

***Press Release***

**SCG Invites Thai Innovators to Explore Innovation Building**

**at “Alex Osterwalder’s Corporate Innovation Masterclass” on 11-12 Dec**

**SCG** by **Nexter Academy,** a corporate innovation and startup accelerator under Cement-Building Materials Business, SCG, joined with **Alex Osterwalder,** a world-renowned business model innovator hosting the Corporate Innovation Workshop which will provide an in-depth, easy-to-understand and hands-on instruction for practical implementation at “**Alex Osterwalder’s Corporate Innovation Masterclass”, a class that has been taught to** many organizations across the world. The workshop participants will get a chance to dig deep into corporate innovation tools, frameworks and processes on 11-12 December 2018 held at Samyan Mitrtown, Bangkok.

The workshop “Alex Osterwalder’s Corporate Innovation Masterclass” provides a unique opportunity for participants to learn from the creator of Business Model Canvas, who is also an author of the internationally-recognized book “Business Model Generation.” This will be the first time for Alex Osterwalder to bring a comprehensive guide outlining corporate innovation tools, frameworks and processes from planning to evaluation. The concepts are made simpler to understand, allowing participants to discover eight practical tools: Business Model Innovation, Value Proposition Design, Design Thinking & Innovation, Evaluating Business Model Mechanics, Testing and De-risking Innovation, Innovation Matrix, Innovation Portfolio, and Business Model Evolution. Nowadays, it’s no longer enough for businesses to compete solely on products and services as developing customer experience with content strategy is currently indispensable to identify real customer needs. Therefore, using Business Model to achieve the result is riveting. Besides, participants will receive a Masterclass e-Certificate from Alex Osterwalder himself.

This event is supported by SCG’s corporate innovation partners such as Bangchak, Sansiri, Bank of Ayudhya, Thailand Post, Bangkok Dusit Medical Services (BDMS), MCOT and TCC Assets.

**Those interested in getting motivated with corporate innovation on 11-12 December 2019 at Samyan Mitrtown in Bangkok can buy early bird tickets priced at 22,500 Baht (available from October 1-31, 2019), standard tickets priced at 25,000 Baht and group tickets (10 or more) priced at 21,250 Baht (VAT excluded). More information about the event and ticket sale are now available at**[**www.scg.com/innovation/alex-masterclass**](http://www.scg.com/innovation/alex-masterclass)**.**

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*