

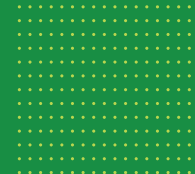
MIGIP's Experience in Technology Commercialisation



FEBRUARY 26, 2021



FROM 2021, MIGIP HAS TRANSITIONED INTO INNOVATION FOR SUSTAINABLE AGRICULTURE(ISA)



ABOUT US

- Mekong Inclusive Growth & Innovation Programme (MIGIP 2017-2020) is a program of Swisscontact that focuses on rural development in agriculture and tourism sectors.
- In Agriculture, MIGIP aimed to increase successful commercial adoption of appropriate existing agro-technologies and strengthen local capacity in the development and commercialisation of new, appropriate agro-technologies for smallholder farmers.
- MIGIP had been working on promotion of existing and new technologies, giving special emphasis to sustainable agriculture, through supporting private sector and promoting public-private partnerships.

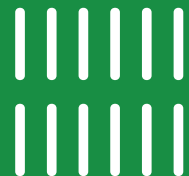
MIGIP

Mekong Inclusive Growth
& Innovation Programme



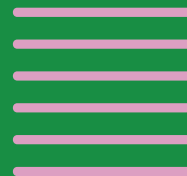
Agriculture

Technology
Commercialisation



A COLLABORATION WITH BOTH PUBLIC AND PRIVATE SECTOR PARTNERS

04

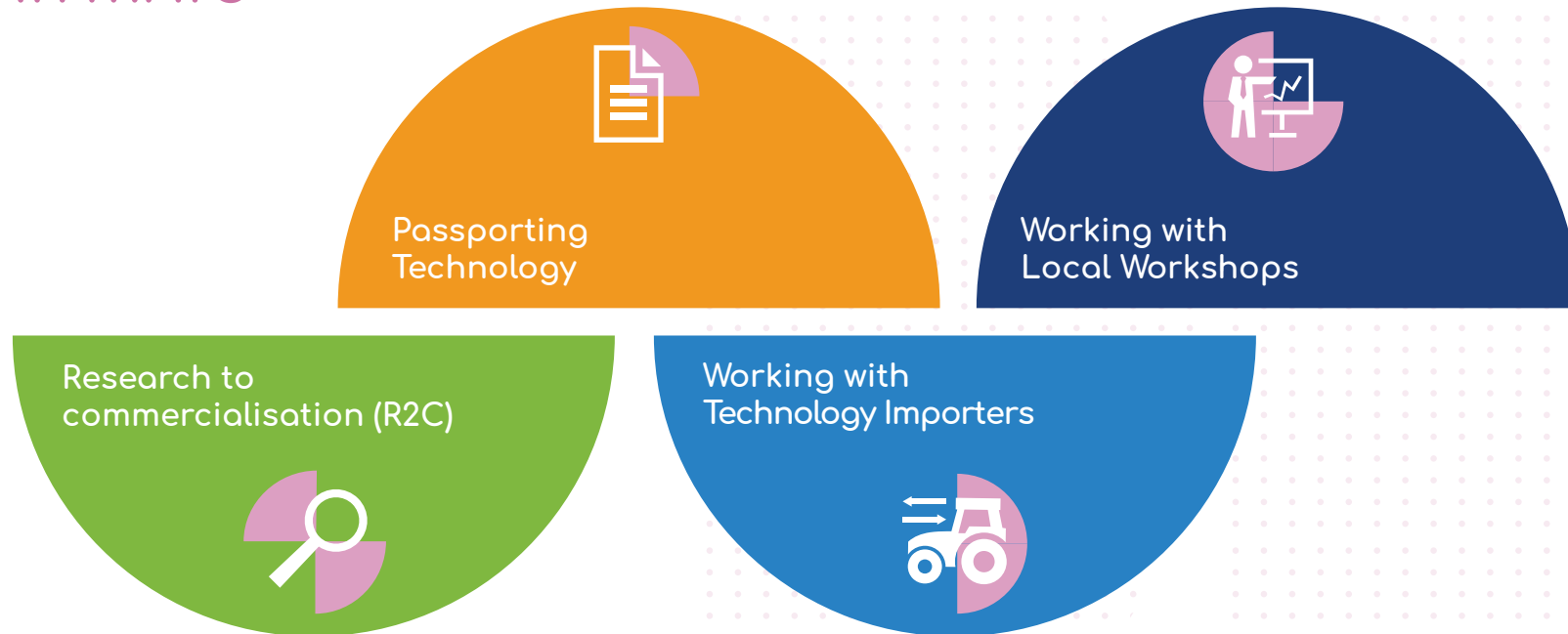


PURPOSE

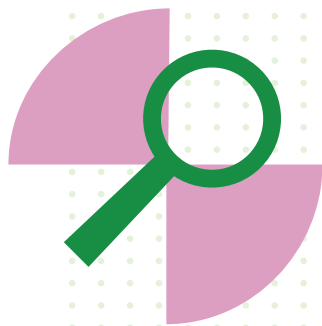
During our 4 years of work, we have encountered and explored different paths to technology commercialisation. These experiences are captured and illustrated in this document for any institutions/organisations that share similar goals in promoting any new/existing technologies and are intending to bring technologies into the market.



THE COMMERCIALISATION PATHWAYS



RESEARCH TO COMMERCIALISATION R2C

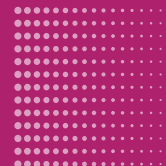
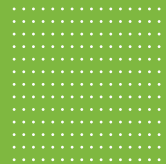


WHAT

Getting the technology, resulting from research to be accessed, used and promoted in the market.

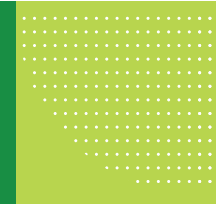
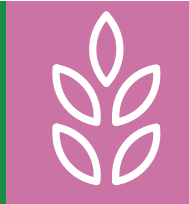
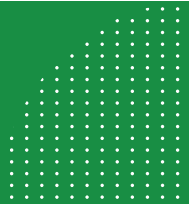
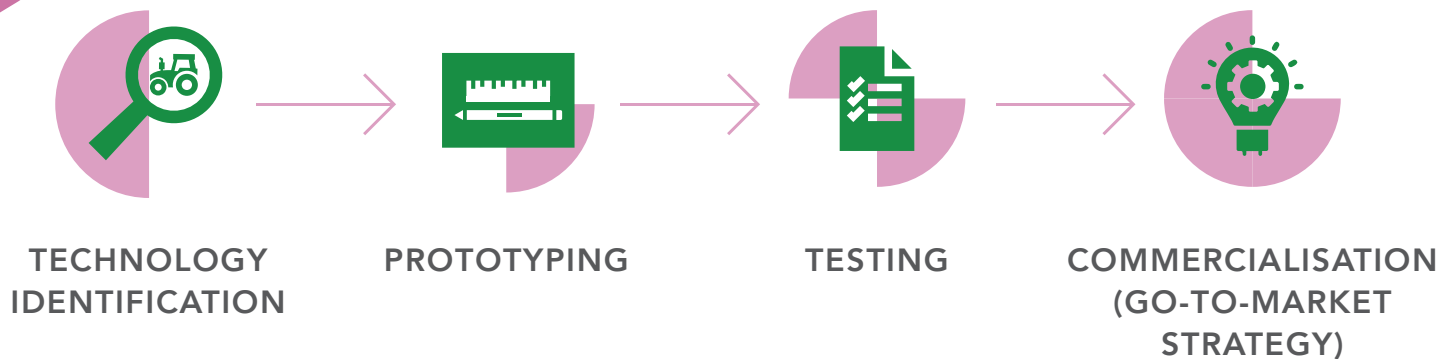
WHY

Research institutions invest to test new agricultural technologies; however, those technologies could face difficulties to enter the market. So, this model is one of the ways to push the technology to go from Research to Commercialization



HOW

RESEARCH TO COMMERCIALISATION R2C





TECHNOLOGY IDENTIFICATION

OBJECTIVE

To gather knowledge and information about the technology and make selection for commercialisation.

THE STEPS

01

Connect with prominent field key players (Research institutions/ Government institutions/ NGOs)

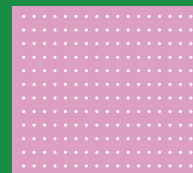
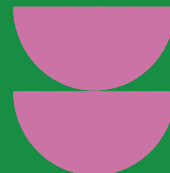
02

Discover the potential technology and study the technology

03

Make selection based on selection criteria:

- Level of innovation and necessity
- Potential to fulfil market gap





PROTOTYPING

OBJECTIVE

To build the technology for testing and study and record the capabilities and flaws.

THE STEPS

01

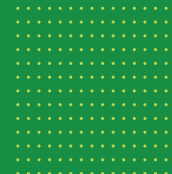
Connect with technicians to prepare for prototyping process

02

Arrange logistic and procedure for prototyping process

03

Conduct prototyping with technicians and relevant stakeholders and collect result





TESTING

OBJECTIVE

To run pilot on the prototyped technology in the actual field and make necessity adjustments.

THE STEPS

01

Work with technicians to pre-test the prototype technology

02

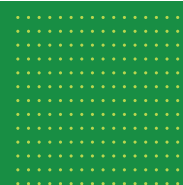
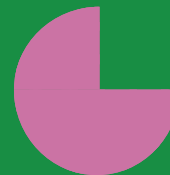
Connect with stakeholders to arrange testing process and logistics

03

Conduct testing and consolidate result into a report

04

Work with technicians to make necessary adjustment to the technology





COMMERCIALI- SATION GO-TO- MARKET STRATEGY

OBJECTIVE

To promote the tested technology into the market and create demand for the technology

THE STEPS

01

Engage with the private sector and proceed with partnership

02

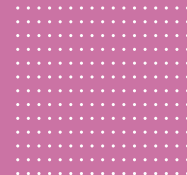
Conduct assessment for appropriate Go-To-Market Strategy

03

Select the strategy and arrange team & workplan

04

Execute the workplan and monitor result of the marketing strategy



MIGIP EXPERIENCE



NEOURN SEED BROADCASTER (2018-2020)

Neourn Workshop, a local workshop based in Kampong Thom Province producing seed broadcaster and other machineries. The partnership was made to implement the 4S Model to promote locally built seed broadcaster machines



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UNITS SOLD

PASSPORTING TECHNOLOGY

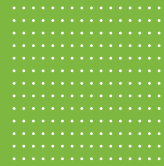


WHAT

Getting the new technology from outside of the country to be validated, ready to be used and test the relevancy in the local market.

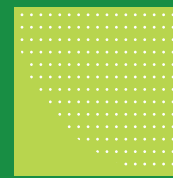
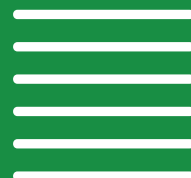
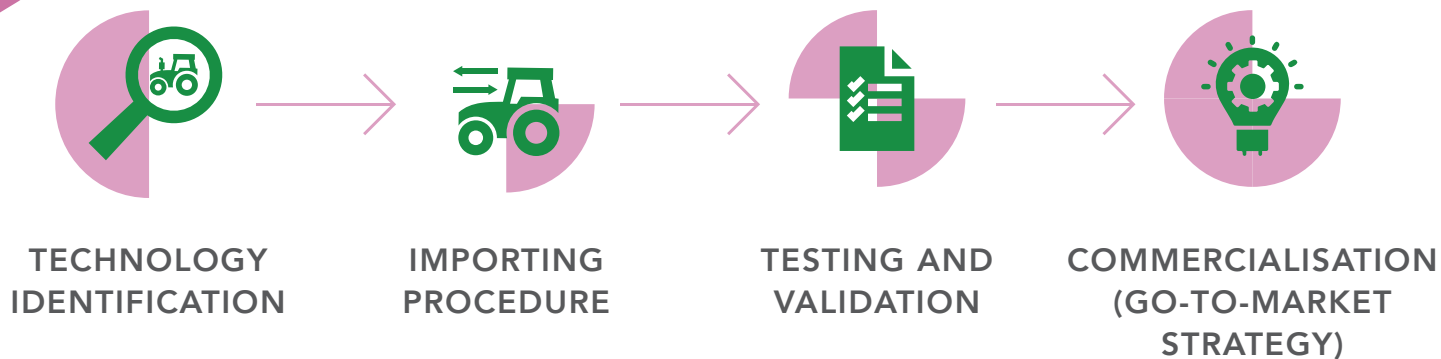
WHY

Not every technology imported from other countries are useable or relevant to the local market, therefore, a certain validation from relevant authorities should be done to commercialise the technology.



HOW

PASSPORTING TECHNOLOGY





TECHNOLOGY IDENTIFICATION

OBJECTIVE

To gather knowledge and information about the technology and make selection for commercialisation.

THE STEPS

01

Analyze the gap in the market and approach the partner

02

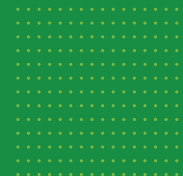
Research, identify manufacturers/sellers from the countries where the technology will come from

03

Connect and gather extra information about the technology

04

Make decision and justification to select the technology





TECHNOLOGY IMPORTING PROCEDURE

OBJECTIVE

To interest some agency to become a regular importer of the technology

THE STEPS

01

Engage and pitch to the private sector to become an importer

02

Understand requirement and paper work on the importing process

03

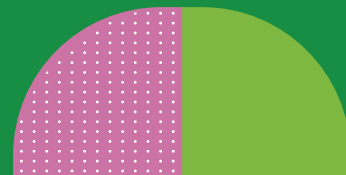
Work with local companies to place order with the exporters

04

Complete required documents and assist local company to fulfill legal requirements

05

Work with the importer on proper transportation and handling





TESTING AND VALIDATION

OBJECTIVE

To assess the technology capability and to validate with the local conditions such as soil condition/crops etc.

THE STEPS

01

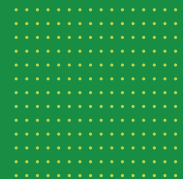
Connect with technicians to arrange the testing

02

Arrange logistic and procedure for testing and validating

03

Collect data and consolidate report after the testing and validation





COMMERCIALI- SATION **GO-TO- MARKET STRATEGY**

OBJECTIVE

To promote the imported technology into the local market and stir new demand.

THE STEPS

01

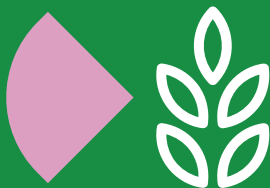
Conduct assessment
for appropriate
Go-To-Market strategy

02

Select the strategy
and arrange team &
workplan

03

Execute the workplan
and monitor result of
the marketing strategy



MIGIP EXPERIENCE



LARANO

BRAZILIAN NO-TILL PLANTER IMPORTED BY LARANO (2018-2020)

Larano Workshop, a local workshop based in Phnom Penh, which assembles various customised agricultural machineries including importation of new agricultural machineries. The partnership was made to implement the 4S Model to promote the Brazilian no-till planter.



Larano's field visit to Brazil
to Discuss/negotiate the importation
of the first consignment to Cambodia

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06

UNITS SOLD
(DECEMBER 2020)



WORKING WITH TECHNOLOGY IMPORTERS



WHAT

Working with companies that are already or in the process of being distributors for technologies of exporting companies

WHY

Although technology importers have the ability to import the latest technologies, they would like to see a quick uptake of the technologies, with a proper Go-To-Market strategy

HOW

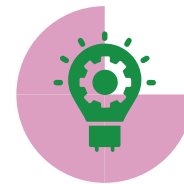
WORKING WITH TECHNOLOGY IMPORTERS



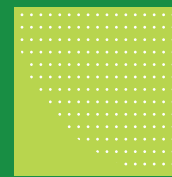
TECHNOLOGY
IMPORTERS IDENTIFICATION



MARKET
ASSESSMENT



COMMERCIALISATION
(GO-TO-MARKET STRATEGY)





TECHNOLOGY IMPORTERS IDENTIFICATION

OBJECTIVE

To find the technology importer that is active and has the aspiration to grow and has technologies to offer for partnership

THE STEPS

01

Identify the importers that are active in the market

02

Carry out the assessment of the importers that have the potential to promote technologies and pitch partnership idea

03

Enter into partnership agreement with technology importers





MARKET ASSESSMENT

OBJECTIVE

To conduct a market study to understand the current fit of technology with the demand of the consumers

THE STEPS

01

Identify important stakeholders in the location

02

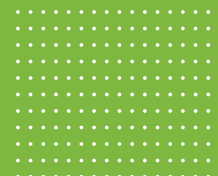
Develop questionnaires to assess the situation/market

03

Talk to relevant people: shop owners, farmers, other service providers etc.

04

Consolidate the report to analyze the assessment and identify the market opportunity





COMMERCIALI- SATION GO-TO- MARKET STRATEGY

OBJECTIVE

To stir the demand of the new technologies that will be promoted

THE STEPS

01

Conduct assessment to identify Go-to-Market Strategy (4S Model)

02

Select the strategy and mobilize the team and prepare the workplan

03

Execute the workplan and monitor results of the marketing strategy



MIGIP EXPERIENCE



YEE CHHUN, A DISTRIBUTOR OF KUBOTA IN ODDARMEANCHEY (2017-2020)

The partnership was made to implement the 4S Model to promote various tractor implements which are used to substitute hard labour in the field.



Yee Chhun conducted
(S3 Service Workshop),
following the 4S Model



Yee Chhun conducted (S4 Showcase),
following the 4S Model



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UNITS SOLD (2020)

MIGIP EXPERIENCE



ANGKOR GREEN INVESTMENT AND DEVELOPMENT (AGID) (2019-2020),

a local company that imports and distributes agricultural machineries. The partnership was to implement 4S model to promote BCS machines and Angkor Sprayer

AGID team showed the machinery to local governor during S3 Service Workshop, following the 4S Model



AGID conducted S2 Set-up following the 4S Mode



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WORKING WITH LOCAL WORKSHOPS

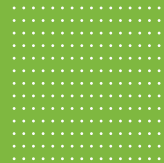


WHAT

Working with local workshops to commercialize locally invented technologies that have been proven in the localized market but not yet widely promoted beyond the areas of reach of the workshop

WHY

Local workshops are physically closer to the farmers and have ability to invent and produce the technologies that are suitable and appropriate for the local farmers. However, the process of production could be standardized to ensure quality of the technologies. The workshops also miss out the wider market, as they lack the promotion and marketing techniques.



HOW

WORKING WITH LOCAL WORKSHOPS



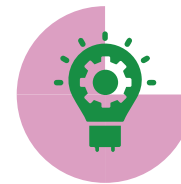
TECHNOLOGY
SELECTION



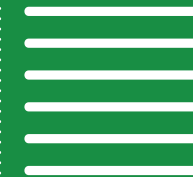
MARKET
ASSESSMENT



STRENGTHENING
WORKSHOP
CAPABILITY



COMMERCIALISATION
(GO-TO-MARKET
STRATEGY)





TECHNOLOGY SELECTION

OBJECTIVE

To search and identify the technology from the local workshops

THE STEPS

01

Identify workshop, technology and verify technology using the selection criteria:

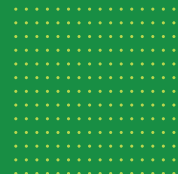
- Level of innovation and improvement of the technology
- Potential for market gap fulfilment
- Workshop capability and willingness

02

Pitch idea to the identified workshop

03

Enter into partnership agreement with the workshop





MARKET ASSESSMENT

OBJECTIVE

To conduct a market study to understand the current fit of technology with the demand of the consumers

THE STEPS

01

Identify important stakeholders in the location

02

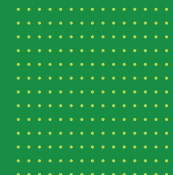
Develop questionnaires to assess the situation/market

03

Talk to relevant shop owners, farmers, other service providers etc.

04

Consolidate the report to analyze the assessment and identify the market opportunity





STRENGTHENING WORKSHOP CAPABILITY

OBJECTIVE

To assist the workshop to manage the operations and production while adapting to the new marketing strategy

THE STEPS

01

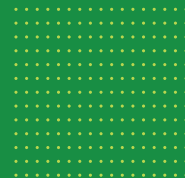
Capability assessment on the workshop

02

Develop and discuss the strengthening plan with the workshop

03

Execute the plan and make necessary modification





COMMERCIALI- SATION **GO-TO- MARKET STRATEGY**

OBJECTIVE

To promote the technology
that the local workshop has
produced

THE STEPS

01

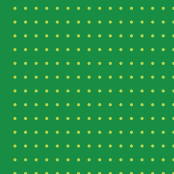
Search for appropriate
Go-to-Market Strategy

02

Select the strategy and
arrange team &
workplan

03

Execute the workplan
and monitor result of
the marketing strategy



MIGIP EXPERIENCE



NEOURN WORKSHOP (2018-2020) ,
Neourn Workshop, a local workshop
based in Kampong Thom Province
producing seed broadcasting and
other machineries. The partnership
was made to implement the 4S Model
to promote locally built fertilizer sprayer
machines



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UNITS SOLD (2020)



THANK YOU!

NOTE: SEE FURTHER DETAILS IN APPENDIX