19. Country Report of Thailand[1]

19.1 Current Status of the ICT Sector of Thailand

This background information has divided into 2 topics as follow.

ICT/Smart Technology in Thailand
The Information and Communication Technology (ICT): "Thailand 4.0" -- A sustainable, Value-based economy building...
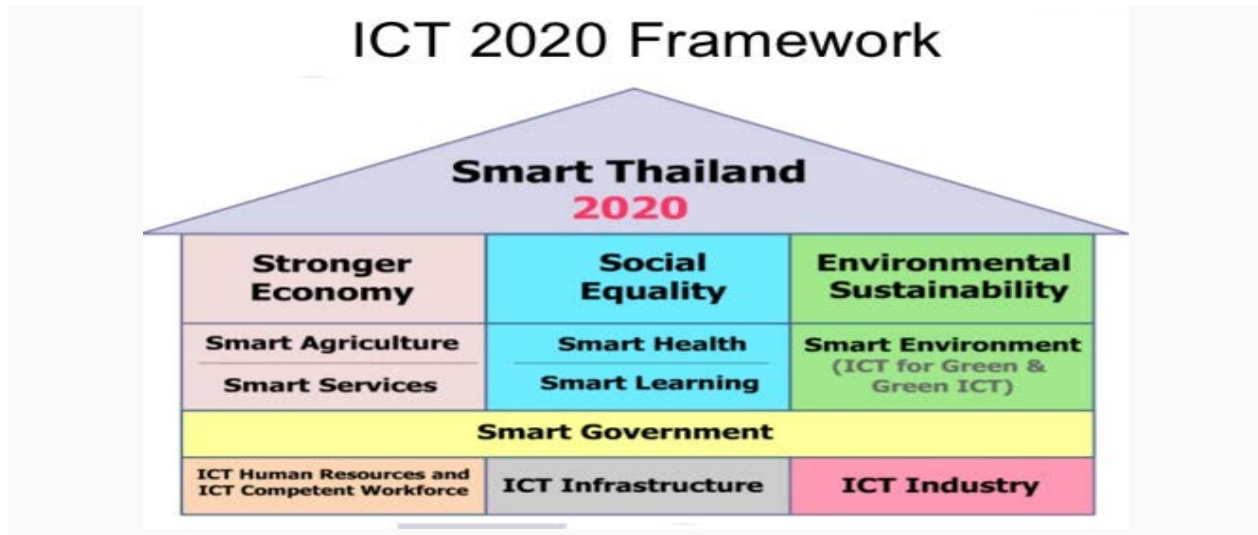
Figure 1. Thailand 4.0

Source: https://www.it24hrs.com/2017/thailand-4-0/

Smart Thailand is part of the national ICT framework called 'ICT2020': a development blueprint for the country that will lead and guide all parts of the economy, especially the government sector, to move forward with ICT development. ICT infrastructure, after all, is a key to success. For Thailand to step out of the middle-income trap, it must engage all sectors in pursuing Thailand 4.0.

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[1] This report was written by Kamolrat Intaratat, Director, The Research Center of Communication and Development Knowledge Management (CCDKM), Sukhothai Thammathirat Open University, Thailand.

Figure 2. ICT 2020 Framework

"ICT Pushes Drive towards Thailand 4.0"

Smart Thailand comprises two main parts – readiness of ICT infrastructure under the 'Smart Network' project; and readiness of government services under 'Smart Government' with its objective of the Smart Thailand concept is to raise the country's competitiveness ranking in the world, empower local stakeholders such as education and business sectors to be ready for competing with other regional countries especially under the ASEAN Community (AC) since 2015, and to reduce the cost of using ICT for Thai people and help them use ICT to improve their quality of life. Because currently, Thailand has been "working hard for just a little gain". It thus needs a new approach so as to "work a little but make big gains" or "work smarter than before".

- Instead of producing "simple commodities", Thailand should create "innovations". Thai economy must transform itself from being industry-driven to the innovation-driven or technology-driven as follow;
- Agricultural sector needs to move away from a conventional mode to the modern style. Smart Farming should spread over Thailand. Leveraging technologies, farmers can become entrepreneurs and get richer.
- Small and medium enterprises (SMEs) must transform themselves into Smart Enterprises or Startups with high potential.
- Service sector must change. Instead of sticking to services with rather low value, it must shift towards the high-value services.
- Labor skills and knowledge must be high. It is time to make little-skilled workers a thing of the past.

Figure 3. Thailand 4.0

Source: https://www.it24hrs.com/2017/thailand-4-0/

Thailand 4.0 Pursues… Security, Prosperity and Sustainability…

"ICT infrastructure is a fundamental key to all success. For Thailand to step out of the middle-income trap, ICT must engage all sectors in pursuing Thailand 4.0".

Thailand 4.0 is the vision to transform Thai economy into an innovation-driven one. This model will prove successful only with its main strategy: public – private partnerships. The private sector including banks, educational institutes, research organizations, SMEs, startups and people must all jump into the same bandwagon and head towards the same direction. To drive these efforts, it is necessary that the country has quality communications and telecom infrastructure too. Internet penetration rate must be highest possible to ensure the smooth connectivity and integration of all sectors[2].

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[2] http://www.nationmultimedia.com/technology/SMART-THAILAND-PROJECT-ON-TRACK