Cochran Fellowship Program 2022

UNIFY GROUP

The food ingredients hub

SPECIAL TECH CORPERATION

Sales & Marketing Team

ORGANIZATION

(NPD) NEW PRODUCT DEVELOPMENT & SOURCING

APPLICATION LABORATORY

SWEET INDUSTRY

SAVORY INDUSTRY

NUTRACEUTICAL

SupplySide West 2022

- Explore new suppliers, trends and technology/patent products to fulfill product portfolio
- Networking/ Business connection
- Business talk with suppliers
- Visit the current suppliers at their booth

Education Session at SSW

- Immune support pivots from a seasonal to year-round strategy
- NextGen business and leadership
- Basics of food & beverage product development

- Learning immune ingredients such as mushroom, CBD
- Understanding how to develop product for success from CEO
- Step by step to start product development for launching

Product zone at SSW

- Learning new innovation products/ ingredients

*Fortified protein water by using protein isolate (protein 20 gram/500 ml)

*Jellyfish Collagen

Supermarket tour

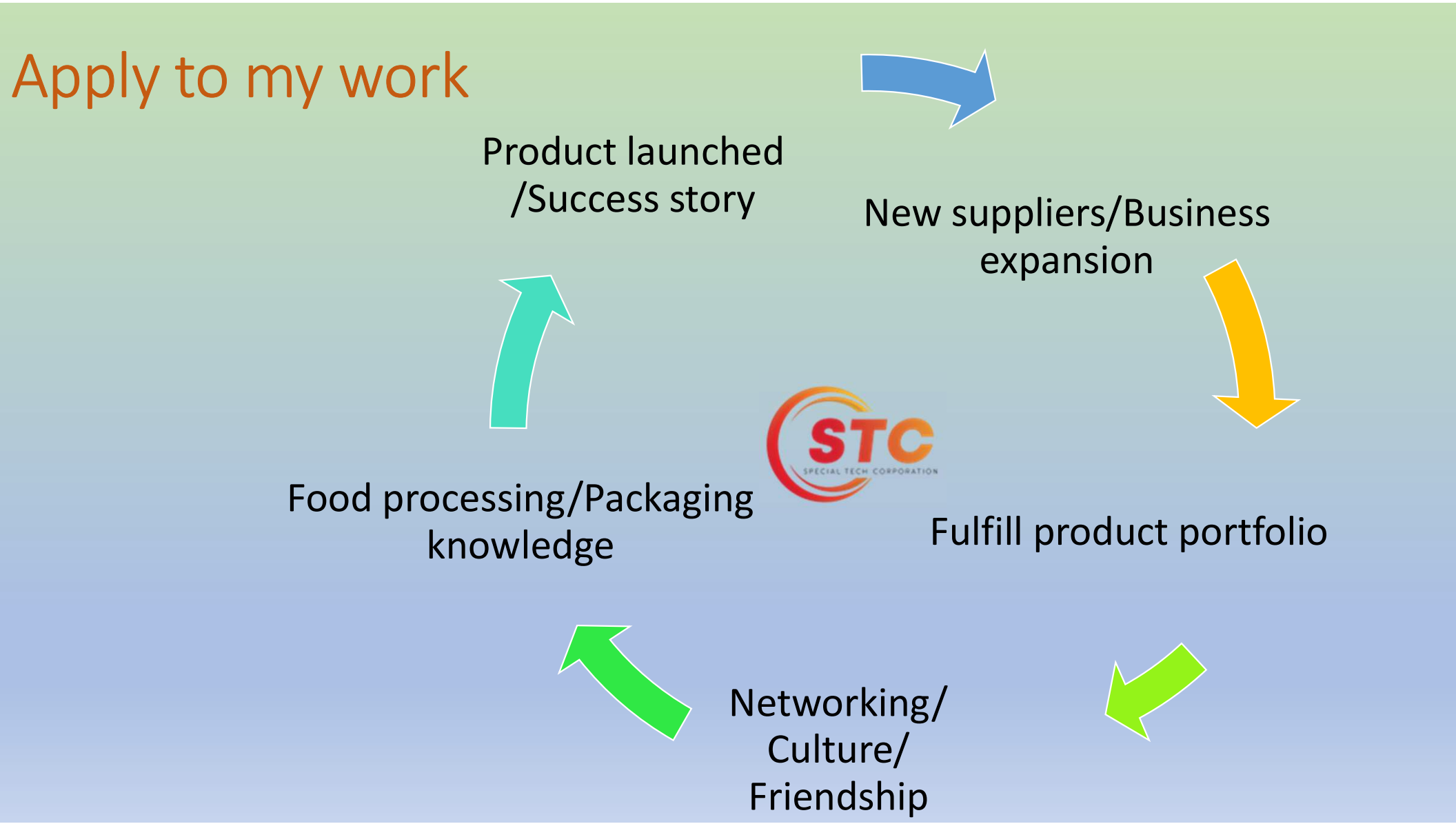
- US market trend to apply in Thai's market
- Healthy products launching
- Success story in US

Food Processing & Laboratory & Packaging tour

MICHIGAN STATE UNIVERSITY

- To apply food ingredients in a right step of processing
- To know a way to conduct the sensory testing
- To apply the equipments for setting up application lab
- To understand the factors that are affected in packaging

Apply to my work



Action Plan

Activity Plan	Nov	Dec	Jan	Feb	Mar
1. Connect with US suppliers from SupplySide West 2022 to fulfil product portfolio for example US Greens, Eggsunlimited etc.					
2. Attend new webinar from education session at SupplySide West for example “Deep Dive into Muno-IgY with Dr. Paul Kilgore”					
3. Update US trends for the customers in Thailand who produce the goods for export to US for example Vegan, Plant based food, Organic & Healthy food					
4. Product registration process once selecting US suppliers to distribute in TH market					
5. Promote and build a business with US ingredients & trends					
6. Apply MSU knowledge to explain the customers in correct information for US products for example GMO issue					
7. Apply standard process to application lab in the company for improvement when developing the prototypes for product roadshow					
8. Apply the food experience in sensory testing and product launching as success stories in US to choose a right product for marketing activities in TH.					

Thank you