



# BETTER ME

EMBRACE EACH STEP OF LIFE  
WITH A SUSTAINABLE LIFESTYLE



A long and sustainable life is a cherished aspiration for many, inspiring meaningful goals, and thoughtful planning through every stage. This is especially important as Thailand enters an aging society, facing various challenges. The BETTER ME zone invited you to explore innovative medical advancements that enhance quality of life

and happiness in your golden years, while offering insights into lifelong learning skills for a truly sustainable and balanced lifestyle.



## CUTTING-EDGE MEDICAL INNOVATIONS FOR A HEALTHIER FUTURE

Thailand has made remarkable advancements in medical innovation, striving to provide comprehensive healthcare services ranging from preventive care to treatment and end-of-life care. These efforts aim to enhance the overall quality of life for the population. BETTER ME features state-of-the-art medical breakthroughs from leading medical institutions. **Chulalongkorn Hospital, Thai Red Cross Society** showcased the "Telemedicine Robot," developed during the COVID-19 pandemic to provide automated health assessments, movement evaluations, and at-home patient care, eliminating the need for hospital visits. Another innovation was "Rehabilitation Robot" which enhanced mobility and quality of life for patients with neurological conditions while alleviating the burden on healthcare staffs. **MedPark Hospital** emphasized cutting-edge treatments such as transcatheter aortic valve replacement (TAVR), a minimally invasive



solution for treating aortic valve stenosis without surgery, alongside CPR workshops promoting life-saving techniques. Faculty of Medicine, **Ramathibodi Hospital, Mahidol University** led with its Advanced Cell Therapy and Biomedical Device Manufacturing Center, featuring the CHEM Meter, a portable tool designed to measure salt levels in food, encouraging healthier eating habits by reducing sodium intake. **Siriraj Hospital, Mahidol University** showcased fibroblast cell transplantation for facial wrinkle reduction and VISIA, an advanced facial imaging and analysis system. **Mahidol University** presented outstanding innovations from the MU AI Center and the Holistic Health and Wellness Centre, promoting creative and integrative health management approaches. **Faculty of Medicine, Chiang Mai University** highlighted the severe impacts of PM2.5 air pollution, a leading cause of life-threatening diseases and one of the top three daily causes of death in Chiang Mai.







The Thai Red Cross Society, guided by the principles of grievance relief, quality of life promotion, disease treatment, and suffering eradication, invited you to explore various applications designed for humanitarian aid. These include "Ponphai" for reporting disasters and



requesting assistance, "Donation Hub" for donations and fundraising, and "Thai Red Cross Volunteers," where individuals can sign up to support the society. The **Bhumirajanakarindra Kidney Institute Hospital** encourages Thai people to care for their kidney health through healthy eating practices. They offer menus for kidney patients in the pre-dialysis stage and conduct kidney disease prevention initiatives across 177 districts. Meanwhile, the **Heart Foundation of Thailand under the Royal Patronage of HM the King** organizes the "Thai Food Good Heart" project to promote a heart care model based on the "3 Or+", which stands for Food, Exercise, Air, and Emotion.



#### PREPARING FOR AN INCLUSIVE AND AGING SOCIETY

As Thailand is gradually becoming an aging society, it is essential to focus on maintaining both physical and mental well-being amidst changes. An area dedicated to "Aging Society" invited everyone to enhance their quality of life through self-care in nutrition, exercise, and mental health across five zones:

- **GOOD HEALTH IN EVERY BITE** Good health starts with nourishing your body through functional food to improve health and prevent diseases. This includes food preparation tailored to the unique needs of different age groups, with adjustments in texture, portion size, and cooking techniques. The zones introduced innovative products such as "NutriWell," a UHT soy milk enriched with superfoods like oats and tri-colored quinoa from **Fraser & Neave, Limited**.



Protein-rich products with the Healthier Choice logo by **Oishi Group Public Company Limited** and groundbreaking food solutions from startups under the **SPACE-F project**, including drinks that reduce the risk of urinary stones and egg white protein beverages.

- **HEALTHY MIND, HAPPY LIFE** Take care of your mental health with "Sati App," designed for individuals navigating mental health challenges. This app features trained listeners matching for talking therapy and a Mood Tracker for daily emotional reflection. This area also showcased the "Stress Challenge" by Canvas Longevity (Genfosis), which assesses stress levels to offer more targeted treatment. Additionally, the Princess Galyani Vadhana Institute of Music provides self-healing practices through music therapy, transforming everyday objects into therapeutic sounds for emotional well-being.



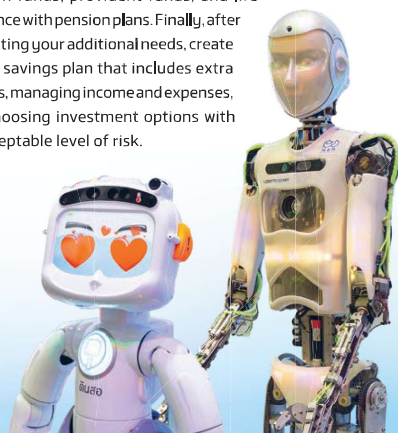




• **TOOLS AND INNOVATION** As the world shifts toward aging societies, there is a growing focus on innovations that offer convenience and enhance the lives of the elderly. Notable examples include: Robothespian Humanoid Robots, designed with a touchscreen and human-like interaction; CMED Hoist, created for a single person to lift and move bedridden patients; and a stand-up wheelchair that enables individuals with disabilities to stand independently, stimulating physical functions.



• **FINANCIAL SECURITY** Begin planning your finances today to ensure a comfortable retirement. The Stock Exchange of Thailand introduced "3 Steps to Finding 3 Savings Pots for a Happy Retirement." The first covers everyday costs, healthcare, and emergencies. The second focuses on mandatory savings through workplaces, such as social security, government pension funds, provident funds, and life insurance with pension plans. Finally, after calculating your additional needs, create a third savings plan that includes extra savings, managing income and expenses, and choosing investment options with an acceptable level of risk.



• **ENDING NOTE** Plan your life to live well, die well, and contribute to a sustainable society through "Death Cleaning," Cheevamit, 10DK Home Tidying, and Pankan Shop have teamed up to promote tidying up before passing to relieve physical and emotional burdens. They also introduced the "Living & Leaving Note," designed to help individuals plan a well-lived life and peaceful passing, encouraging the documentation of key information and healthcare planning for later stages of life.

The zone also emphasized fostering an inclusive society. The Ministry of Social Development and Human Security raised awareness about the challenges of an aging society, such as a shrinking youth population, a declining workforce, and low productivity levels. To address these, the ministry introduced the "5x5 Let's Turn the Tide" policy, focusing on: (1) empowering the workforce, (2) enhancing children and youth productivity, (3) supporting the elderly, (4) promoting the inclusion of people with disabilities, and (5) building an inclusive ecosystem. Nearby, the SX SENSORY EXPERIENCE offered an immersive look into the lives of individuals without vision and hearing. The space simulated everyday scenarios, teaching participants how to navigate paths and tactile paving blocks with white canes. They practiced independent shopping in the dark, enhanced listening skills, and silent communication, all guided by volunteers with disabilities, fostering a deeper understanding of these experiences.

## LIFELONG LEARNING INSPIRING KNOWLEDGE EXCHANGE AND LIFELONG DISCOVERY

In today's fast-paced world, knowledge is constantly evolving, making the traditional education system insufficient to keep up with the rapid changes. For that reason, lifelong learning is essential for continuous personal development. This exhibition area encouraged individuals to continue learning throughout their lives through sustainability-focused initiatives developed under projects supported by Thai Beverage Public Company Limited, such as Education Institute Support Activity (eisa), Beta Young Entrepreneur, Partnership School, and CONNEXT ED. These initiatives promote collaborative learning between communities and educational institutions, providing students with opportunities to experience diverse cultures and local lifestyles while fostering innovative work that reflects the unique identity of communities. For example, the Creative Young Designers Season 4 project, in partnership with 19 communities across 14 provinces and 11 universities, emphasizes grassroots economic development. Collaborations like SIFE from the Faculty of Commerce and Accountancy at Chulalongkorn University, along with the Ban Mai Rajbarmung Weaving Group from Phayao province, aim to elevate Thai weaving to a global level by fostering business knowledge such as basic accounting, inventory management, product design, marketing, and fashion design.





The Textile and Fashion Design Program at Thammasat University's Rangsit Campus has created a network focused on indigo-dyed fabrics as part of the community tourism initiative in Ban Chiang, Udon Thani. Over 300 prototypes, including clothing designs, patterns, and processed products, have been developed. The area also facilitated knowledge exchange between students and local communities, providing opportunities for young individuals to showcase their entrepreneurial potential. Highlights included 11 eco-conscious workshops organized by eight affiliated universities, such as crafting eco-friendly notebooks from water hyacinth and rice straw by Rajamangala University of Technology Thanyaburi and handicrafts made by upcycling leftover fabric by Dhurakij Pundit University.

**Innovation for Society** highlighted transformative projects driving community, social, and environmental development. One key initiative is 88 SANDBOX by Thammasat University, connecting startup networks to boost Thailand's startup ecosystem. Another, Creative Startup 2024 by King Mongkut's Institute of Technology Ladkrabang, empowers students to develop innovative ideas and foster sustainable social growth.



**Nurturing Entrepreneurship** focused on equipping students and local communities with essential business skills. For example, the Beta Young Entrepreneur program at the University of the Thai Chamber of Commerce supports young individuals in developing their entrepreneurial potential through hands-on activities, while promoting good citizenship. The Win Win WAR OTOP Junior reality TV show also encourages young entrepreneurs to showcase their creativity with 16 products across six categories, from innovations and non-food uses of herbs to everyday items, decorations, souvenirs, clothing, food and drinks.



Both the public and private sectors are crucial in advancing sustainability through projects and products benefiting people and the planet. **CPF (Thailand) Public Company Limited** reinforces its position as a leader in sustainable food innovation through the concept of Sustainovation. They have showcased their vision to become the Kitchen of the World by integrating digital technology into their process and the "Thai Food - Mission to Space" program, ensuring CP's chicken products meet space-grade food safety standards. **Nestlé (Thai) Ltd.** promotes sustainable lifestyle changes through its "Balanced Diet" concept, focusing on holistic health management for physical and mental well-being. The company supports environmental restoration via regenerative agriculture, working towards a Net Zero 2050 goal, which represents its consumer-and-environmental-driven operations strategy. **The Ministry of Agriculture and Cooperatives** champions environmentally-conscious farming based on Sufficiency Economy Philosophy (SEP). Examples include the sustainable development of fragrant GI coconut under Bio-Circular-Green Economy (BCG Economy), which involves upstream-to-downstream



management. Boonchu Dairy Farm focuses on zero waste and sustainable farming practices promoting harmony between people, dairy cows, and nature. **The Mechai Pattana School**, under the Mechai Viravaidya Foundation, fosters lifelong learning by supporting careers, ensuring food security, and enhancing community well-being. It has been recognized by the United Nations Population Fund as one of the most innovative schools globally. **The Kaokonlakao Foundation** has been providing educational opportunities to underprivileged children, supporting over 200 children for four consecutive years. **Class 66<sup>th</sup> of the National Defence College** showcased their work under the "The TEN" project, featuring Creative Shared Value (CSV) initiatives to promote sustainable community development. These initiatives focus on reducing inequality by empowering marginalized communities. Examples include "Promoting Thai Identity in Youth," which aims to cultivate future leaders through four steps: Awareness, Preservation, Gratitude, and Contribution, and "Opening Youth Perspectives with NDC#66," which helps capable yet underprivileged youth discover their potential for social equity and career opportunities.

