

## **Open Innovation – Building Success Together**

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### **Abstract**

Open Innovation became key strategic R&D direction for major corporations in recent years. The key concept is to utilize external ideas as well as internal ideas, and internal and external market pathways to accelerate ideas towards commercialization. There are several models of collaborative environment as a result of this shift in industrial approach to R&D. This talk will illustrate the potential values of each type, the limitations, the outcomes and the corporation needed from each involved parties.

SCG Chemicals Co., Ltd. is a subsidiary of Siam Cement Group (SCG) and is one of SCG's 3 core businesses consisting of Chemicals, Packaging and Cement-Building Materials. SCG embarked upon the chemicals business in 1989. At present, SCG Chemicals manufactures and supplies a full range of petrochemical products ranging from upstream, intermediate, to downstream petrochemicals. SCG Chemicals is now one of the largest integrated petrochemical companies in Thailand and a key industry leader in the Asia-Pacific region.

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