



Digital Economy and Thailand 4.0

1 Digital Economy

2 Thailand 4.0

3 Agenda-based Project

4 Q & A



A decorative background featuring soft watercolor-style flowers in shades of pink, purple, and light blue, scattered across the page. The flowers are rendered with delicate, blended colors and soft edges, creating a gentle and artistic aesthetic.

1. Digital Economy

Thailand Digital Economy and Society Development Plan



20-Year Digital Landscape of Thailand

The Digital Thailand Plan aims for long-term development and sustainability, in accordance with the country's 20-year strategy. Digital technology, however, is fast changing and therefore requires the digital landscape to be structured in phases as follows:

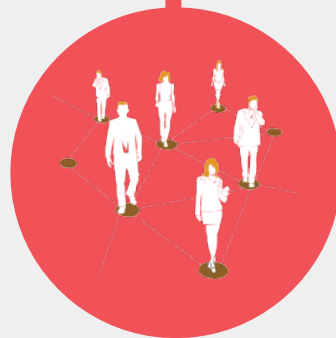
1 Year 6 Months

Digital Foundation



5 Years

Digital Thailand I:
Inclusion



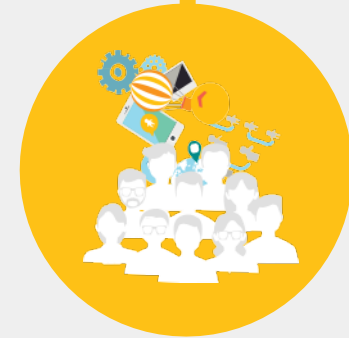
10 Years

Digital Thailand II:
Full Transformation



10 - 20 Years

Global Digital
Leadership



Phase 1

Digital Foundation (1 Year 6 Months)

In this phase, Thailand will focus on investing and building digital foundation to reap the benefits in later years. The MICT is now launching priority projects in all strategies as well as introducing new digital laws and institutional reforms.



Phase 2

Digital Thailand I: Inclusion (5 Years)

At the end of this phase, the country will become Digital Thailand, in which everyone can access and make full use of digital technology, both socially and economically. This phase will focus on inclusive growth and development.



Phase 3

Digital Thailand II: Full Transformation (10 Years)

This is a phase of full transformation, in which Thailand will be driven by digital technology and innovation. All the 4-dimension goals must be achieved in this phase.

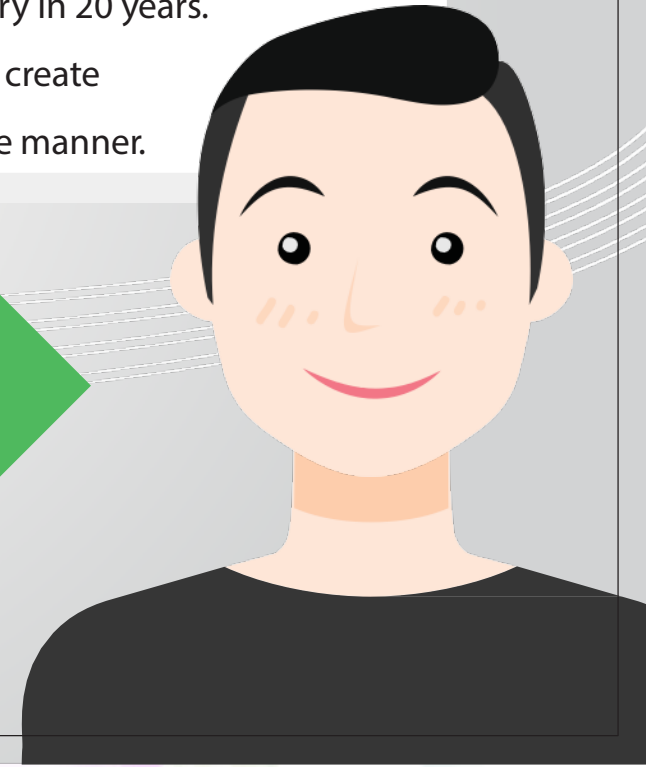
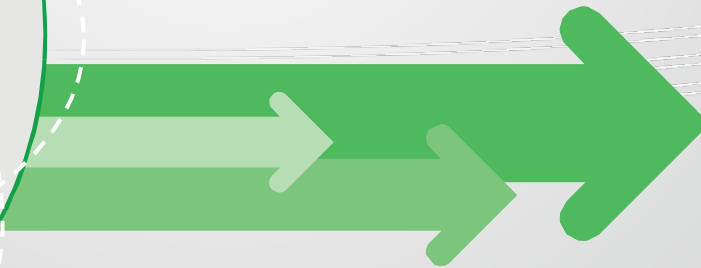
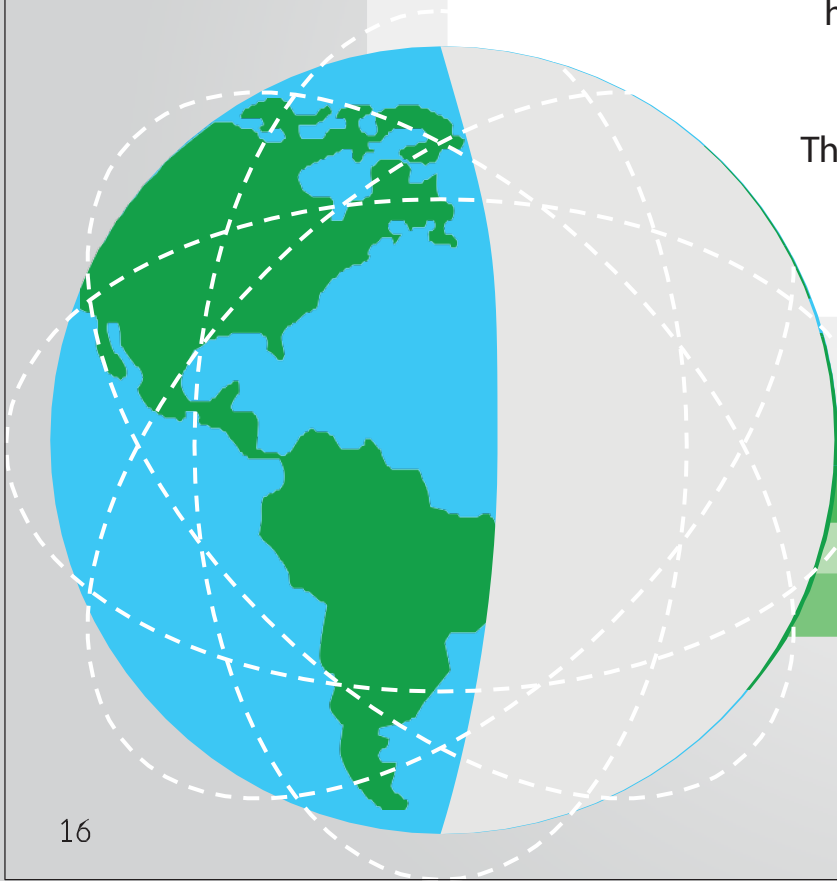


Phase

4

Global Digital Leadership (20 Years)

The goal of long-term development here will be aligned with that of the National Strategy, which sets the course for Thailand to become a developed country in 20 years. Digital technology will be used to create value in a long-term and sustainable manner.



Ministry of Information and Communication Technology (MICT)

Office of the Permanent Secretary

Meteorological Department of Thailand

National Statistical Office

Electronic Government Agency

Electronic Transactions Development Agency

Software Industry Promotion Agency

TOT Public Company Limited

CAT Telecom Public Company Limited

Thailand Post Company Limited

Oct 3,
2002



Ministry of Digital Economy and Society (MDES)

Office of the Permanent Secretary

Meteorological Department of Thailand

National Statistical Office

Office of the National Digital Economy and Society Commission

Electronic Government Agency

Electronic Transactions Development Agency

Digital Economy Promotion Agency

TOT Public Company Limited

CAT Telecom Public Company Limited

Thailand Post Company Limited

Sep 16,
2016

The background of the slide is a soft, watercolor-style illustration of various flowers. There are large, multi-petaled flowers in shades of pink, purple, and light blue, along with smaller, simpler flowers and buds. The colors are blended and soft, creating a gentle, artistic feel.

2. Thailand 4.0

Thailand 4.0

(Smart Industry + Smart City + Smart People)



THAILAND 4.0

Prosperity, Security, Sustainability



Thailand 4.0

New Engine of Growth

S-CURVE

Next-Generation Automotive
 Smart Electronics
 Affluent, Medical and Wellness Tourism
 Agriculture and Biotechnology
 Food for the Future

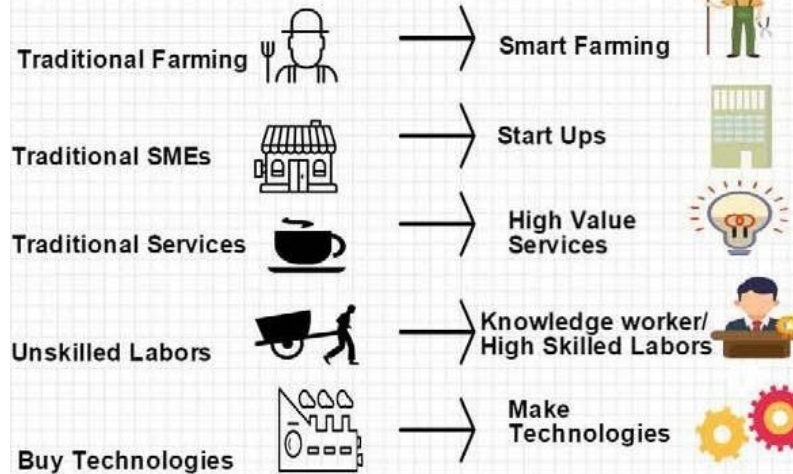


NEW S-CURVE

Robotics
 Aviation and Logistics
 Biofuels and Biochemicals
 Medical Hub
 Digital

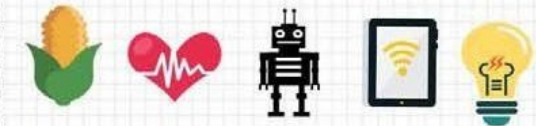


Transformative Shift



Clusters for Innovation & Start Ups

Food Agriculture & Bio-Tech
 Health, Wellness & Bio-med
 Smart Devices, Robotics & Mechatronics
 Digital, IoT & Embedded Technology
 Creative, Culture & High Value Services



Priorities for Innovation

Smart City Low-carbon Society
 Medical Hub Food Innopolis
 Water Management & Technology

What to do and How?

1. Active Role of Private Sector
2. Demand-driven Policy
3. Offer Tailored Support Fund
4. Build a Global, Regional & Nationwide R&D Networks
5. Strengthen Vocational Training & Education System
6. Develop Infrastructure
7. Introduce Capability-Based Investment Promotion Scheme & Performance Based Conditional Grants & Incentives

Source: Dr. Suvit Maesincee, Deputy Minister of Commerce



Thailand 4.0

Stability
 Prosperity
 Sustainability

Drive digital sustainable economic and societies to raise the quality of lives and increase competitiveness in the global community.

Drive the economy to grow steadily and rise compatibility in the digital age

Create opportunity and equality of people

Transform government service with transparency

Intelligence Unit

Strategic Unit

Facilitator Unit

Digital GDP/ Competitiveness

Digital Economy

Digital Development Fund

DE Policy Design

Digital Society

Pracharat

DE Foresight

Digital Government

International

Fundamental Unit

Digital Infrastructure

HRD

Law, Regulation, Standard

Digital Trust



The background of the slide is a soft, watercolor-style illustration of various flowers. There are large, multi-petaled flowers in shades of pink, light purple, and pale yellow. Interspersed among these are smaller, five-petaled flowers in light blue and pale pink. The overall aesthetic is delicate and artistic, with a focus on natural elements.

3. Agenda-Based Project



1. Digital Park (1/9)



DIGITAL PARK THAILAND

@ SRIRACHA

Thailand Ultra High Broadband Strategic Area

Data Exchange International Gateway (One Belt One Road)

Connectivity Hub to CLMV

Suvarnabhumi Airport
(1.15 hrs)

Laem Chabang Deep Sea Port
(15 mins)

Pattaya City
(41 mins)

Pattaya- HuaHin Ferry Port
(38 mins)

Utapao Airport
(56 mins)

DIGITAL PARK THAILAND
[1,137,600 sq.m.]

- Motorway (Map Ta Phut)
Investment: 580 Million USD
- Double Track Railway (Map Ta Phut Port)
Investment: 1,822 Million USD
- High Speed Train (BKK - Rayong)
Investment: 4,471 Million USD
- 7 Industrial Estates

Ministry of Digital Economy and Society



1. Digital Park (2/9)

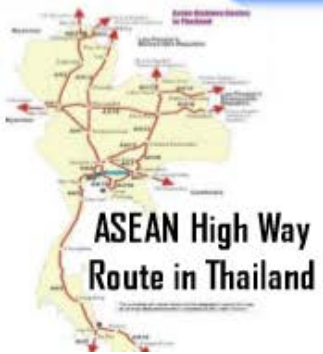
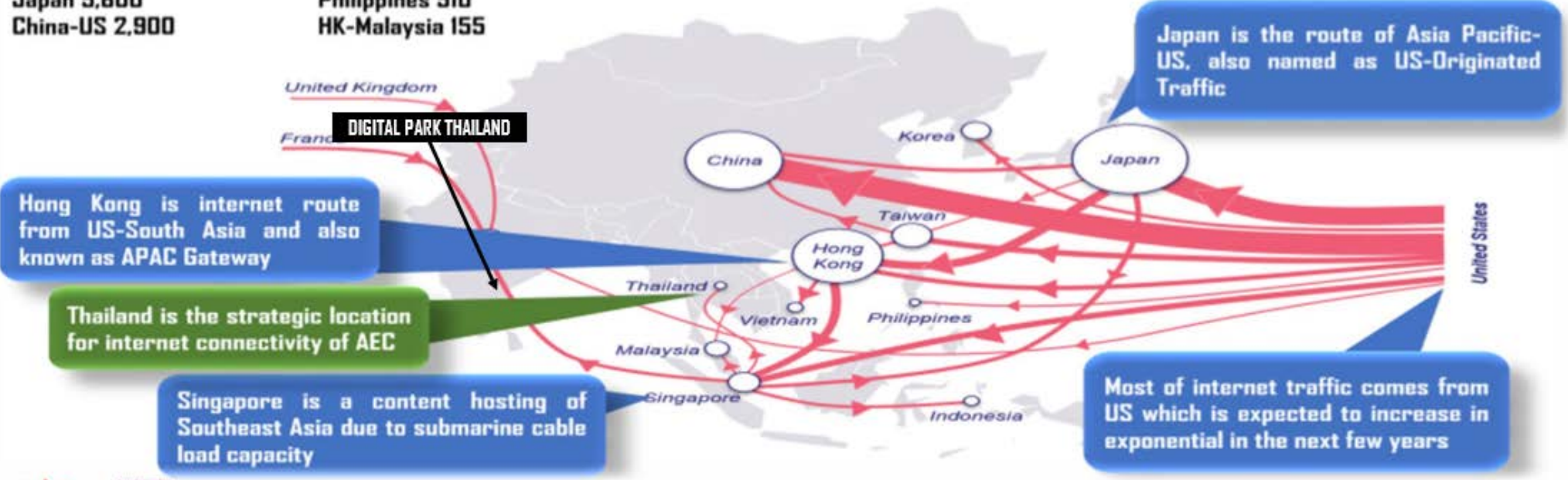


STRATEGIC AREA

International Bandwidth (Gbps)

Japan 5,600	Philippines 510
China-US 2,900	HK-Malaysia 155

Submarine Cable One Belt One Road



Linkage of Marine Transportation

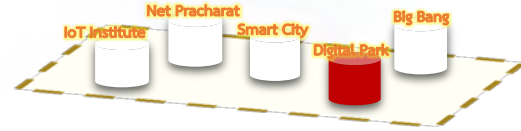




1. Digital Park (3/9)

THAILAND EEC INITIATIVE

Digital Park is 1 of 5 High Priority Projects to Start in 2017



Combined Public and Private Investments \$ 43 Billion USD in the first 5 years

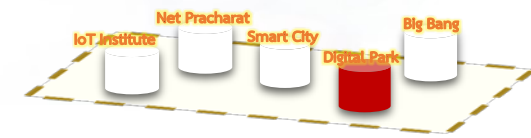


SRIRACHA SATELLITE STATION





1. Digital Park (4/9)



DIGITAL PARK ECONOMIC IMPACT

Increasing GDP **฿ 113,000** mil./year



NEW S-Curve Industry

- Raising Digital Tech Startup avg. **100** entrepreneurs per year

- Improving digital workforce **100,000** jobs/year

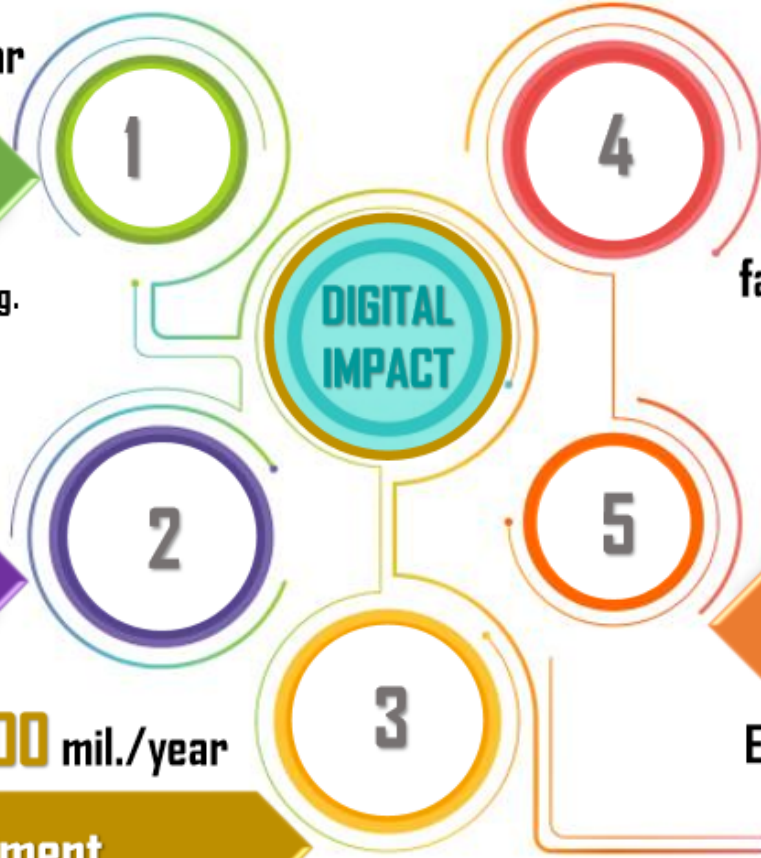


Digital Workforce

Digital Investment **฿ 50,000** mil./year



Digital Investment



Enhancing Big Data & AI **฿ 3,500** mil./year

Digital Industry

Transforming **54** Hardware factories in EEC to smart device, IoT and robotic [**฿ 80,000** mil./year]

ASEAN Economics

Expanding multiply growth of ASEAN trade



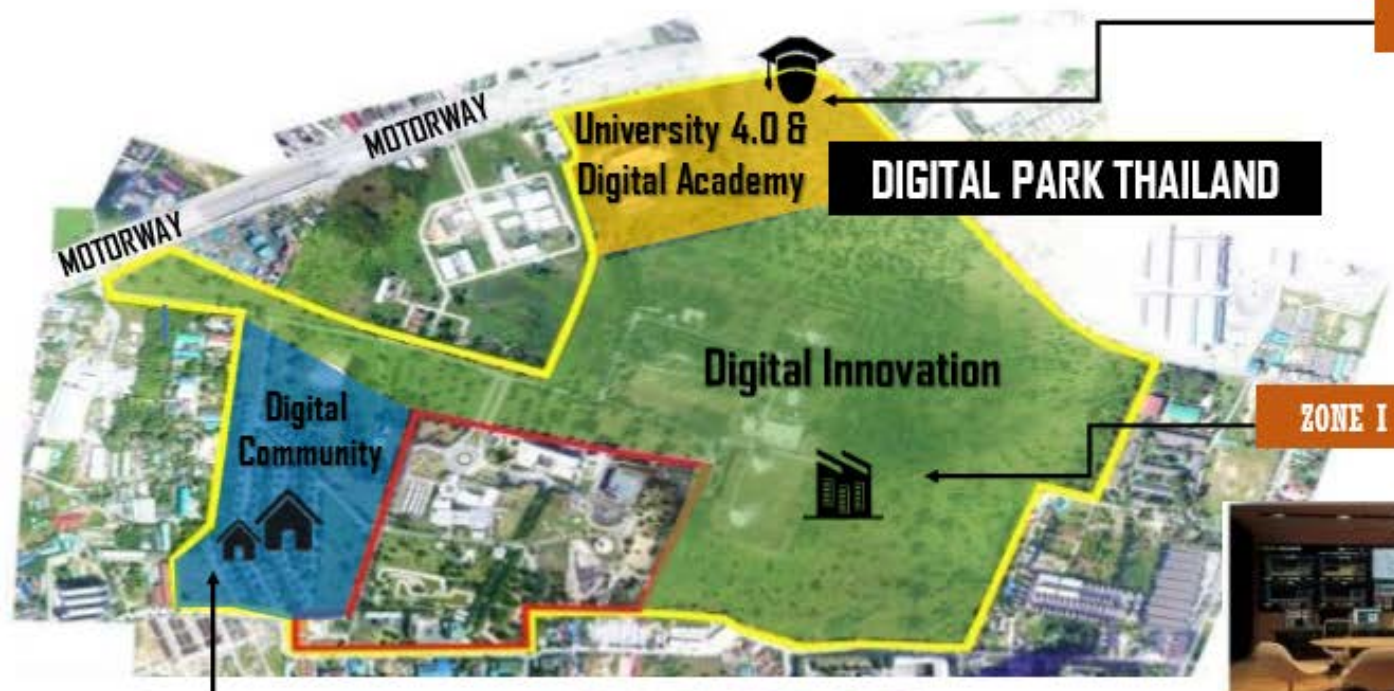


1. Digital Park (5/9)



WHAT'S IN THE PARK

"Digital Park Thailand is the destination for global players and world-class digital nomads to Invest-Work-Learn-Play"



ZONE II : DIGITAL TALENT SPACE



ZONE I : PRIVATE SECTOR INNOVATION SPACE

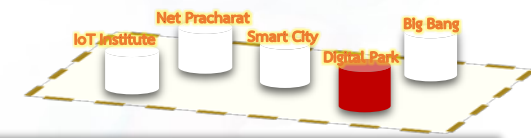


ZONE III : SMART LIVING SPACE





1. Digital Park (6/9)



✓ **Digital Industry Promotion**
[8 Digital Clusters]

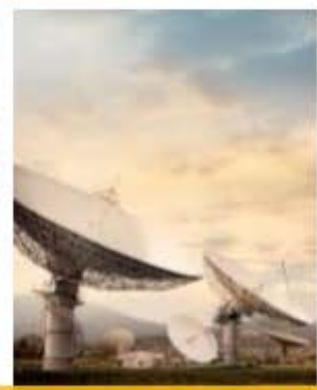
- 1 Computer Hardware, Semi/Superconductor
- 2 Smart Device, IoT, Robotic
- 3 Big Data & AI
- 4 Intelligent Platform & Auto System
- 5 Immersive Content
- 6 Satellite & Broadcast
- 7 Future Ultra High BB
- 8 Digital Tech Startup

WHAT WE DO IN THE PARK

A MAGNET FOR
DIGITAL
INNOVATORS



✓ **Digital Nomad & Specialist Hang Out**

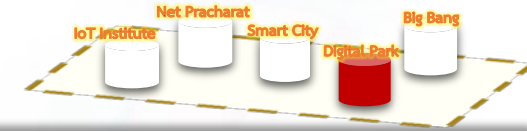


✓ **Connectivity Hub**



✓ **Global DigiTech Startup Networking**

1. Digital Park (7/9)



EEC INCENTIVES

BOI Special Privileges

- 8 years corporate income tax waiver plus **50%** reduction for another 5 years
- Potential **15** years corporate income tax waiver plus grants for strategic projects in EEC (Thailand Competitive Fund)
- Potential maximum **17%** personal income tax for management, investor, expert of companies in target industries with HQ and facilities situated in EEC

Maximum Privilege

Physical Infrastructure

- Long-term land lease **50+49** years
- Fast track (Special PPP/EIA process)
- One Stop Service

EEC exclusives

- Free trade zone
- Non-tax incentives VISA + Work permit
- Financial incentives holding foreign currency account



1. Digital Park (8/9)



DIGITAL PARK EXTRA INCENTIVES



MORE EXCLUSIVE FOR DIGITAL INVESTOR IN THE PARK



INNOVATION

CONNECTIVITY



HUMAN RESOURCE



- Co-partner with local companies & global player to catalyst digital innovation
- Transform manufacturing in EEC to create demand for digital usage
- Matching grant/fund for innovation investment
- Special innovation zone with regulatory sandbox and one stop service

- Link biz communication to CLMV
- Invest in solar farm for Large Scale Data Center Hub
- Extra promotion for ultra high broadband usage

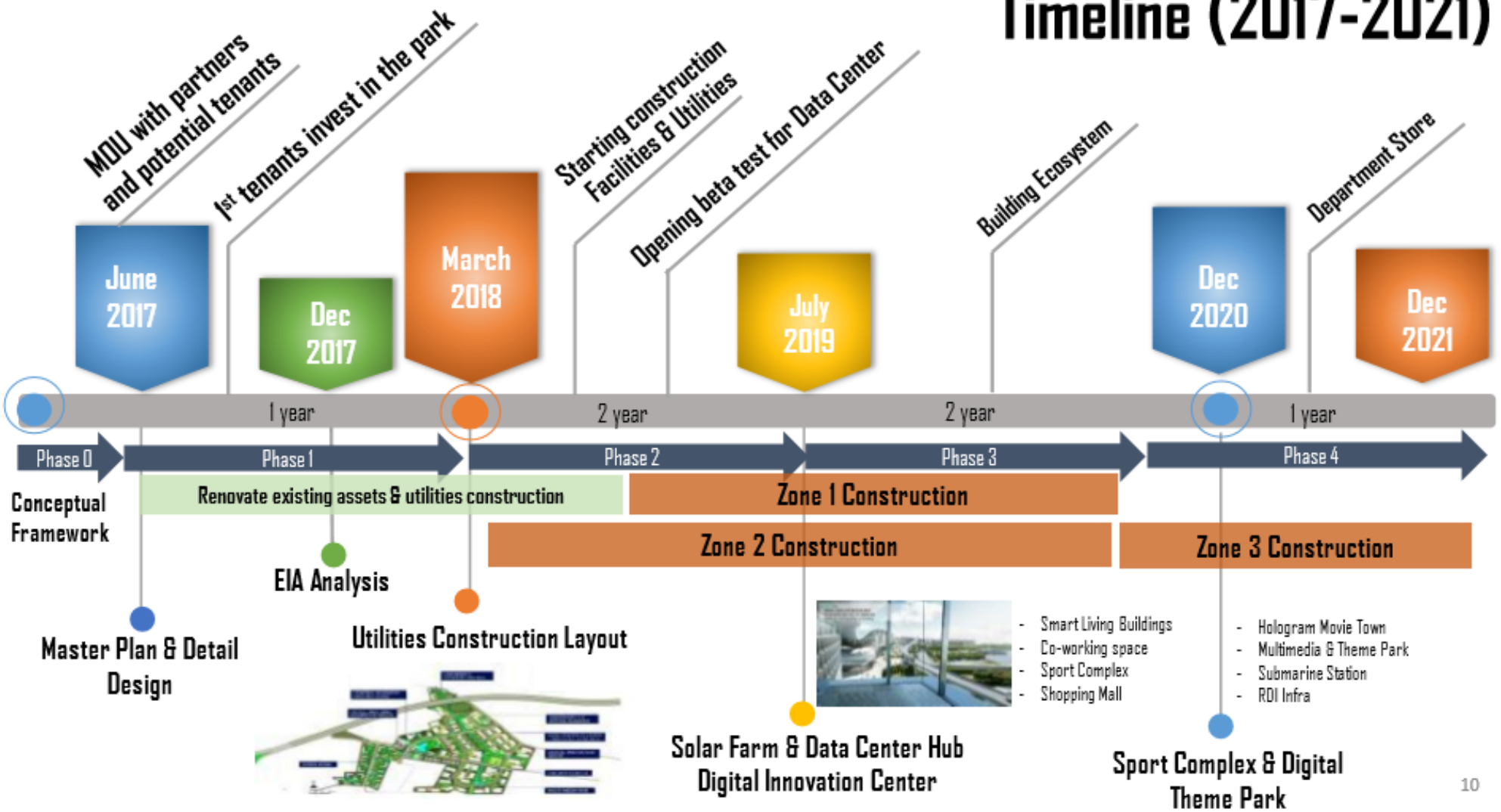
- Provide digital workforce for investors
- Matching Digital Tech Startup with real sector in EEC
- Create digital talent and community
- Hang out space for digital nomad and digital specialist
- Human cross border privilege for digital specialist and digital workforce



4. Digital Park (9/9)



Timeline (2017-2021)



2. Internet of Things (IoT) (1/5)



What is II?

IoT Institute

“Co-resource for IoT Testbed & Infra”

“Co-process for IoT Tech Development”

“Co-create for IoT Innovation”

We don't innovate for the sake of innovation, but we facilitate and provide digital tools for Tech Entrepreneurs with a collaborative ecosystem of innovation and tech partners to bring global players meet up with SME to catalyst IoT service innovation in Thailand that address regional market.

Our Mission

**Transforming
Digital Innovation**

from the LAB into marketplace reality





2. Internet of Things (IoT) (2/5)



IoT Institute is a spring-board for your high tech enterprise!



IoT Institute

- Digital Park Thailand**
- Purpose of 1st Building**
1. Co-creation between partnership companies, universities, public and private orgs.
 2. Build an open platform for global digital entrepreneurs



- Project Summary**
1. Location: Digital Park Thailand
 2. Lot Area : 25,000 m²
 3. 8 floors
 4. Total Area : 60,000 m²

- Milestones**
1. Design 8 months
 2. Bid announcement within 12-14 months
 3. Start of construction within 15 months
 4. Completion within 2.5 years

Floor	Main Building	Building B
8F	Digital Entrepreneur/ FDI Office	GYM
7F	Digital Academy Centre/ Co-University	FDI Office
6F	Big Data Centre/ Regulatory Sand Box Office	Start up Office
5F	IoT Institute/ 5G+ Lab	Start up Office
4F	Cloud Innovation Centre	Start up Office
3F	Smart Device & Co Creation Lab	Mentoring Centre
2F	Device Lab/ Seminar R/ Conference R	DOSS Centre
1F	Co- Working Area/ Cafeteria	

IoT Institute is planned to be the first building in the park to enhance capabilities of tech entrepreneurs and build up IoT Industry in EEC. With regulatory sandbox, you can test-play-run your innovation, including one stop service for certified both local and international standard for commercialize market.



2. Internet of Things (IoT) (3/5)



FOCUS AREA

OPEN TESTBED
IoT LAB

OPEN PLATFORM
AI & BIG DATA

OPEN INNOVATION
IoT Design

OPEN IP
Co-Research

2. Internet of Things (IoT) (4/5)



OFFERING AT A GLANCE

"Open Innovation"

Unlock new growth through innovation and intrapreneurship



"Business Support"

Ease to do business with our One Stop Service that is here to help you.

"Open Labs"

Beta Test your innovation with our living lab as your playground and access all share resources and laboratories

"Networking & Tech Visits"

Mesh up CLMVT's digital talents with world class global high tech enterprise.



"IoT Design"

Sketch your idea and make it come true with IoT Solution Design, IoT Engineering Design and IoT Product Design

"Matching Demand"

Turn your idea to be smart products and solutions matching with real demand

2. Internet of Things (IoT) (5/5)



Resource Pooling

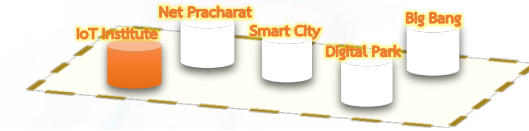
1. Collaborating with research institutes and academics to access IP as service platform to SME and Tech Startup
2. Co-investing and co-operating with private sector, government, academic, and local users.
3. Pooling existing a digital tools and digital infrastructure to share resource



Digital

Community

1. Open digital innovation platform among digital community
2. Sharing the knowledge across Research Center of Practice with global digital experts.



HOW IT WORK

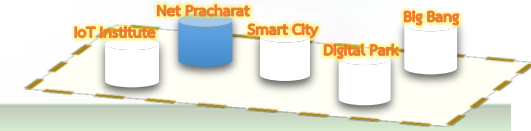


Open Data

1. Providing the open data from government and private sector to create more value added for your innovation
2. Developing the user friendly platform to utilize big data with your business innovation.



3. Pracharat Internet

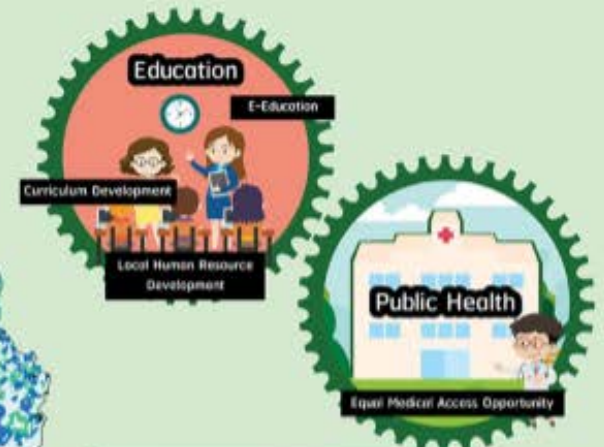


Net Pracharat is a National Fixed Broadband Network. Which connects Thai Citizen in all villages and provides them with an opportunity to harness the internet to its full potential.

NET PRACHARAT



- MDES/TOT
- NBTC Phase 1
- NBTC Phase 2



PROJECT BENEFITS



COVERAGE 24,700 VILLAGES
Focus mainly on remote/non-commercializable areas and provide internet access to Thai Citizen.

	23,652 Schools		75,335 Village head offices		6,215 District Medical Centers
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4. Smart City (1/3)



depa

SMART CITIES

Connectivity of People and Data via Digital Technologies



Smart Governance

Efficient Public services with good governance and public participation.



Smart Living

Good quality of life with safety, security, cultural facilities, health care and education services



Smart People

Caring community with skilled and talented human capital.



Smart Economy

Innovative economic growth and value creation with equitable wealth distribution.



Smart Environment

Clean and Green environment.



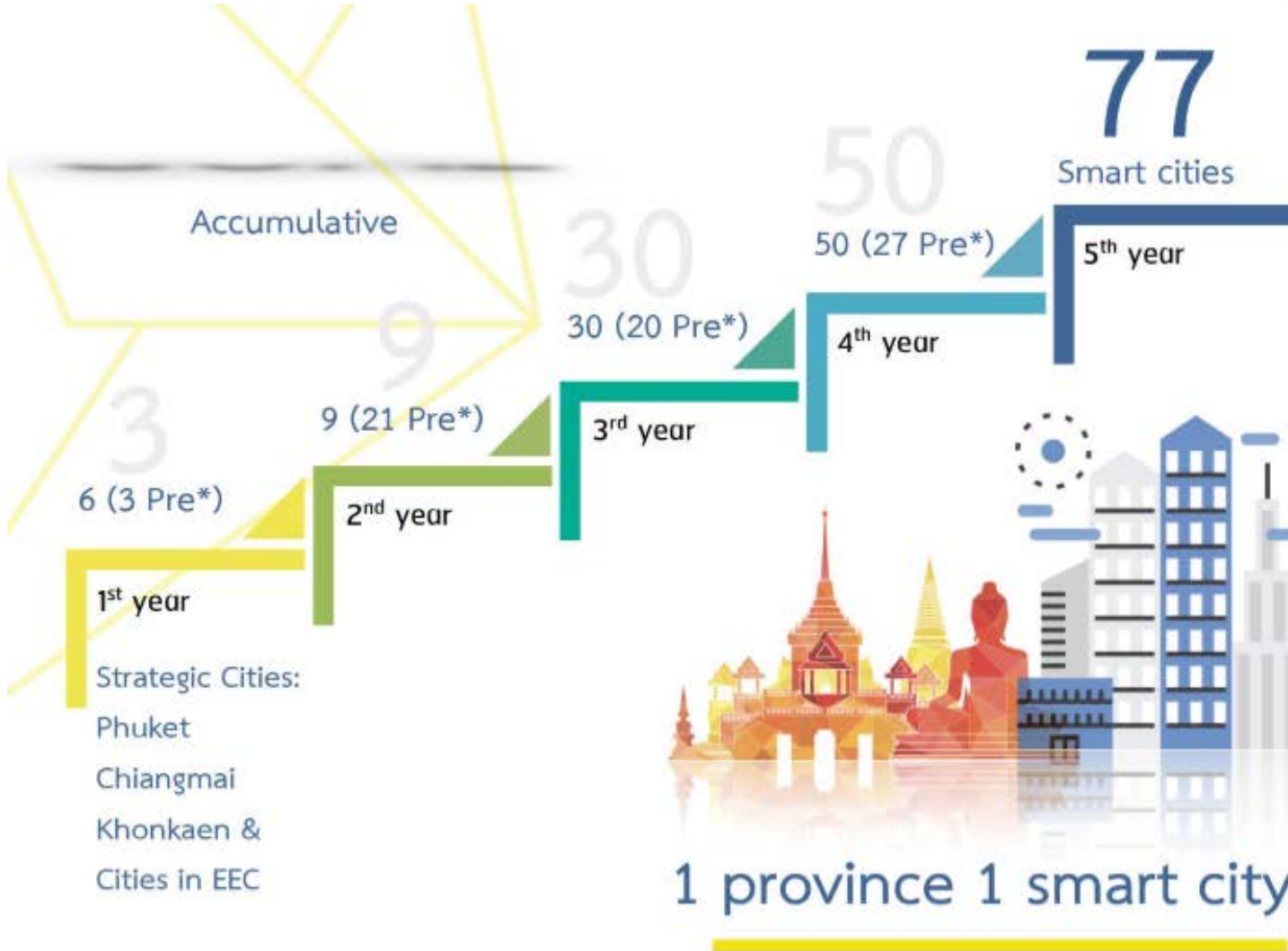
Smart Mobility

Efficient transportation without accidents.





4. Smart City (2/3)

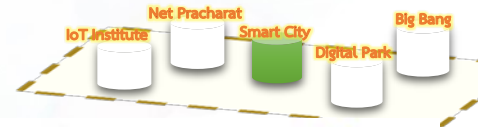


*Pre - Pre Smart City, a city with installed basic digital infrastructures.





3. Smart City (3/3)



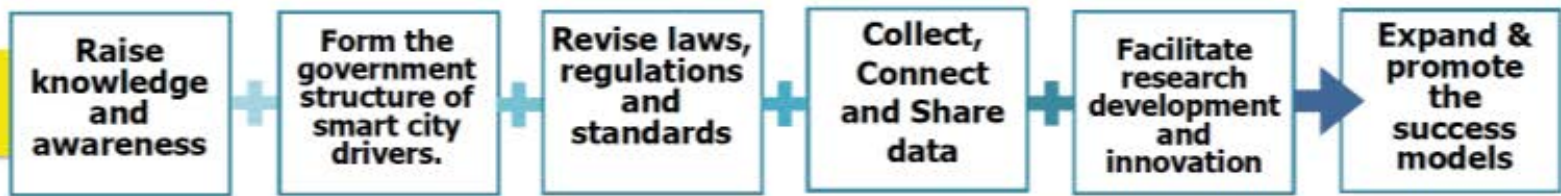
SMART CITIES ROADMAP 5 YEARS



WHAT? WHAT?



HOW? HOW?



GOAL GOAL





5. Digital Thailand Big Bang



DIGITAL THAILAND BIG BANG 2017

DIGITAL TRANSFORMATION THAILAND

DIGITAL is around the corner and we are READY! 7 Minutes
to Turn Your Life through Digital Innovation with IMMERSIVE EXPERIENCE

21-24 September 2017
Challenger Hall 1-2, Impact Muang Thong Thani

DIGITAL COMMUNITY & SMART CITY

"A new world on the Digital Empire, the Biggest in South East Asia."

1. Experience smart lives in digital communities and smart cities from around the world.
2. Explore the latest technologies and innovations exclusively.
3. Imagine your ways of life in the next 20 years.
4. Reshape your businesses with workshop and training sessions everyday.

DIGITAL PARK

"The Silicon Valley of Thailand"

1. Do not miss the opportunity of investment in the "Digital Park", the biggest digital hub in Mainland South East Asia.
2. Meet World Class innovators with their master pieces and business models.

DIGITAL PLAYGROUND

"Field of fun and fruitful idea"

1. Explore ideas and creation from the top technology innovation award winners. (PM Awards)
2. Realise your ideas at the IoT lab and maker space.
3. Enjoy with new innovation from young innovators.

CONTACT INFO
Digital Economy Promotion Agency
www.digitalthailandbigbang.com

Poolsiri Tel 095-4964294
Kamolwan Tel 088-4194109
Thantaphon Tel 086-7790888

DIGITAL ECOSYSTEM

"Transforming Economy, Society and Every Dimension of Life by DIGITAL"

1. Experience the digital ecosystem; the new life style in Digital Era.
2. Meet more than 200 local and international startup's
3. Explore business opportunities with leaders in digital ecosystem such as accelerators, fintech companies, digital entrepreneurs, digital service providers etc.





Office of the National Digital Economy and Society Commission

Ministry of Digital Economy

danaiwit.c@onde.go.th

c.danaiwit@gmail.com

www.mdes.go.th, www.onde.go.th