

DIGITAL THAILAND



Thailand Digital Economy and Society Development Plan
Ministry of Information and Communication Technology

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Preamble

Today, Thailand is undergoing extensive reformation in all socio-economic dimensions. The cabinet has realized the urgent need to leverage digital technology to drive the country forward and therefore assigned the Ministry of Information and Communication Technology (MICT) and the Ministry of Science and Technology (MOST) to co-develop Thailand Digital Economy and Society Development Plan (or Digital Thailand Plan for short). The plan acts as a digital blueprint to revolutionize government operations, business practices, and people's lifestyle. The ultimate goal is to bring about social stability as well as economic wealth in Thailand.

This plan is an extension of accumulative work that the MICT and partners in public, private, academic and civil society sectors have built for decades. However, as the world is now moving fast towards the digital era, the country's digital plan has to be revised to respond to the new context – by extending digital infrastructure with massive investments, creating the so-called digital economy and society for everyone, driving the country with digital innovation, and leveraging digital technology to create value in a long-term and sustainable manner.

To translate the government's digital economy policy as delivered before the National Legislative Assembly on 12 September, 2014 into practice.



To ensure that all in the government, business, and civil society sectors can coordinate efforts in implementing such policy in an integrated and consistent manner .

To set a government framework for allocating both human and financial resources required to drive the country towards a digital common goal, without investment redundancies.



Challenges in Thai Context

Digital technology must be leveraged to address many challenges Thailand is facing. For example,...



To raise capacity and competitiveness in all economic sectors with digital technology, including agriculture, manufacturing, and services with a strong focus on SMEs and Community businesses



To build capacity and prepare both IT and non-IT workforce for the digital era



To adapt and seize opportunities from economic integration, especially AEC, with free flow of goods and labor



To reduce inequality with digital technology in the areas of income distribution, education, healthcare and ageing society, and access to information



To create wealth and escape the middle income trap by promoting and investing in both existing and new S-Curve industries, including digital industry



To fight corruption by increasing government transparency and civic engagement through open data and digital technology

Transform towards Digital Thailand



“

Digital Thailand refers to the country's brilliance in taking full and creative advantage of digital technology to develop infrastructure, innovation, data capability, human capital, and other resources, thus propelling the country's economic and social development towards stability, prosperity, and sustainability.

”

Guiding Principles

1 Align with the National Agenda.



Maximize the benefits of advanced digital technology.

2



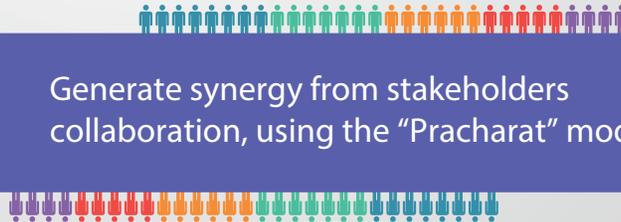
3 Ensure inclusiveness of people of all groups and abilities.



Take into account real-time data and practicality.

4

5 Generate synergy from stakeholders collaboration, using the "Pracharat" model.



Goals

1 Raising the country's competitiveness with digital innovation

Within 10 years,...

Thailand will make full use of digital technology to innovate, create new businesses, and compete in a global market.

Thai digital industry will become vital to the Thai economy and is recognized globally.

Thai economy will be strengthened by digitally equipped SMEs.

Indicators

Thailand will be placed in the top 15 of the World Competitiveness Scoreboard

Digital sector will contribute at least 25% of the country's GDP.

2

Creating equal opportunities with information and digital services

Within 10 years,...

People of all groups and abilities will be provided equal access to digital technology and information.

Quality of life will be improved through inclusive access to information and essential public services.

// Indicators

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

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

3

Developing human capital for the digital era

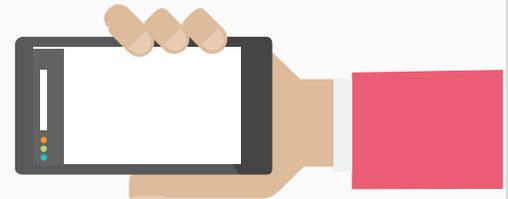
Within 10 years,...

Thai people will have necessary skills to access and use information effectively and ethically.

Thai workforce will become digitally competent -- by international standards -- and be able to make full and creative use of technology for their jobs.

// Indicator

All Thais will be digitally literate.



4

Revolutionizing government operations for better transparency and effectiveness

Within 10 years,...

Digital technology will be used at all stages of government operations – from backend and frontend – to ensure efficiency, transparency, and good governance.



// Indicator

Thailand will be ranked in the top 50 of the United Nations e-Government Development Index



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:

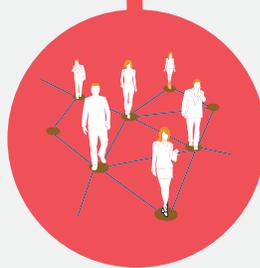
1 Year 6 Months

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.

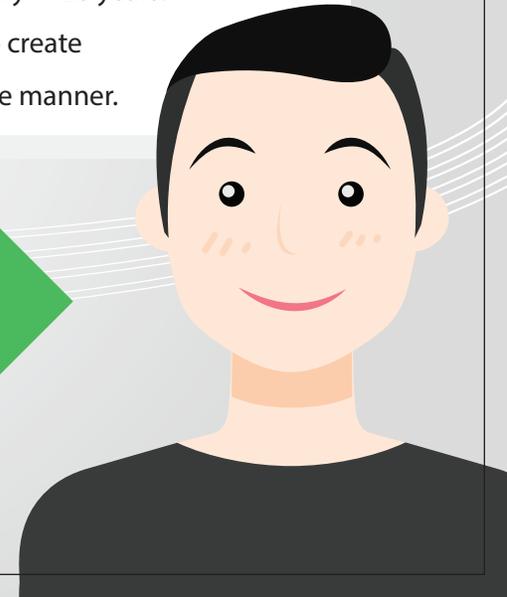
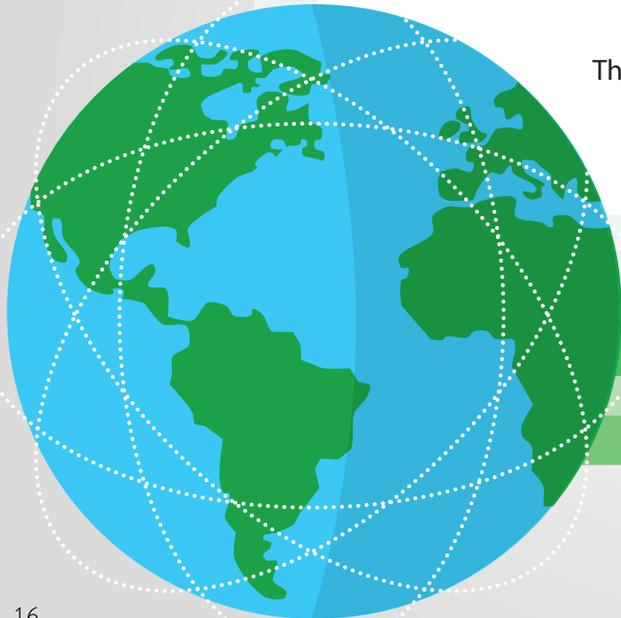


Phase 4

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.



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 quality and equitable society through digital technology

Building participation
Ensuring inclusiveness

4

Transform into digital government

Creating open government
Facilitating people/ businesses
Integrating into One Government

6

Build trust and confidence in the use of digital technology

Updating laws and regulations
Encouraging investments
Ensuring security

5

Develop workforce for the digital era

Developing skilled workforce
Creating jobs
Building strength from within



Strategies

Strategy 1

Build country-wide high-capacity digital infrastructure



Actions

1. Roll out nation-wide broadband infrastructure.
2. Turn Thailand into an ASEAN connectivity hub.
3. Develop digital infrastructure policy.
4. Reform state-owned enterprises.

Goals

1. High-quality broadband will be rolled out country-wide, covering all villages, all municipalities and economic zones, all schools, all Tambon hospitals, and all digital community centers.
2. Broadband subscription rate will be priced under 2% of GNP per Capita.
3. Thailand will become one of the Internet connectivity hubs.
4. Mobile services will be provided in all villages, communities, and tourist attractions.

Strategy 2

Boost the economy with digital technology

SMES



Actions

1. Raise competitiveness of Thai businesses with Digital Technology.
2. Provide economic opportunities for farmers and community enterprises.
3. Create and foster digital technology startups.
4. Strengthen digital industries and related sectors.

Goals

1. Overall competitiveness of Thai businesses will be increased.
2. More SMEs in agriculture, manufacturing, service sectors will leverage digital technology to compete regionally and globally.
3. Thailand will be placed in the top 30 of the World Competitiveness Scoreboard.
4. Digital sector will contribute at least 25% to the country's GDP.
5. Thailand's digital industry will become one of the regional leaders.

Strategy 3

Create a quality and equitable society through digital technology



Actions

1. Ensure inclusive and equal access to digital technology.
2. Develop digital literacy/ media and information literacy.
3. Create local digital content and knowledge resources.
4. Provide education opportunities with digital technology.
5. Increase access to healthcare with digital technology.

Goals

1. People of all groups and abilities will be able to access and make use of digital technology.
2. All Thais will become digitally literate.
3. Education, healthcare, and essential public services will be accessed via digital means.

Strategy 4

Transform into digital government



Actions

1. Migrate to citizen-centric smart services.
2. Increase efficiency and good governance with digital technology.
3. Promote open data and civic participation.
4. Develop government service platforms to encourage new services.

Goals

1. Government services will meet the demands of people and businesses with respect to convenience, speed, and accuracy.
2. People will be able to easily access government data to ensure transparency and civic participation.
3. Government infrastructure and data will be integrated to link governmental functions and provide effective services to the people.

Strategy 5

Develop workforce for the digital era



Actions

1. Improve digital skills of workforce in all sectors.
2. Develop digital specialists needed for the digital era.
3. Enhance appropriate skills of CEOs for digital leadership.

Goals

1. Digital specialists, especially in highly-needed categories, will be developed in both quantity and quality.
2. 20,000 new jobs and new businesses will be generated.
3. Workforce in all sectors will become digitally competent.

Strategy 6

Build trust and confidence in the use of digital technology



Actions

1. Develop standards, rules, regulations, laws, and facilitating systems to ensure ease of doing business.
2. Put in place appropriate digital laws.
3. Build trust and confidence in online transactions.

Goals

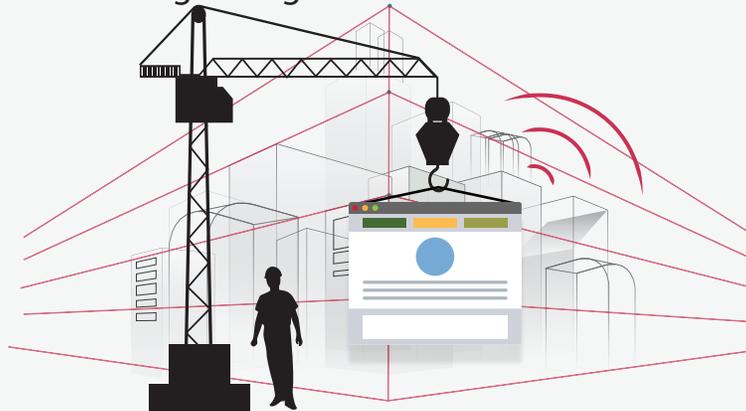
1. People will have trust and confidence in online transactions.
2. Digital laws and regulations will be updated to meet the demands of the digital era.
3. Data standards will be introduced and implemented to ensure seamless online transactions.

Implementation Mechanisms

Priority Activities in Phase I

Infrastructure

- Deploying broadband to all villages to ensure equal access to technology, content, and services.
- Upgrading International bandwidth for better reliability and capacity to meet the demands of growing economic activities.



Implementation Mechanisms

Priority Activities in Phase I

Digital Economy

- Promoting online community stores via digital community centers.
- Coaching SMEs to go online and standardizing product items.
- Developing digital cluster under the government's super cluster policy. (i.e., providing investment incentives)
- Encouraging digital technology startups to innovate and create new products and services.



Implementation Mechanisms

Priority Activities in Phase I

Digital Government

- Reducing all government processes and providing smart services for citizens.
- Developing a mobile government communication system (G- Chat).
- Introducing digital laws and institutional reform to create trust and confidence in online transactions.



Implementation Mechanisms

Priority Activities in Phase I

Digital Society

- Upgrading digital community center to provide public access to digital services as well as online learning and trading opportunities.
- Providing Massive Open Online Courses (MOOCs) for the public both in education and non-education settings.
- Training digital literacy to people of all groups, including children students, teachers, parents, seniors, and people of underprivileged groups.
- Piloting a Smart Safety City in Phuket. (CCTV for safety+ Smart Transportation)



Implementation Mechanisms

Institutional Reform

Digital technology must be incorporated in all government operations and services to achieve efficiency, effectiveness, transparency, and quality of service, without limitation of space or time.

Cross-organization collaboration (including public-private) must be initiated and maintained to ensure effective and continuous implementation of the Digital Thailand Plan.

Civic participation must be invited to monitor and assess relevant government projects to ensure transparency and openness.

Decentralization and minimal discretion of authority must be ensured to reduce government processes and service time.

Corresponding agencies must be reorganized or established to oversee policy making and implementation of the plan. Such agencies should be agile, non-bureaucratic and goal-driven to meet challenges in the digital era.



Implementation Mechanisms

Coordination and Resource Allocation

A coordination and resource allocation mechanism must be set up to identify critical missions and mission owners as well as facilitate cross-organization collaboration to share infrastructure, data, manpower and other resources – for greater speed/ efficiency and less redundancies.

Laws* must be amended or drafted to facilitate coordination among government organizations, allowing the provision of new digital services to the people.

*for instance, the Royal Decree on the Authorization B.E.2550 (2007) and Licensing Facilitation Act B.E.2558 (2015)

Funding alternatives for Digital Thailand initiatives and projects must be provided. Digital Economy Development Fund (more flexible and focused) is vital and will complement annual fiscal budget.



Implementation Mechanisms

Monitoring and Evaluation

A monitoring mechanism must be established to periodically monitor, review and evaluate progress of the Digital Thailand Plan to ensure fruition of preset goals. This is also to provide immediate assistance and/ or additional resources in case of unforeseen circumstances.

Stakeholders including the public must be provided ample opportunities to consult, investigate, and express opinions on the plan as well as every step of its implementation. Attention must also be paid to efficiency and cost-effectiveness. In this regard, public awareness and understanding of the plan will be required to ensure meaningful civic participation.



