The poster presentation will be displayed in the Partner's Room, 8th Floor, Newcastle University Business School where we will also be having coffee breaks and lunch. Consequently, all posters will be accessible to the audience during the breaks.

- 11:30-12:00-Refreshments Break
- 13:30-14:00-Lunch Break
- 15:45-17:15-Refreshments Break

Location: Partner's Room, 8th Floor, Newcastle University Business School, 5 Barrack Rd, Newcastle upon Tyne, NE1 4SE

Posters will need to be displayed from the first refreshment break (11:30am). This means you should ensure your actual printed poster is given to the registration desk before the start of the first session to allow time to put up your poster.

Please be aware that printing services will not be available at the venue, so please arrange this in advance of the Symposium and bring your printed poster with you.

Delegates presenting posters will be expected to engage participants in discussion about their poster during the breaks.

Each accepted poster presentation will consist of one A1 (A frame size) poster (portrait orientation, as in the attached example).

The top of your poster should give the title of your poster and your name, you are free to fill the remainder of your poster as you see fit.

An effective poster will help you engage colleagues in conversation and get your main point(s) across to as many people as possible. An example poster is provided at the end of this document.

There are numerous websites with hints and tips for preparing a good poster presentation. For example:

- [http://www.ncsu.edu/project/posters/NewSite/](http://www.ncsu.edu/project/posters/NewSite/)
- [http://lorien.ncl.ac.uk/ming/dept/Tips/present/posters.htm](http://lorien.ncl.ac.uk/ming/dept/Tips/present/posters.htm)
- [http://www.learning.wisc.edu/ugsymposium/poster.html](http://www.learning.wisc.edu/ugsymposium/poster.html)
Managing organisational knowledge to enhance innovation capability in Thailand’s functional food sector

Research Problem
Companies in the food industry need to cope with changes with globalisation, technology, cost competition and purchasing behaviours. Management of knowledge is required to underpin development of new knowledge-intensive products and processes.

Research Aim
To understand the relationship between innovation capability and knowledge management which could support innovation performance of a knowledge-intensive company.

Significance of the research
Managing organisational knowledge effectively can enhance the abilities to manipulate, facilitate, and synchronise external and internal knowledge which be required for development of new knowledge-intensive products, especially in functional food sector.

Thai Food Industry

Industry fact file:
- Ranked as the world’s 15th of food exporter (2007)
- Gained $24.2 billion revenue (2008)
- Key comparative advantage is natural resource
- Most raw materials (~40%) are sourced locally at low prices
- Food processors turn their focus into value-added products

Thai industrial case:
“Patum Rice Mill, one of leaders of Thai rice exporters, initiated a collaborative project with Kasetsart University to research and develop germinated brown rice product, ‘BUFTRA GABA RICE’, which could function to help maintain blood pressure and blood sugar level.”