Cochran program 2022

Winyoo K.
PRODUCT OVERVIEW

TKC
Tinnakorn Chemical and Supply
- Food
- Pharmaceutical
- Personal Care

TKM
Tinnakorn Marketing
- PU
- Footware
- Textile & Leather
- Ethanol Production
- Liquid Silicone
- Construction
Supply Side West : Exhibition
What I have learned

- Update ingredient trend in the market
- Know more products in each category
  - Macronutrient (fat, protein, carbohydrate)
  - Vitamin
  - Plant Extracts
  - Plant-based protein
- Discuss more depth knowledge with suppliers
- Get direct contacts

Action Plan:
- Analyze existing products in our portfolio
- Contact suppliers from Supply Side West, and import to Thailand
Supply Side West : Education session
What I have learned

- Understand deep knowledge in presented products, and get direct contacts
- Understand the latest technology in personalization nutrition
  - Commercialization
  - Science behind the technology
- Understand more about FSMA standard

Action Plan:
- Teach what I have learned to product development team and sales team.
- Create strategy for future product development
Michigan State University
Explore
Supermarket Visit

- Fresh Thyme
- Trader Joe’s
- Costco
- Whole Food

Products, Market Trends, and Ingredients
Food
Supplements
Beverage
Lecture

- Consumer Trends
- GMO technology
- Beans & Macronutrients
- Packaging
- Biotechnology
Experience
Laboratory & Plant Visits

- Catering Facility and Managements
- Food Sensory Lab
- Food Process Innovation Center
- Food Packaging Lab and Facility
- Meat Lab
Inspire
MSU study : Action Plan

- Teach knowledge to our product development and sales team
- Plan to upgrade application lab facilities
- Analyze existing product portfolio and plan for new product development
Thank you