. Governmental agencies, private companies, educational institutes, and civil society have joined hands to apply innovations to every aspect of development. Their efforts have propelled Thailand closer to its goal of being recognized as an innovation nation. The **"Innovation Thailand"** campaign offers much potential. It will allow the world to see Thailand not only as a country of smiles and deep-rooted traditions that it has been but also as a modern nation driven by innovations with potential benefits for the rest of the world. This transition from a tradition-based economy to an innovation-based economy will also bring about sustainable prosperity to the kingdom in the long run.





# Innovation for **CRAFTED LIVING**

Modern, Easy, and Convenient

With a positive worldview, a unique sense of humor, and great attention to detail, Thai inventors have crafted unique innovations from traditional wisdom. These crafted innovations enable humankind-not only in Thailand but around the globe-to live a better life by improving or enhancing their health, security, convenience, relationships, and income. They allow them to live smarter, which also means they live a happier life.

- ❖ **Healthy Living**
- ❖ **Safe Living**
- ❖ **Easy Living**
- ❖ **Smart Living**
- ❖ **Connected Living**
- ❖ **Wealthy Living**
- ❖ **Happy Living**







# Healthy Living

**These innovations improve health, wellness, and nutrition.**

Thailand's healthcare system is ranked sixth best in the world, according to the 2019 edition of the CEOWORLD magazine Health Care Index.

Do you know that apart from Thai healthcare policy, there are many innovations that are specially crafted for the sake of Thais' healthy living and well being?







# Safe Living

## These innovations enhance life's security.

'Innovation' can provide more safety to our daily life. Innovation for 'Safe Living' complete our life in all essential dimensions ranging from providing a more efficient mobility, facilitate productive day-to-day living, or even a better public utility.

"Innovation for Safe Living" creates a safer 'home' for all of us Thais.



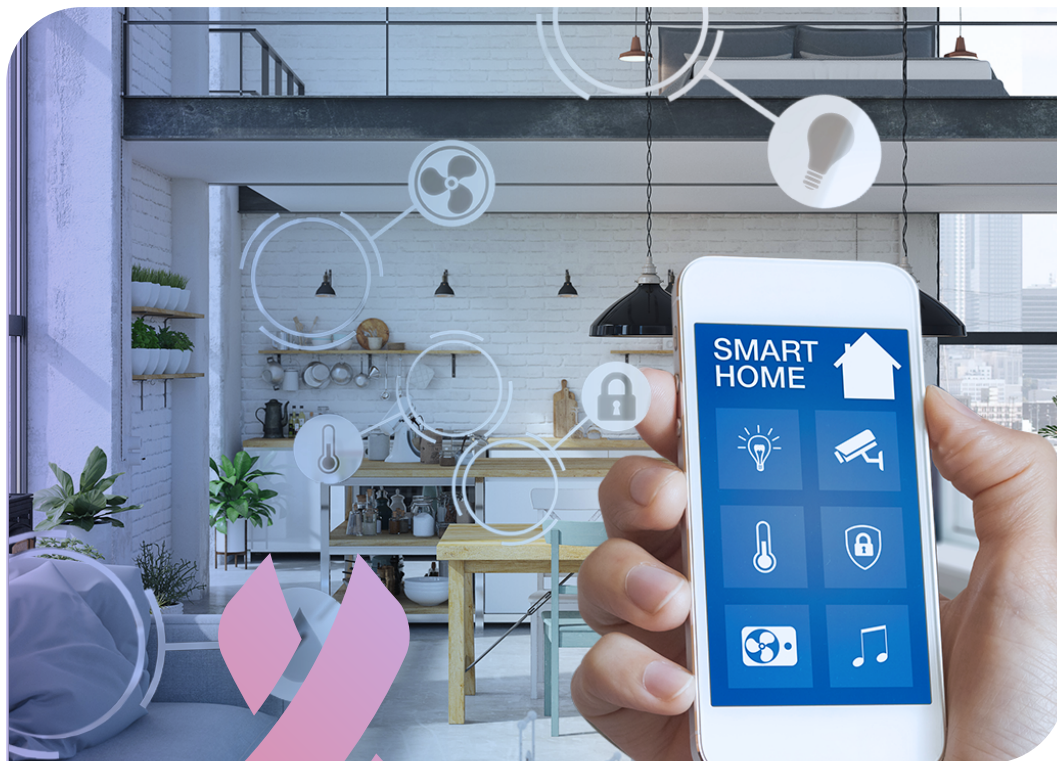
# Easy Living

**These innovations make life less complicated and more convenient.**

Everybody wants convenience in life, also Thai people. It's the reason why Thai innovations for comfortable living are created to support our way of life to make life more manageable.

Thailand is now ready to show the world of how Thai innovations can ease our life.





# Smart Living

## These innovations make life easier.

Who else does not want an efficient life? To have a smart living, you need technologies to be your helper to make you efficiently manage your time and money. Innovation for Smart Living helps modernize and refine your new delicate lifestyle.



# Connedted Living

**These innovations keep people in touch despite the distance.**

In the past, it was very difficult to communicate with people who lived far away but nowadays, wherever you are and whenever you need, the communications are seamlessly efficient with the use of innovations.

Thai Innovations for Connected Living help you to connect with your loved ones without time and distance condition.







# Wealthy Living

**These innovations improve people's livelihood and lower their expenses.**

Everybody dreams of a prosperous life. Be a billionaire!

Growing business progressively is ideal but to maintain stability and sustainability is a challenge. There are many factors to be considered when it comes to business world such as cost, selling price, or something intangible like branding. Incorporating innovations to your business can make your business stand out among competitions and help the business grow sustainably.

To have a wealthy living, you need modern technologies to support your production, to make you sales and service more and importantly double the value.



# Happy Living

## These innovations bridge social gaps and engender happiness.

In the near future, Innovations will play a bigger part in our life. For example, an Artificial intelligence robot might eventually become one of the family members who can help reducing time and resources that we now spend on doing undesirable tasks such as household tasks.

Undoubtedly, everybody's greatest wish is to live happily.

Innovations from Thailand are created to serve everyone who seeks for a happy life.



More information  
[www.innovationthailand.org](http://www.innovationthailand.org)



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