MIGIP’s Experience in Technology Commercialisation
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.
A COLLABORATION WITH BOTH PUBLIC AND PRIVATE SECTOR PARTNERS
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.

4 YEARS
(2017-2020)
THE COMMERCIALISATION PATHWAYS

Passporting Technology

Working with Local Workshops

Research to commercialisation (R2C)

Working with Technology Importers
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.
RESEARCH TO COMMERCIALISATION R2C

TECHNOLOGY IDENTIFICATION → PROTOTYPING → TESTING → COMMERCIALISATION (GO-TO-MARKET STRATEGY)
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
COMMERCIALISATION 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
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.
Getting the new technology from outside of the country to be validated, ready to be used and test the relevancy in the local market.

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

IMPORTING PROCEDURE

TESTING AND VALIDATION

COMMERCIALISATION (GO-TO-MARKET STRATEGY)
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
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
COMMERCIALISATION 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
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
WORKING WITH TECHNOLOGY IMPORTERS

TECHNOLOGY IMPORTERS IDENTIFICATION

MARKET ASSESSMENT

COMMERCIALISATION (GO-TO-MARKET STRATEGY)
OBJECTIVE
To find the technology importer that is active and has the aspiration to grow and has technologies to offer for partnership

TECHNOLOGY IMPORTERS IDENTIFICATION

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

**OBJECTIVE**

**THE STEPS**

1. Identify important stakeholders in the location
2. Develop questionnaires to assess the situation/market
3. Talk to relevant people: shop owners, farmers, other service providers etc.
4. Consolidate the report to analyze the assessment and identify the market opportunity
COMMERCIALISATION 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
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

365 UNITS SOLD (2020)
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.

MIGIP EXPERIENCE

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.

84 UNITS SOLD (2020)
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
To assist the workshop to manage the operations and production while adapting to the new marketing strategy.

OBJECTIVE

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
COMMERCIALISATION 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
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.
THANK YOU!

NOTE: SEE FURTHER DETAILS IN APPENDIX