



National Science and Technology Development Agency (NSTDA)

THE ISSI NEWS

The Official Newsletter of UP ISSI



1966-2018

*52 years of unwavering service
to Filipino entrepreneurs*



Institute for Small and Medium Enterprise Development (ISMED)

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Discovering MSME Development and Innovation in Thailand: The UP ISSI Benchmarking Experience

The SME Policy Index 2018 shows that Thailand is one of the ASEAN countries that highlighted the use of technology and innovation to enhance the capacity and efficiency of Micro, Small and Medium Enterprises or MSMEs (OECD/ERIA, 2018). In the operational outlook for ASEAN SMEs in 2018-19, World Bank Group (2018) also revealed that Thailand ranked 26 of 190 in 2018 World Bank's Ease of Doing Business Index, which implies that its regulatory environment is conducive to starting and operating a local firm.

Considering Thailand's economic performance, the UP Institute for Small-Scale Industries, an institute that provides extensive research, training and extension services to MSMEs, conducted a benchmarking activity in Bangkok last 3-8 June 2019 in order to support its strategic planning effort. In discovering the best performance being achieved by Thailand, the Institute was able to identify ways how to improve its performance in achieving its mission in helping the nation for a stronger productivity growth of MSMEs.

Recognizing these benchmarks on MSME development and innovation, the participants visited the following organizations to assess their operations and identify best practices which could serve as a gauge to measure and understand the Institute's current performance gaps with respect to research, training and extension:

1. Studio Hive

- Founded in 2009 by globally known artists, Skan Srisuwan and gaming sector specialist, Kan Supabanpot
- Leading Thai studio in the Gaming, Toy & Entertainment sector
- Comprising of 30 employees engaged in digital art, illustration and design

2. Mae Fah Luang Foundation under Royal Patronage

- Private non-profit organization established in 1969 that aims to develop communities, society, environment and cultures inspired by the work of Her Royal Highness, the Princess Mother

• Flagship Projects

- Doi Tung Development Project (DTDP)- Reforestation of Doi Tung to restore detached forest and develop the quality of life of villages
- Mae Fah Luang Art and Cultural Park - Supported the education of highland youth from remote areas with limited access to schooling.
- Hall of Opium - Created to help reduce demand for drug through education, designed to be both fun and educational, or learning through edutainment

3. Siam Innovation District (SID), Chulalongkorn University

- Spearheaded by Chulalongkorn University that aims to transform the country's educational and industrial sections into the Thailand 4.0 era
- Support and develop new entrepreneurs and Thai startups through the CU Innovation Hub





4. RISE Thailand

- Aims to establish Southeast Asia as the global hub for Corporate Innovation
- Programs and Projects
 - Accelerator – “Growth Accelerator” program that creates an environment for the startups and corporates
 - Corporate Innovation Academy – intrapreneurship programs consisting of workshops, bootcamps, training classes and seminars focusing on clients’ innovation capabilities
 - Venture – one-stop venture-building service that aims to assist organizations in tech startups

5. Office of SMEs Promotion

- Established by the SMEs Promotion Act, B.E. 2543 (2000), mandated to formulate

- policies and strategies on SME promotion
- SME Promotional Plans
 - Support SMEd mainly on entrepreneurship, access to finance and market
 - Strengthen SME through capacity building SML and started Ecosystem for SME
 - Empower SMEs to globalization, especially to regional market and focus on improving SME’s productivity

6. Institute for Small and Medium Enterprise Development (ISMED)

- Established by the Cabinet Resolution on 5 April 1999 that aims to connect business to SMEs to solve problems and develop quickly
- Megatrends in the future:
 - Digital lifestyle
 - Ageing society
 - She-economy
 - Urbanization
- Green economy
- High speed transportation



RISE Accel



Chatuchak Weekend Market

- Farm Tourism Sites
 - M Melon Farm
 - Growing melons vertically on a trellis
 - Suang Foong Kajorn Organic Farm
 - Man-made river running through the farm provides natural irrigation

- Programs and schemes provided are categorized according to Technology and Innovation Implementation Programs, Business and Entrepreneurial Acceleration Programs, and Research and Development Investment Promotion Measures

7. National Science and Technology Development Agency (NSTDA)

- Established in 1991, according to the Science and Technology Development Act, BE 2534 to be a unit that manages the Science and Technology Development Fund
- Research
 - Utilizes science, technology and innovation (STI) to drive the country with concepts on bioeconomy, circular economy, green economy, silver economy, intelligent economy, and sharing economy
- Industry Support

8. National Innovation Agency (Startup Thailand) (NSC)

- Founded as a national agency to support the startup businesses and its ecosystem based on the policy of the National Startup Committee
- Supports the innovation development for bio-Business, eco-industry and design & solutions
- Follows the 3i framework of Startup Ecosystem Development: Innovation, Investment and Internationalization

9. Chatuchak Weekend Market

One of the world's largest weekend

markets that covers an area of 70 rai (27 Acres) and contains more than 15,000 booths selling goods from every part of Thailand

- Most vendors come from local factories
- SME Development Bank— Provides support to taxi drivers through the “Hug Taxi” Project Approach thru the “3 Added: Skill Added, Capital Added, Quality Added”

Taking into account these best practices discovered on SME promotion and organization in Thailand, the management of UP ISSI, through this strategic benchmarking, can significantly streamline its goal-setting process to further improve the delivery of various services to MSME-beneficiaries and industry stakeholders.

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National Science and Technology Development Agency



UP INSTITUT BENCHMARKING TRIP ON MSME



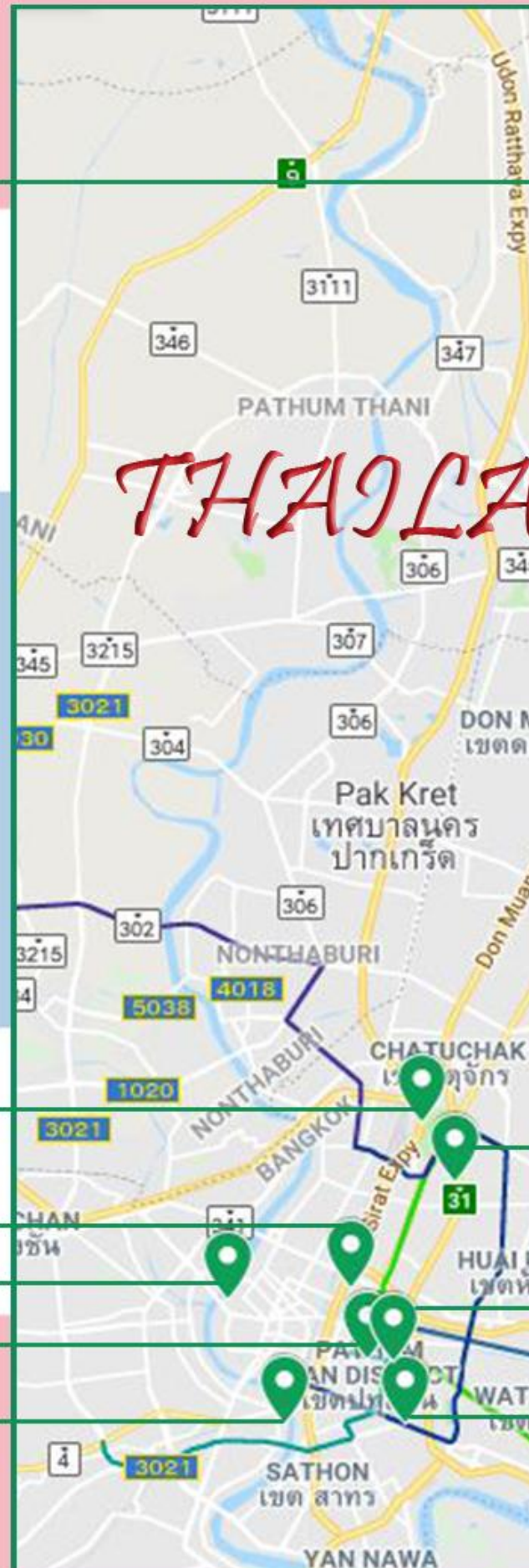
Chatuchak Market

National Innovation Agency
Startup Thailand

New Siam Riverside

Siam Innovation District

Icon Siam



Innovation in Thailand

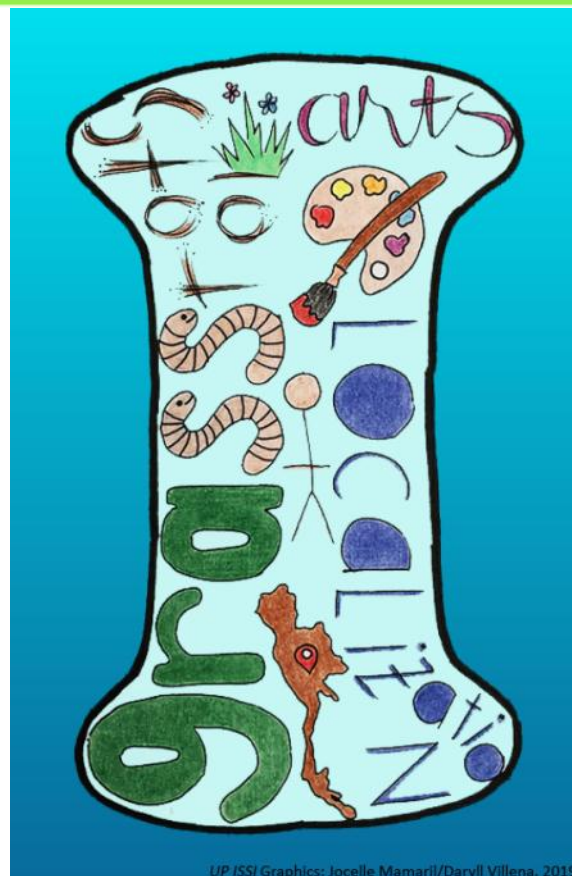
Jocelle P. Mamaril

Innovation is a recurring theme amongst the thrusts of the institutions visited by UP ISSI and OVCRD during their seven-day Benchmarking Trip to Bangkok, Thailand in early June 2019. Innovativeness is also one of the newly revised core values of UP ISSI, in line with its vision of being the country's MSME prime mover. In the eleven institutions visited, here are three of the most pertinent learnings on innovation in Thailand which provide more pioneering perspectives towards MSME support services, specifically on training & entrepreneurship education, research & information resource management, and extension & consultancy.

“Innovation can come from anything, not only in the sciences fields but also in the arts, like liberal arts and fine arts.”

- Siam Innovation District

The Siam Innovation District (SID) is Chulalongkorn University's (CU) successful attempt at shepherding Thailand's education and business sectors into the Industry 4.0 era, also known as the Fourth Industrial Revolution or FIRE. SID ignites the entrepreneurial mindset and plants the seed of innovation among new entrepreneurs and start-ups through the CU Innovation Hub, where they provide co-working & co-rethinking spaces, modular meeting areas, shared technologies, and trainings led by



UP ISSI Graphics: Jocelle Mamaril/Daryll Villena, 2019

industry practitioners as well as academics. The pioneering technologies they currently house come from diverse industries and not just from the sciences, such as the GermGuard, which uses anti-bacterial extracts from the Mangosteen peel in the production of medical products; the Dinsow mini, which manufactures robots purposely for eldercare; and the ViaBus, an application tracking the bus routes in real time.

In UP ISSI, extension specialists are engaged in an advocacy project with the UP Diliman College of Fine Arts (UPD CFA) and the Department of Trade and Industry – Rizal Province (DTI-Rizal) for two years now. This industry-academe collaboration is targeted at mentoring and evaluating undergraduate students in UPD CFA taking BS in Industrial Design at accomplishing marketing plans for actual MSMEs in Rizal from various industries: furniture; gifts & houseware; and home and holiday decor. Innovative ideas that came from the students

students include new product designs to improve and enhance functionality, aesthetics and marketability of existing products, such as the space-saving and multi-functional designs of EmVel Furnitures for condominium units and the creative combination of religious values and utility in the form of the candleholders of Carolina's Handicrafts.

“Grassroots innovation: innovation doesn't need to be high tech. Innovation may start even from community-based enterprises.”

- Office of SMEs Promotion

The Office of SMEs Promotion (OSMEP) was established by the SMEs Promotion Act, B.E. 2543 (2000) with the task of driving small and medium enterprises in Thailand to grow with strength and sustainability. In the performance of its mandate, OSMEP formulates SME policies and strategies on SME promotion, coordinates with public and private sectors, and provides a one-stop-shop online platform for MSME information services through www.smeone.info. One of Thailand's innovative strategies is the One Tambon One Product or OTOP, which promotes locally made products screened from the 80,000 village champions. From the villages, they create community-based enterprises, which utilize local knowledge and resources to innovate, such as the Doi Tung Coffee (You may read more about the Doi Tung Coffee in another article on this issue).

as Thailand's OTOP. Additionally, UP ISSI has the Community-Based Enterprise Development (C-BED) Methodology for training aspiring entrepreneurs. The C-BED was prepared by the International Labour Organization as “an innovative tool that relies on self-facilitation and social learning techniques to build the business skill capacity of aspiring or current entrepreneurs. C-BED leverages existing knowledge present in the community to create a safe learning environment where lessons can be applied to real business experiences participants face” (International Labour Organization, 2014, p.2). The C-BED methodology was utilized during the Tara Na, Negosyo Na! Year 8 in 2018 where the participants were grouped into “communities,” and they came up with some innovative ideas in their simplified business plans, ranging from food manufacturing and services to wellness and tourism-related enterprises.

“We do localization for innovation.”

- National Science and Technology Development Agency

The National Science and Technology Development Agency (NSTDA) supports Thailand's knowledge-based economy through researches in science and technology and their application in actual enterprises. Specifically for technology-based start-ups, NSTDA provides interventions starting from pre-incubation (trainings, coaching & mentoring, and access to capital) to

Continued on page 14

Development and Innovation by and for the People: The Case of Doi Tung Development Project (An Aspiration for the COPE Project in Sapang Munti)

Glennis S. Uyanguren & Neil DC. Grimaldo

Mae Fah Luang Foundation (MFLF) “under Royal Patronage aims to develop communities, society, environment and cultures following the work of Her Royal Highness the Princess Mother in order to create happiness, sustainability, and stability.” Its mission includes (1) to catalyze the growth of sustainable economic, social, cultural and environmental development by providing integrated development cooperation, consultation, and training; and (2) to establish the Foundation’s approach as Thailand’s principal development model (www.maefahluang.org).

In ensuring sustainability of their programs, MFLF recognizes the need for sense of ownership by the community people and incentive for development. They have the triple bottom line of economic stability, social cohesion, and environmental well-being.

One of the flagship programs of the MFLF is the Doi Tung Development Project, which is a “story of human transformation,” such that the approach to development is “helping people to help themselves.” The decades-long intervention comprises of three phases: Survival – Sufficiency – Sustainability.

From an unproductive land (which later also became an opium field) and a community where social services were largely inaccessible, Doi Tung (meaning “flag mountain”) flourished into a developed area where innovation and culture thrive. Following a value-adding approach, the physical and natural resources in the communities are maximized, such that the products and services move up the value chain. Four main business units are now operational under the Doi Tung brand: agro-forestry (coffee being the major product), cottage industries, horticulture, and tourism.



Community integration and business management game

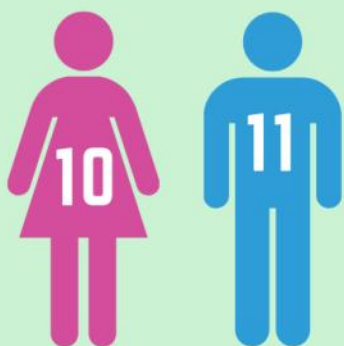


The participants with the UP ISSI team and Prof. Zoe (standing first from left) from UP College of Social Work and Community Development

PROFILE OF PARTICIPANTS

- SAPANG MUNTI
- BRGY. SAN MATEO
- NORZAGARAY
- BULACAN

GENDER



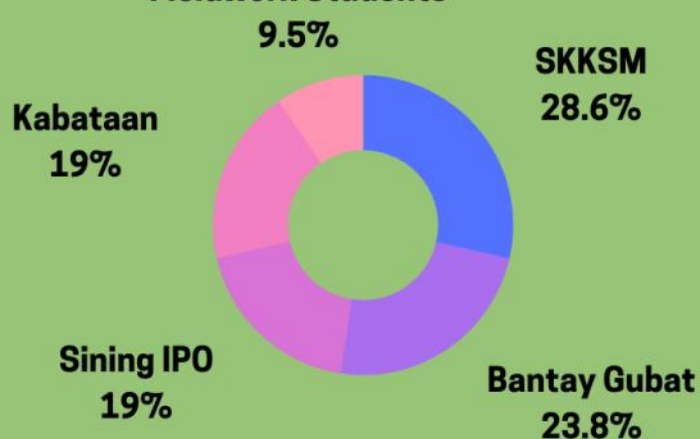
AGE



Below 20	4	41 - 50	3
21 - 30	3	51 - 60	4
31 - 40	6	61 - 70	1

SECTOR OF BRGY. SAPANG MUNTI

Fieldwork Students



UP ISSI Graphics: Daryll D. Villena, 2019

The real products are the people who are empowered.” The experience of the Foundation in community — based enterprises shows that when people are given opportunities, their potentials are realized.

The case of the Doi Tung Development Project now serves as one of the inspirations for the ongoing community-based enterprise advocacy project in Sapang Munti, Norzagaray, Bulacan under the Communities of Practice for Entrepreneurship (COPE) program of the Training and Entrepreneurship Education Division. After the initial community integration in coordination with *Samahan ng Kababaihan para sa Kaunlaran at Kinabukasan ng Sapang Munti (SKKKSM)*, the TEED team has conducted the introductory module on entrepreneurship. A gamification approach was used as this served as “break-in” for entrep learning in the community; thus, the Business Management Game.

In the pipeline for July 2019 is the module on enterprise development and marketing management. The succeeding modules will include the functional areas of operations/production, organizational management, and finance.

The COPE program hopes to develop a culture of entrepreneurship among community members. As in the case of Doi Tung, the empowerment of the people of Sapang Munti would mean the ownership of their circumstances, resources and successes alike.

Special Feature

Prof. Rolando Ramon C. Diaz : 2019 Gawad Tsanselor Para Sa Natatatanging REPS

Roy D. Apacible

“This award is not only for me but for all ISSI staff. I will not have this without your full support”.

Prof. Rolando Ramon C. Diaz, one of the two 2019 Gawad Tsanselor Para Sa Natatatanging REPS awardees from UP ISSI, said in an interview a day before he received the award. The awarding ceremony was done at the Institute of Biology Auditorium at the UP Diliman, last 21 June 2019. (A separate article for the other awardee, Engr. Leoncio T. Cubillas, Jr., is available in this issue).

Gawad Tsanselor is one of the University's most prestigious awards and is given to all deserving staff who contribute to the “growth of the University, the generation of knowledge, development of skills and exemplary service to the development of the country,” as stated in the Nomination Guidelines prepared by the Office of the Vice Chancellor for Research and Development.

Prof. Diaz started teaching at the UP Diliman College of Engineering at the Department of Industrial Engineering and



Prof. Rolando Ramon C. Diaz

Operations Research in 1981 as Instructor. He left the University to work for a private company and later came back as full time faculty member in 1992 until 1996. At present, he is Senior Lecturer at Engineering's National Graduate School specializing in the following fields: Operations Research, Logistics, Supply Chain Management, and Manufacturing Scheduling. He obtained his BS in Industrial Engineering degree, cum laude, at UP Dilliman in 1981 and finished his MS in Industrial Engineering, four years later.

Prof. Diaz transferred to UP ISSI in 2015 as University Extension Specialist and was Deputy Director and Officer-in-Charge in March 2017 up to January

2018, in lieu of the absence of an appointed director.

At the ISSI, Diaz's desk is full of different tasks. He lectures in various training programs the Institute offers. He does some mentoring and coaching tasks as member of different committees at the MSME Development of the Department of Trade and Industry (DTI); trains LGU staff and DTI personnel through the Small Business Counselors Course; and evaluates the training outputs of participants in some training programs offered by ISSI, like the Productivity for Effective Supervision, Total Quality Management, etc. He does all those things aside from being the head of the Administrative Division of the Institute.

"Here at the ISSI, we are doing some innovations particularly in the courses we are offering," Diaz expounded regarding the future directions of the Institute. The new director, Dr. Aleli B. Bawagan, as he explained, is going on the direction of e-Learning for the Institute's training offerings. The use of technology in addition to the face-to-face aspect is the next focus of the Institute.

"We thank all the staff who have been supportive of the plans and directions we are undertaking," Diaz uttered.

Hoping for another Gawad Tsanselor awardee from the Institute, Diaz said, "I wish na sana, next year taga ISSI ulit ang manalo." (I wish that another ISSI staff would win an award next year.)

Congratulations, Sir Alan!

Engr. Leoncio T. Cubillas Jr. : A befitting award for a job well done

Karen Kay B. Coballes & Roy D. Apacible



Engr. Leoncio T. Cubillas Jr.

"A complete surprise," thus says the winner of the University's most prestigious award for the staff of the University of the Philippines Diliman.

Meet the winner of the 2019 Gawad Tsanselor for Natatanging REPS from UP ISSI, Engr. Leoncio T. Cubillas, Jr.

Sir Dong, as everyone fondly calls him, has been in the Institute since 1976. He worked first as Engineering Assistant and presently holds the position of University Extension Specialist V.

Mr. Cubillas is head of the Business

Enterprise Development Division of the Institute wherein his division provides services on “innovation, technology entrepreneurship, quality, and productivity improvement and the usual business counseling and other technical assistance to various sectors.”

Sir Dong is an expert in project development and feasibility study preparation. He renders services as Project Manager of Biodiversity Partnerships Project funded by the United Nations Development Programme — Global Environmental Finance .

He is also an active lecturer, mentor, coach, and evaluator to various training programs being offered by the Institute like the Start Your Own Business, Productivity for Effective Supervision and others.

Sir Dong got his Bachelor in Electrical Engineering at the Cebu Institute of Technology in 1976 and Master of Technology Management from UP Diliman in 1998.

The award he received is just fitting for the services he has rendered for the Institute and for the University since he is set to retire this August.

“I am not retired, I will just fade away,” Sir Dong muttered as he looks forward for his retirement from work.

Congratulations, Sir Dong!

Continued from page 9

post-incubation (workspace, business networking & alliances, and access to markets). NSTDA’s incubatees are housed in The Science Park, and the one of the projects of a successful incubatee, Barricare Co., Ltd., is a “fruit caviar” which contains anti-aging properties specially made for Thailand’s ageing society.

In UP ISSI, we have the Technology-based Business Incubation and Innovation or TBII. A project of a successful incubatee, the Easybus PH Inc., is an application to digitize the booking system of provincial buses in the Philippines.

The key to benchmarking is not merely copying the best practices in other countries, but adapting these [best practices] to fit the local business landscape. Thus, for all these pertinent learnings on innovation in Thailand to be effective and relevant, these will be localized to the context of Philippine MSMEs and UP ISSI’s MSME support services.

Reference:

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Department of Trade and Industry – Rizal

UP ISSI Gawad Tsanselor awardees with Dr. Michael Lim Tan, UPD Chancellor (third from right) and Dr. Fidel R. Nemenzo, UPD Vice Chancellor for Research and Development (second from right)



ASIP 2019 INTERNATIONAL CONFERENCE

on TECHNOLOGY & INNOVATION FOR SMEs

3-5 October 2019

UNIVERSITY OF THE PHILIPPINES, DILIMAN, QUEZON CITY

CALL for INNOVATIVE TECHNOLOGIES

Put your creative mind to work! Join the search for innovative applications for new and emerging technologies.

The contest is open to all Filipino college students and 2019 graduates who have an innovative idea that may help new or existing small and medium enterprises (SMEs) create new economic opportunities and strengthen their competitiveness.

Cash prizes and the opportunity to meet potential funders await the winners!

CALL for CONFERENCE PAPERS

Now is your chance to get your paper published in an international journal!

Calling on all researchers and professionals. Take part in the ASIP 2019 International Conference. Themed "Technology and Innovation for SMEs", the conference organizers welcome papers that focus on regional innovation systems for SMEs; technology adoption of SMEs; policies for SMEs and start-ups; entrepreneurship education for SMEs; technology and innovation; economics of technology; management of technology; and technology policy.

DATES TO REMEMBER

31	JULY	SUBMISSION OF APPLICATIONS
15	SEPTEMBER	SUBMISSION OF FULL PAPER
3-4	OCTOBER	PAPER PRESENTATION

Registration Fees (for local participants)

Php 2, 500.00	Early-bird rate (before August 31, 2019)
Php 3, 000.00	Regular rate

For details visit:
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Organizers:



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