



Thailand Innovative Business

By Mr. Paul Srivorakul, Group CEO, aCommerce

Mr. Dan Pathomvanich, Chief Executive Officer of NR Instant Produce

Mr. David Jou, Co-Founder & Chief Executive Officer of Pomelo Fashion

Mr. Sarun Sutuntivorakoon, Director of YGGDrazil Group

Moderator: Dr. Napat Jatusripitak, Founder and Chief Executive Officer of Siametrics Consulting

Readiness of Thailand's ecosystem and infrastructure for new economies/businesses

NR Instant Produce (NRF) - Decarbonize the world with food

- NRF is a traditional food company based in Thailand that set a clear target to help people eat better food and help the world better in climate. Thailand has rich resources and has strong supports from public policies for food industry.
- However, NRF needs high-talent team and comes up with sustainable food innovation to differentiate from many other food companies. The effort on sustainability development attracts more partners and supports from many organizations and institutions, as well as spotlight from press and media that helps promote brand image.
- NRF is listed on the Stock Exchange of Thailand (SET) because SET is one of the top exchanges in the region that provides supports and consultancy on various aspects of sustainability. Moreover, the company will benefit by accessing to more capital and more liquidity. On top of that, listing on the exchange has improved its financial position resulting in a better credit rating, which helps decrease firm's cost of fund.

aCommerce – Enable e-commerce to ASEAN region

- Local e-commerce markets have very high level of complexity and differences, however there are opportunities for aCommerce to deliver a viable solution to customers in the ASEAN region.
- Since aCommerce have a clear goal to penetrate many countries in the region, scalability is an important factor of the product and the firm.
- Thailand is the investment destination for aCommerce because the size of each customer is much bigger than those in other countries and the infrastructures and logistics are ready.

- Benefit of being listed would help increase liquidity and enable firm to expand to other countries in the region.

Pomelo - Online fast-fashion platform in Southeast Asia

- Pomelo is an online branding platform started in 2013 and has created a fashion super app that connects not just our own label brand but over 275 other brands to millions of customers across Southeast Asia. Pomelo is operating in Singapore, Malaysia, Indonesia, Philippines and have a headquarter based in Bangkok.
- The organization aims towards growth of e-commerce fashion lifestyle segment, particularly for the Z and millennials generations across Southeast Asia. That is a market of USD 63 billion and a very high margins industry.
- The digital disruption trend in the Southeast Asia, especially in Thailand, was accelerating very quickly. There has been a high growth in Artificial Intelligence and Machine Learning (AI & ML) or big data which are the key new layers to drive even further growth, also need to keep investing.
- In the technology and digital businesses landscape, many big technology firms were controlled by non-Thai companies.
- For a company in the technology sector and growth stage, accessing to capital remains very important. In this context, it is crucial to explore a local listing in a digital sector.

Yggdrasil - Creative digital content.

- Yggdrasil begins as a small production house, specializing in visual effect and gaming, with a vision to become a global-scale company. Along the scaling-up journey, the corporate culture is changed toward culture of innovation.
- Listing on SET gives an opportunity to attract more talents. In addition, accessing to more capital help the company to have more budget for spending on innovation, and experimenting more on things that can create impacts.
- Scalable business and supportive ecosystem may include seed funding, networking, and supportive public policies. There is a need for seed funding in Thailand to groom next generation of startups. A matching fund between government and investors is one possible impactful supportive program which already took place in Singapore market.
- Deregulation in some area, such as removing some licensing fees or providing sandbox system, would help remove barriers and promoting entrepreneurship.