

## **Invitation to take part in the Study UK “Discover You” campaign: Thailand 4.0 and GREAT Innovation**

The British Council Thailand is inviting UK institutions to join us in the **Study UK “Discover You” campaign: Thailand 4.0 and GREAT Innovation** between August and December 2018.

Funded by Study UK, the campaign supports Thailand’s key government initiative for the country’s economic and social development: Thailand 4.0. The campaign will consist of a series of activities designed to utilise UK innovation to provide information and knowledge for young people, academics, and the general public on the five future [New S-Curve industries](#) on which the Thai government is focusing

1. Robotics
2. Aviation and Logistics
3. Medical Hub/Health Care
4. Bio Fuels and Bio Chemicals
5. Digitalisation

UK institutions are invited to use their innovation and expertise to contribute to this initiative at two key events:

### **1. Content provision at the National Science and Technology Exhibition 16–26 August 2018 in Bangkok**

The National Science and Technology Exhibition is an annual science festival organised by Thailand’s Ministry of Science and Technology. The event attracts more than 1,000,000 visitors wishing to learn more about new technology and innovation. The theme of this year’s exhibition is “**Be inspired by science to create a knowledge-based economy**” and will focus on the Thailand 4.0 New S-Curve.

UK institutions are asked to contribute content on their innovations in any of the five New S-Curve areas. The content and photos/VDO will be used in the interactive exhibition area of the UK pavilion and will include technology such as AR to present UK innovation to visitors in an innovative way.

UK institutions interested in submitting their content (photos/VDO/other forms of interactive tools to showcase) should complete the [online form](#). Submissions will be selected using the following criteria.

How the innovation is relevant to one of the five subject areas (30%)

How the innovation can support economic and social development in Thailand (30%)

How the innovation can inspire and engage young people in Thailand (40%)

The British Council and its partners, including the British Embassy and the Ministry of Science and Technology, will select up to five submissions for inclusion in the exhibition.

[Online application form](#)

Expression of interest to be submitted by 1 August 2018

Successful applicants will be notified by 3 August 2018

**2. A series of talks in cities across Thailand  
September – December 2018**

A series of talks on the five areas are to be organised in Bangkok and other major cities in Thailand to improve the skills and knowledge of young people on the five subject areas and to inspire them towards further study on the relevant disciplines. The talk will be organised for each individual subject area between September and December 2018.

UK institutions are welcome to nominate their academics or experts on each individual subject area to give an inspirational talk to young people in Thailand. One speaker will be selected per area using the following selection criteria.

How the talk is relevant to one of the five subject areas (30%)

How the talk demonstrates support to economic and social development in Thailand (30%)

How the talk and speaker can inspire and engage young people in Thailand (40%)

The British Council and its partners, including the British Embassy and relevant Thai governmental organisations and industries, will take part in the selection process.

International airfare (economy class), travel costs in Thailand, meals, and accommodation will be covered for selected speakers.

[Online application form](#)

Expression of interest to be submitted by 24 August 2018

Successful applicants will be notified by 28 August 2018

For any queries, please contact:

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