ASEM University and Business/Industry Forum
(Research and development enhancement)
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Software Industrial Promotion Agency (SIPA) Supervisor Team
Ministry of Science and Technology Supervisor Team
The Federation of Thai Industry Supervisor Team
Students about 35,000 (second number of students in Thailand)
Staff about 4,222 (PhD staff about 600)
Global Environment Pressure

- Technologies Development
  - IT and Telecom - Wireless

- Energy Demand increasing
  - Oil / Electric power

More Motivation
- Global warming

- Competitiveness
  - Global Market
  - AFTA

- Food demand increasing
  - Rice of Life

- Poor people country movement
  - China, Thai, India

- More Motivation
  - Global warming
e-business more in the future

GartnerGroup E-Business Adoption Hype Cycle

Visibility

“E is Best”

European IPOs 1999
Dot-Com Share Fallout
Investor Disillusionment
“Brick-and-Mortar” Failures
Dot-Com Shake-out
Publicized E-Failures
“True” E-Business Emerges
Optimized E-Business
Post-Not Businesses

Technology Trigger
Peak of Inflated Expectations
Trough of Disillusionment
Slope of Enlightenment
Plateau of Profitability


IPO: Initial public (stock) offering

Source: GartnerGroup
Business Pressure Environment

- AFTA (Education) : Y2009 (Thai 49% Foreign 51% Share) and Y2015 (Thai 29% Foreign 71%)
- World / Thai Population Reduce
- Business Competitor
- Foreigner Enterprise
- Modern Technology/ Human replacement
- Poor people country coming more
- Global Warming
- Oil increasing and more

USD 2,500.-
Degrees without JOBS
In Cambodia’s post-war boom, the Benefits of higher education are Limited. I do not know when in THAILAND country ???

Source. Bangkok Post , 01.10.2007
Future demand of Competitiveness

- Good health
- Education
- Food
- Energy
- Good Healthy
Global Niche of Thailand (Y2002)

- Kitchen of the World
- Detroit of Asia
- Tourism Capital of Asia
- World Tropical Fashion
- World Graphic Design
- แหล่งทรัพยากรที่มีคุณภาพสูง
Thai Opportunity / Potential (Geo-graphical & Social)

- Pri/Secondary Health care
- Environment
- Renewable Energy
- Detroit of Asia
- World Tropical Fashion
- World Graphic Design
- Tourism Capital of Asia
- Kitchen of the World

GLOBAL NICHE OF THAILAND

Thailand

Andaman Sea
Gulf of Thailand
Strait of Malacca
Indonesia
Cambodia
China
Numeray City
National capital
Town
Road
Airport
Mission Thailand research

The research direction should be according of country development policy and NRCT have to do the strategic / and monitoring as well as the good research value + good impact value / GDP of the country.
Research Development Enhancement

University Research Funding:

if you will go in Research University
=> THB 80,000 / academics staff / year

HOW TO DO ???????

1) Research funding agency such as NRCT, NSTDA, TRF...
2) Government support (under MUA)
3) Students fee income

Look in academics staff income:

Staff: Associate/ Prof. C9-C11 about THB 40,000 – 60,000 / months

How next to do ???? and how many year become?
Academics staff direction:

if the budget research in => IP and next how to do ???

Naresuan University model:

1) Science / Industry Park of University (Phichit Industrial Estate)
2) Building up the share holder in between University + Private Partnership (UPP)

New direction: we can not take the student fee any more
Science & Industry Park
15 min. from University
(Direction to Bangkok)
How to become Professor University

Thailand model:
Study of Bachelor => Master => Doctoral => Prof.

EU (German) Model:
Study of Bachelor => Master => Doctoral =>
Go to work in industry 7-10 Years => Prof. (you have More and more industry experience)
Thailand industrial growth

- Aero space manufacturer
- Eco-Car Manufacturer
- Food safety
- Software (No good english / diff. in INDIA)
  - Microsoft direct to Vietnam
- Renewable energy (Bio-Energy / ...in Electric
Innovation and Future Trend

Mobility

Fuel Cell Car

Help People

US$ 2,500

Stem Cell

Developmental Cell

Universität Hannover
EU Public University research development

Hannover University

Muchen University

Berlin University

Kassel University as well as

In UK, USA, JAPAN
EU Private sector research development
Next EU- Thailand people Life

Work hard

More Relax
Thank you for your Attention!