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
- Adapting and seizing opportunities from economic integration
- Preparing for ageing society
- Building capacity of people
- Fighting corruptions

1. Policy
2. Challenges
3. Vision
4. Landscape
5. Goals
6. Strategies
7. Activities
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.
1. Competitiveness
Thailand will place in the top 15 of the World Competitiveness Scoreboard.

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

3. Human Capital
All Thais will be digitally literate.

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

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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20-Year Thailand Digital Landscape

Phase 1
Digital Foundation
Investing and building digital foundation

Phase 2
Digital Thailand I: Inclusion
Ensuring everyone can reap the benefits of digital technology

Phase 3
Digital Thailand II: Full Transformation
Driving the country with digital technology and innovation

Phase 4
Global Digital Leadership
Leading with digital technology and innovation (Becoming a developed country)

1 Year 6 Months
5 Years
10 Years
10-20 Years

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7. Activities
1 ½ - Year Priority Activities

Infrastructure
Economy
Society
Government
1 1/2 - Year Priority Activities

- Providing Free Wi-Fi at 10,000 locations, including Non-formal and Informal schools (reaching 2,000,000 students), Border Patrol Police schools and Digital Community Centers all over the country.
- Doubling International bandwidth to meet the demands of growing economic activities.
- Setting up Digital Thailand Infrastructure Fund.
1 ½ - Year Priority Activities

- Yearly fostering 1,500 digital startups, SMEs, and Micro SMEs, with 300 ready-to-commercialize prototypes
- Coaches 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 คนกล้าคืนถิ่น project)
- Building Tourism Thailand Open Platform (B2B) that links to global platforms for Tourism SMEs to conveniently use at a low cost
- 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
- 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)
1 ½ - Year Priority Activities

**Healthcare**

Developing a Personal Health Record system (PHR) that links all country-wide Tambon hospitals to benefit at least 1,000,000 people (expecting at least 150,000 people in the first year)

**Digital Literacy**

- Training digital skills for vocation/ income generation to 8,000 people of disadvantaged groups (people with disability/ disadvantage and the elderly)
- Providing all-the-time online vocational content to 700,000 students in vocational schools and 400,000 people from general public
- Training digital literacy to at least 600,000 people from general public

**Society**

- (Integrating platforms) Providing Massive Open Online Courses (MOOCs) for the public both in education and non-education settings
- Building an English-learning mobile application/ system for all groups of people including public servants, business owners, workers, and general public (to prepare for AEC)
- Piloting a digital package (of electricity, Internet, and e-Learning) in 20 most marginalized schools to bridge the digital divide
1 ½ - Year Priority Activities

- Developing an e-Government law that mandates digital government plan/strategy, government service standards, data protection, data security, monitoring of workplan etc.
- Establishing/upgrading Government Shared Infrastructure/Data Center, government cloud (G-Cloud), and government mail system (MailGoThai)

- Creating at least 79 smart services (to become paperless)
- Building a platform to facilitate entrepreneurs to start businesses.
- Developing a mobile communication system (G Chat) that can accommodate at least 15,000 users)

Proving a government one-stop portal (GovChannl) that can be accessed in 3 modes
1. Via website (govchannel.co.th, egov.go.th, data.go.th, info.go.th)
2. Via mobile applications on smart devices (including G-News, ภาษีไปไหน services)
3. Smart Government Kiosk in all provinces (including systems that track/show health benefits or electricity user data)
Thank you

www.digitalthailand.in.th/