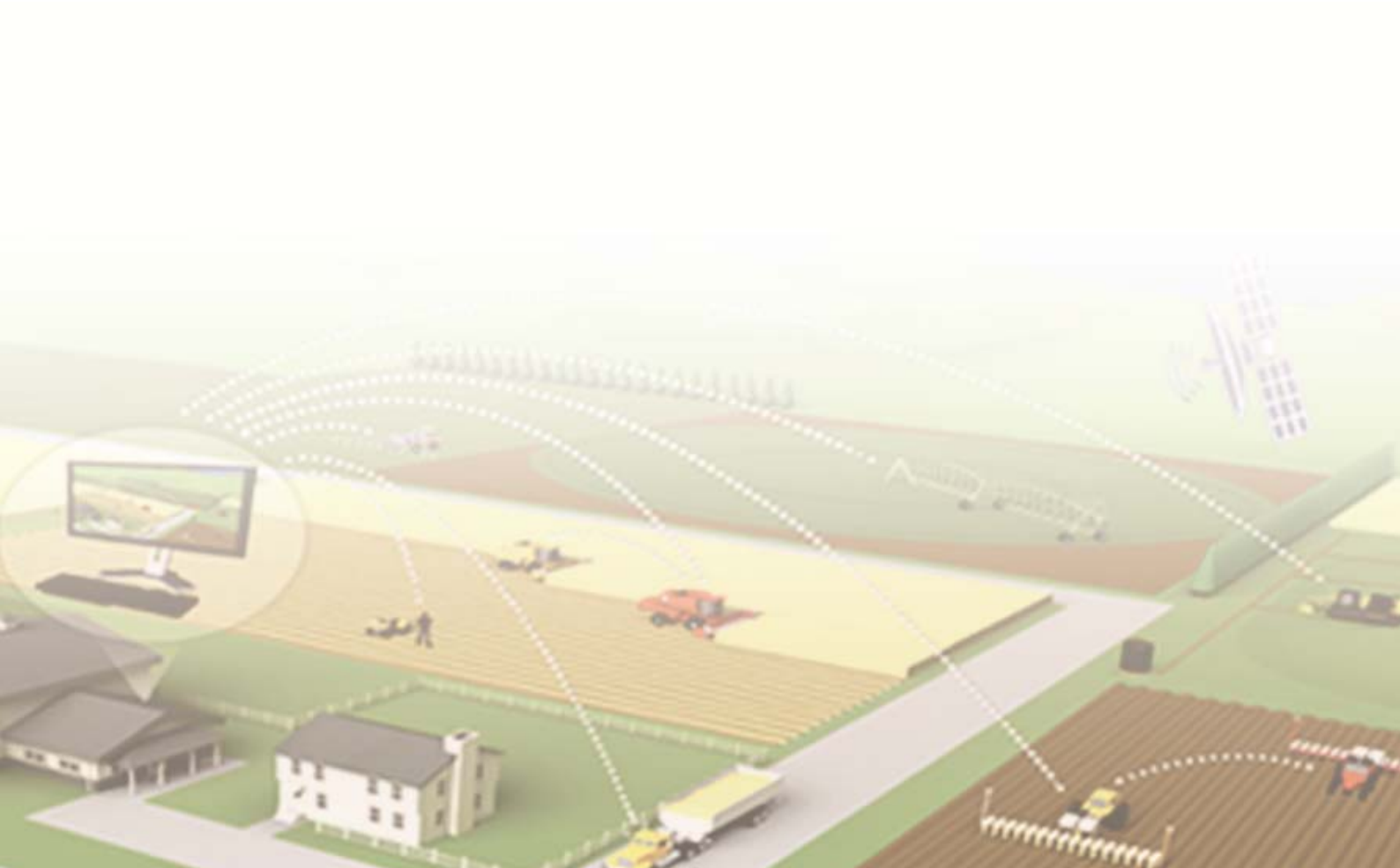




Biography

Mr. Sanin Triyanond graduated Bachelor's Degree in Chemical Engineering from Chulalongkorn University, Thailand, and obtained a Master in Engineering Management from Duke University, USA. Currently, he is a director of Patum Vegetable Oil Company Limited, and Chairman of Thai Biodiesel Producer Association.

He has been actively involved in the areas of palm oil and biodiesel industry for years and participated in several government committees which have a significant role in developing and supervising oil palm and palm oil industries in Thailand.





Keynote Lecture 1

Investment in Research for Agricultural Value Added - Industrial Perspective

Mr. Sanin Triyanond

Abstract

Today, it is obvious that consumers or buyers can access to the products or services by far easier than previously and it means the producers or service providers are basically pushed into the position that need to compete with more players. As a result, commodity products including major agricultural products have undeniably become even more price sensitive. Thus, adding value to the products to enhance competitiveness and customers' attraction seem to be the right and the best solution under today circumstance. A proper research is strongly needed to be able to understand the market preference in terms of product function, product appearance, etc. Although research is known as an investment any enterprise should consider, there are many risks and supportive factors that make it successful or even fail. There are several steps researchers should take to assure that all required information has been taken into consideration starting from getting the right research topic, implementing practical execution up to understanding how and why the investors would decide to move forward from research work to commercialization to be able to have efficient, effective and practical research.

