



IP Management and Technology Licensing Perspectives from Thailand

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International Workshop on Intellectual Property Management and Technology Licensing

UNESCAP

- **Founded in 1913 and listed in 1975 on the SET**
- **+54,000 staffs (1/3 are regional staffs) (as of Jun 017)**
- **R&D and product design team: 1,645 Staffs (Ph.D. 116)**
- **Key figures (2017):**
 - **Total Assets 17.9 Billion \$**
 - **Net Sales 14.0 Billion \$**
 - **Net Profit 1.7 Billions \$**
 - **Innovation Spending 119 Million \$**
 - **HVA sales 5,015 Million \$**

SCG's Vision:
SCG will become
A Regional Business Leader
with emphasis on
Innovation
and Sustainability

EXECUTION WITH SPEED AND QUALITY

CBM

Cement-Building materials



Chemicals



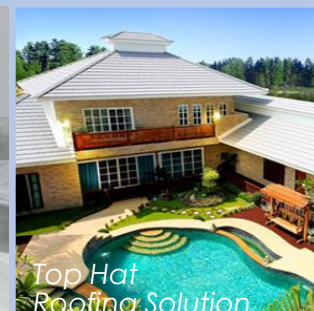
Packaging



Moving towards Solution with HVA products and Services

A Viable Value to Customer

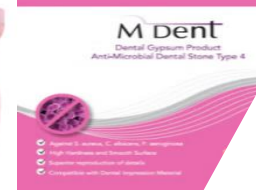
Living Solutions



Medical Solutions



Antimicrobial Dental plaster

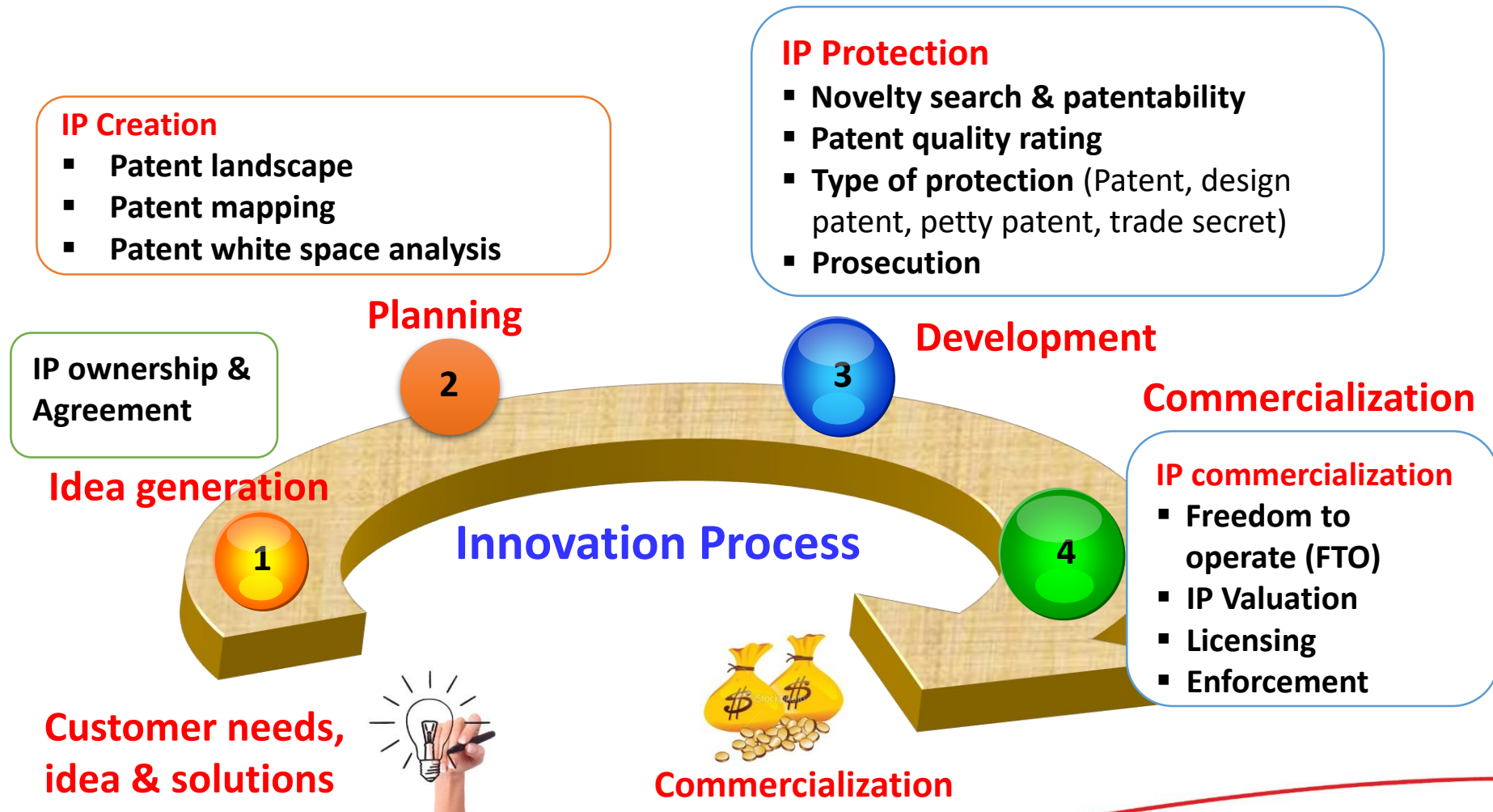


Packaging Solutions

The company places much importance on enhancing the competitiveness with IP & Innovation

IP Integration Throughout Innovation Value Chain

➤ Integrate IP to Innovation process

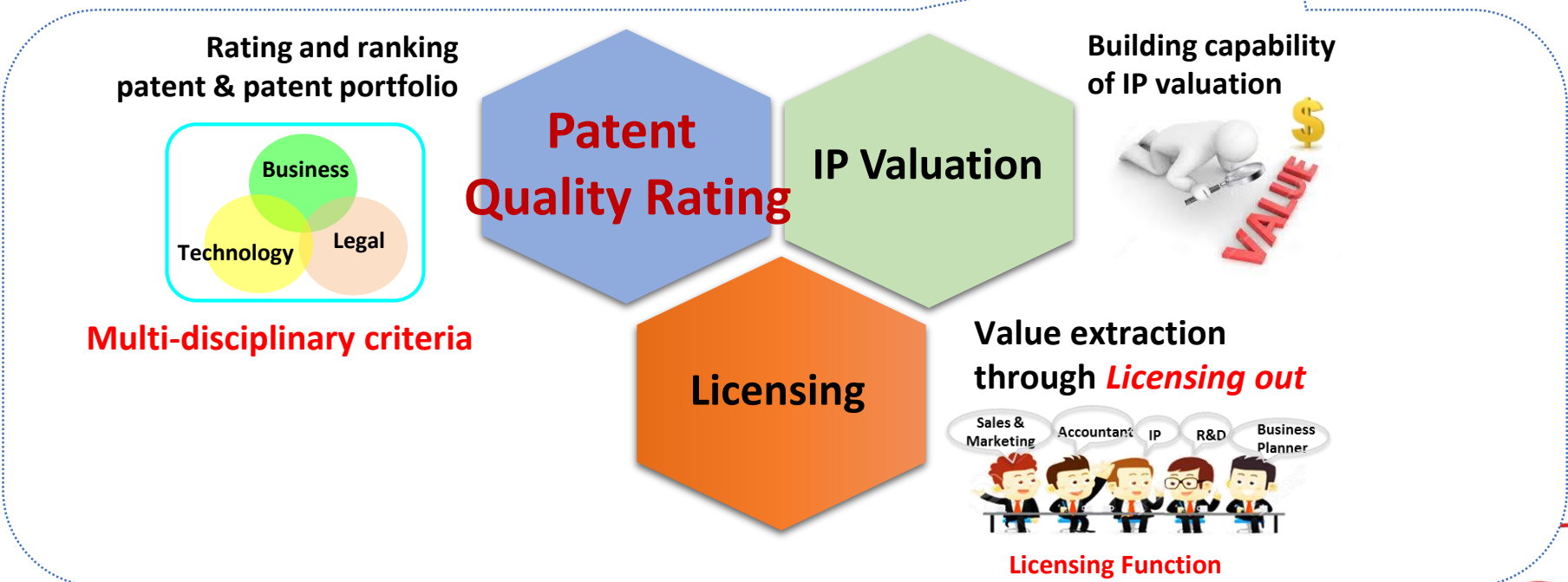
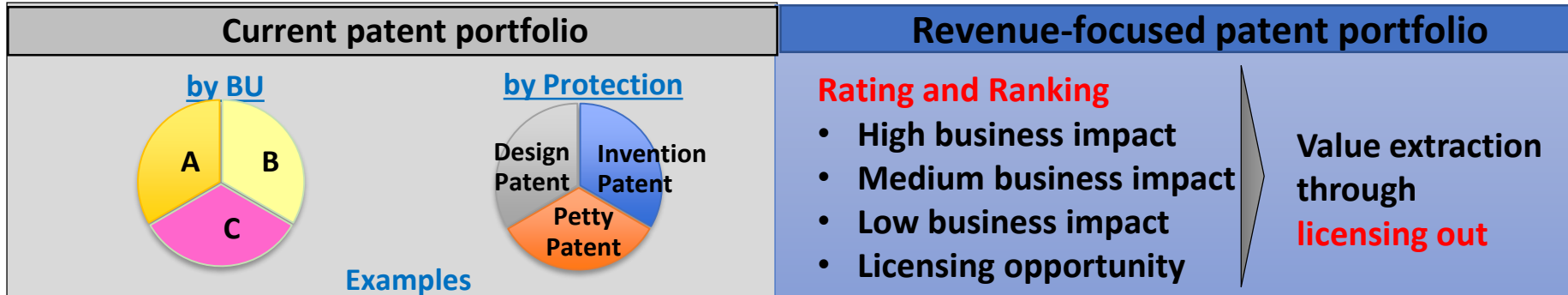


Strengthen Patent Portfolio: IP Commercialization (inside-out)

• Build and implement leading practices to maximize the value of patent portfolio

Current

2018 onwards



Strategic Investment- Bring in external innovation (outside-in)



Business Needs

Driven by BU

Global Trends

New growth area



Outside-in

Screen & Validate



Global deal flow:

Bring in external innovation

Invest

Focus on:

Startup companies

High-tech companies

Deep tech

Integrate

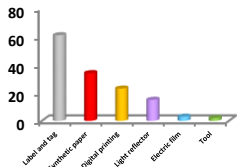
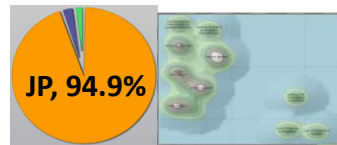
Technical collaboration
Go to market partnership

Integrate, accelerate and scale technologies, innovation, and companies with strategic fit

Technology Acquisition for New Growth Area

Scouting

- Patent map
- Clearance search
- Target search



Feasibility

- Portfolio
- IP analysis
- Risk



Due diligence

- IP due diligence
- Patent rating
- IP Valuation



Deal execution

- IP issues in investment, licensing, M&A, JV
- Manage defensive IP



- **IP integration** throughout the innovation value chain
- Strategic use of **IP commercialization** for competitive advantage

Growth



Outside- in

- *Time to market*
- *Accelerate and scale technologies*
- *Reinforce/enlarge the product/technology portfolio*

Inside-out

- *Monetize IP and know-how*
- *Enter new market with technology-based Joint Venture/Partnership*

THANK YOU

