



Thailand Digital Economy and Society Development Plan

Challenges in Thai Context

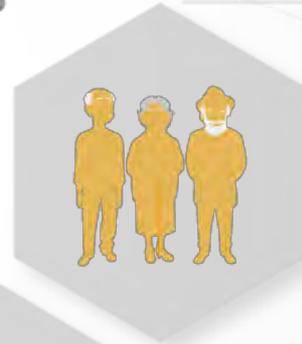
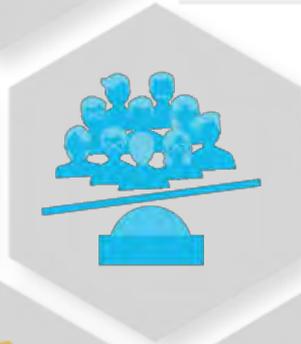
Escaping the Middle Income Trap



Raising the capacity of agricultural, manufacturing and service sectors



Reducing inequality



Preparing for ageing society

Adapting and seizing opportunities from economic integration



Fighting corruptions

Building capacity of people





VISION

Transform towards Digital Thailand

Digital Thailand

is defined as a transformed Thailand that maximizes the use of digital technologies in all socio-economic activities in order to develop infrastructure, innovation, data, human capital, and other digital resources that will ultimately drive the country towards wealth, stability, and sustainability.



Policy



Challenges



Vision



Landscape



Goals



Strategies



Activities





10-Year Goals

1. Competitiveness

Thailand will place in the top 15 of the World Competitiveness Scoreboard

4. Government Reform



Thailand will place in the top 50 of the UN e-Government rankings



Digital sectors will make at least 25% contribution to GDP.

Digital Thailand

2. Equal Opportunities

All Thais will have access to broadband Internet, as a basic utility.

3. Human Capital

All Thais will be digitally literate.

Thailand will place in the top 40 of the ICT Development Index (IDI)



Strategies

1. Build country-wide high-capacity digital infrastructure
Ensuring accessibility, availability, and affordability

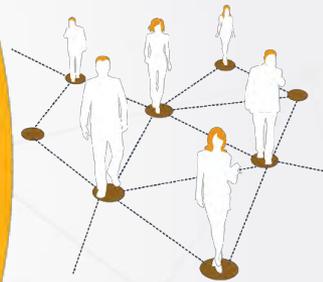
2. Boost the economy with digital technology
Driving New S-Curve, Raising Competitiveness, Building new businesses, Creating values

3. Create a knowledge-driven digital society
Building participation, Ensuring inclusive and equal usage

4. Transform into digital government
Creating open government, Facilitating people and businesses, Integrating into One Government

5. Develop workforce for the digital era
Developing skilled workforce, Creating jobs, Building strength from within

6. Build trust and confidence in the use of digital technology
Updating laws and regulations, Encouraging investments, Ensuring security



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Policy

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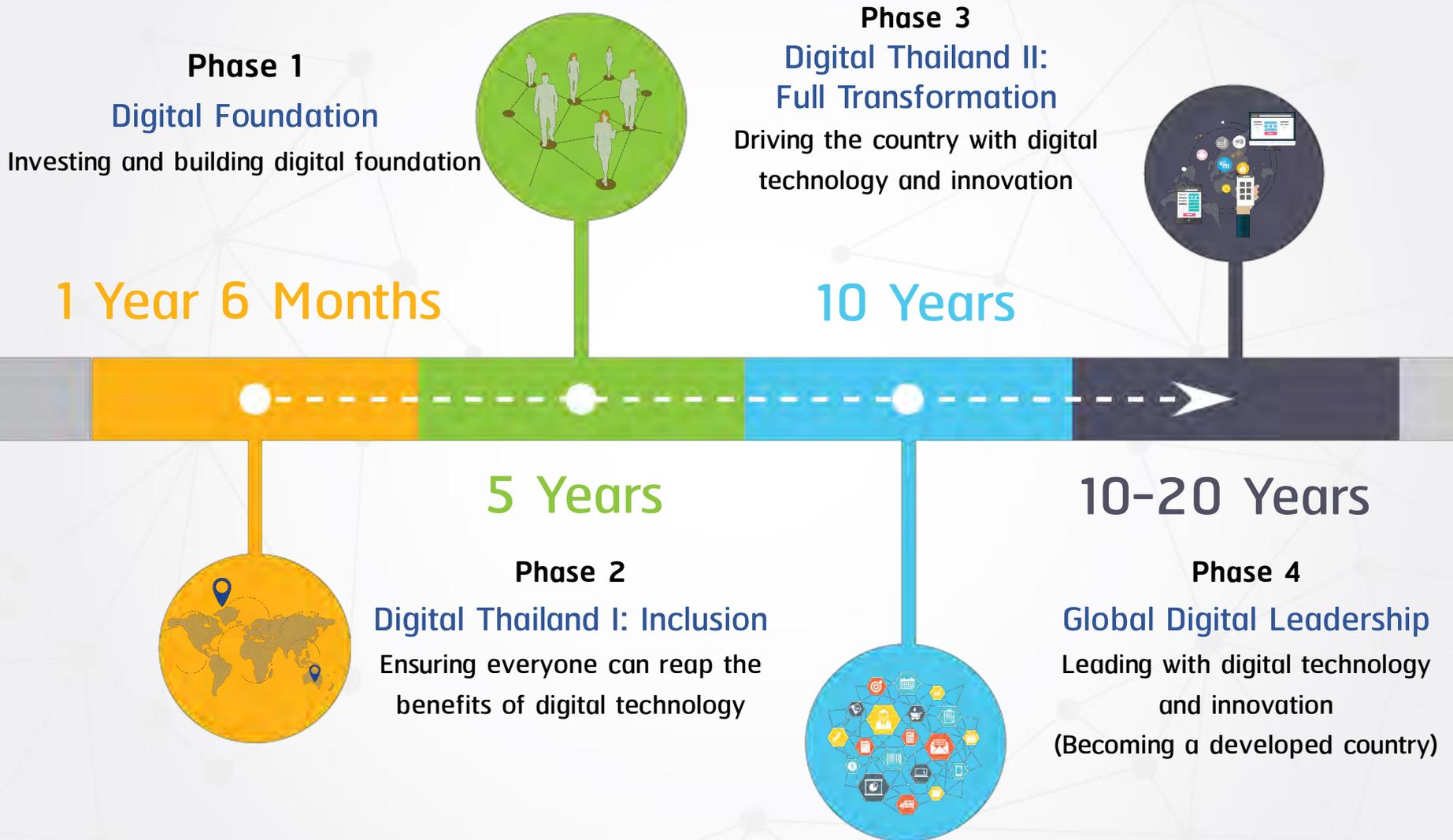
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Goals

6
Strategies

7
Activities



20-Year Thailand Digital Landscape



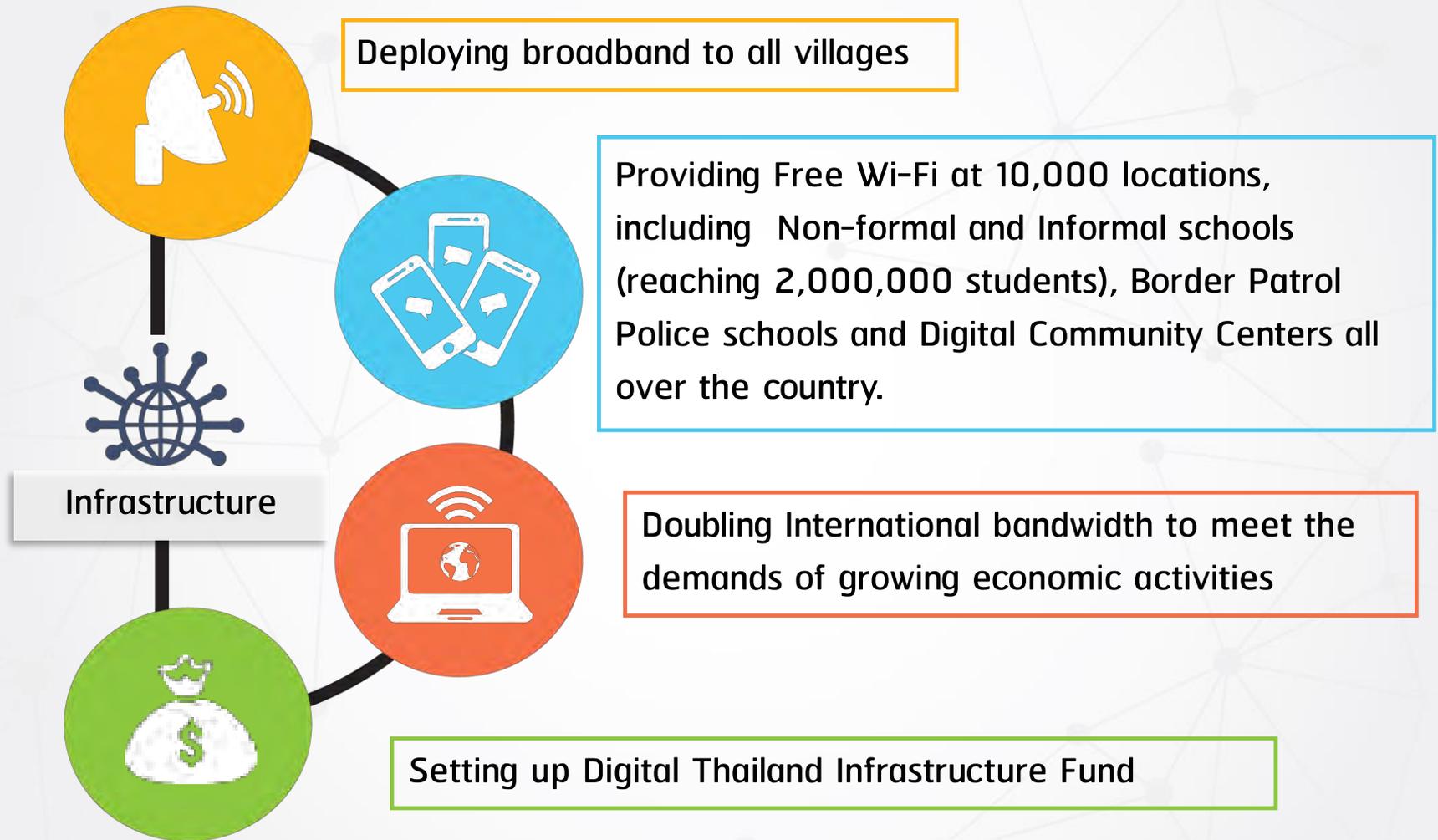
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- 7 Activities



1 1/2 - Year Priority Activities



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1 1/2 - Year Priority Activities

- Yearly fostering 1,500 digital startups, SMEs, and Micro SMEs, with 300 ready-to-commercialize prototypes

Digital Startups,
SMEs, OTOP,
Community enterprises

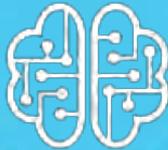


- Coaching 15,000 SMEs to trade online (also publishing B2B/ B2C manual) and standardizing 100,000 product items

- Building at least 10,000 online community stores via digital community centers
- Piloting smart farms for organic product traceability ex. rice, vegetables, and fruits
- Producing 1,600 digital farmers (scaling up of the คนกล้าคิดที่ถิ่น project)

- Building Tourism Thailand Open Platform (B2B) that links to global platforms for Tourism SMEs to conveniently use at a low cost

Smart Cities



- Building 5 Smart Cities within 3 years (Pilot at Phuket and Chiangmai)
 - Smart Economy
 - ✓ Digital Industry Hub + Innovation Park
 - ✓ 5,000 Certified Digital Workers
 - Smart Living
 - ✓ CCTV for public safety
 - ✓ Control Center to manage environment and disaster incidents

Economy



National
e-Payment



- Creating data standards for the National e-Payment System (covering people's daily activities and hence reducing up to 75,000 million baht in costs and expenses)

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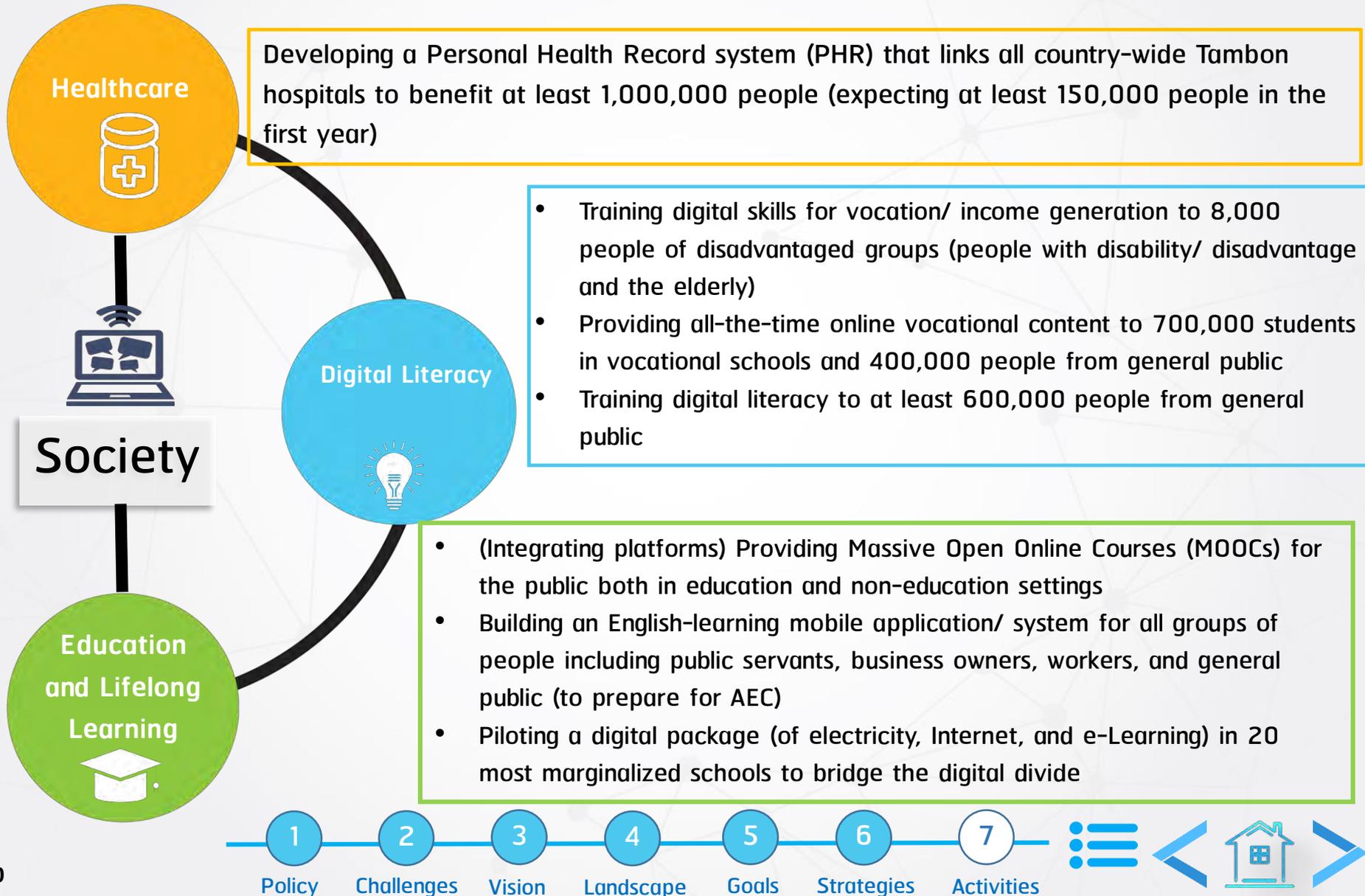
Goals

Strategies

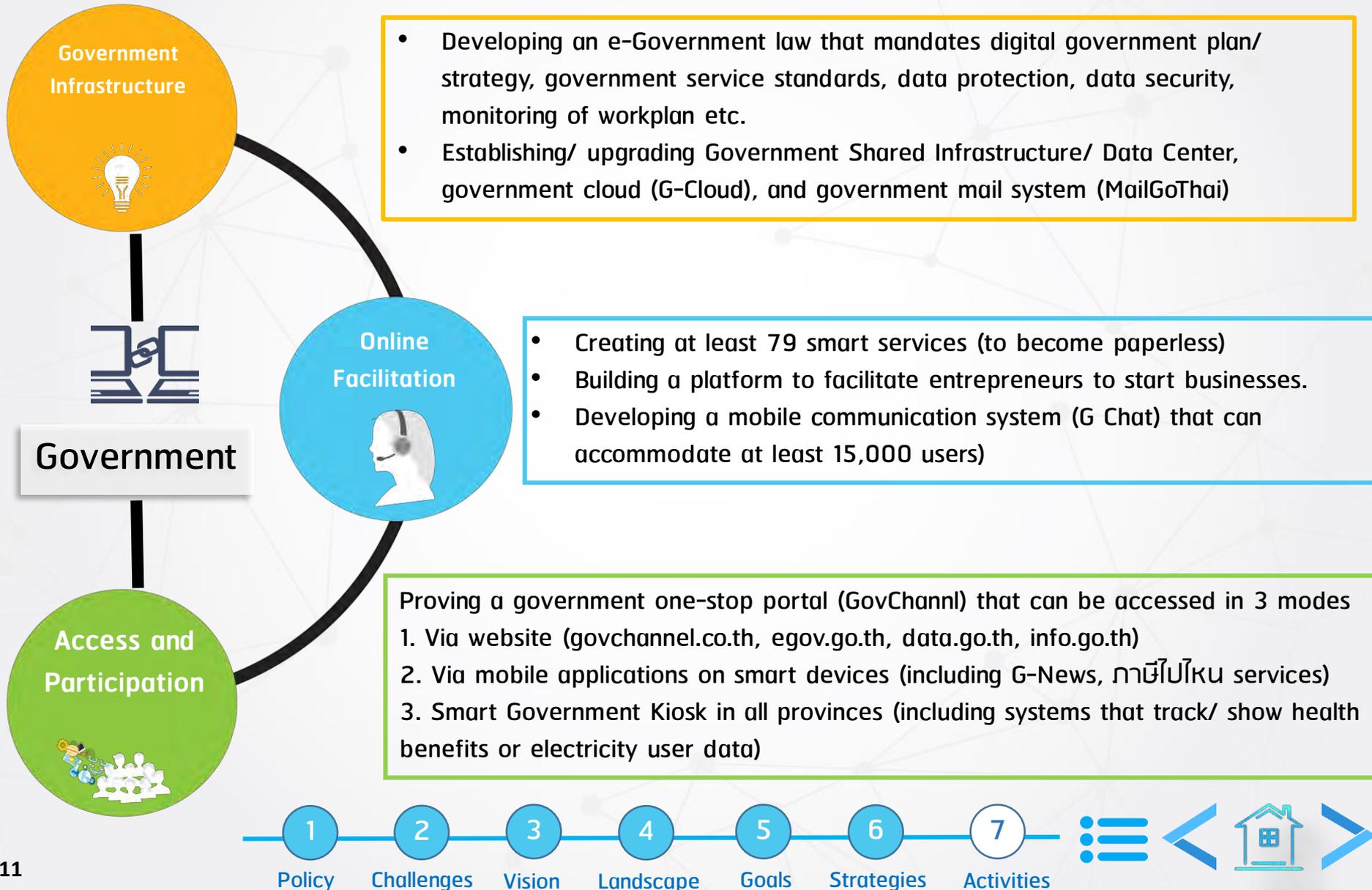
Activities



1 1/2 - Year Priority Activities



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Thank you



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