



*“We believe that this should be a great place for technology entrepreneurs to experiment with new ideas.”*

Mr. Thanasorn Jaidee  
President, True Digital Park

## SE Asia's Largest Startup Ecosystem

Situated in the East of Bangkok off of Punnawithi BTS Station, and located in the emerging Bangkok CyberTech District (Innovation District), True Digital Park is Thailand’s first and Southeast Asia’s largest startup and tech entrepreneur’s campus, spanning over 200,000 square meters. For the first time in Thailand, the entire startup ecosystem has been gathered together under one roof. True Digital Park is the place to be for urbanites in the digital era. Beyond physical spaces, it’s a place to network with like- minded entrepreneurs, meet up with venture capitalists, and get assistance from relevant government agencies in order to bring fresh ideas to a successful fruition. True Digital Park is separated into three main areas; campus, lifestyle, and residential, to meet all digital lifestyle needs.

Designed for both work and daily life, the park is expected to be a global destination for people in the digital era.



The park features over 1000 workstations in its largest co-working space, providing a place for collaborative working, learning and innovating. It also contains over 3000 square meters of lab spaces and training centers, as well as a business center featuring a wide range of business and lifestyle consultants. It has 8 event spaces, including a 500 seat auditorium, for networking and special events, plus a full

service fitness and wellness center. Additionally, there are government service centers on site along with over 200 lifestyle shops, including streets lined with restaurants, bars and more. Built on the concept of “Open Innovation”, this ecosystem brings leading international tech companies, startups, entrepreneurs, investors, universities, R&D centers and state agencies together in one collaborative place.



True Digital Park's stated mission is to be an interconnected ecosystem for startups and tech entrepreneurs in the heart of Southeast Asia. Their vision is to become a complete and open startup ecosystem that in turn powers Thailand to become a global hub for digital innovation. Much as Silicon Valley has fostered numerous technical startups which have eventually succeeded and grown to become global giants, True Digital Park aims to create a center for both

technical and business knowledge, where entrepreneurs, investors and business consultants can come together to develop ideas into successful companies.

Mr. Thanasorn Jaidee, President of True Digital Park, said that the True Digital Park came from a desire of the company to support Thailand's 4.0 policy which seeks to drive the country and society in the direction of digital innovation. True Digital Park was designed to be a Tech Entrepreneurs Campus to help meet technological entrepreneurs' requirements, and as a digital innovation hub. Another element for success, he added, was the presence of several large technology companies in the same area, which includes a number of incubator sponsors and large company growth accelerators, as well as educational institutions and venture capitalists. Mr. Thanasorn said "We believe that this should be a great place for technology entrepreneurs to experiment with new ideas."



### **Support from Public Sector**

As part of the Thai government's vision for creating a new digital “Thailand 4.0”, The National Legislative Assembly approved the establishment of the new Ministry of Digital Economy and Society on September of 2016, which is largely responsible for shaping, planning and developing Thailand's future digital economy. The Software Industry Promotion Agency (SIPA), together with the Ministry of Information and Communication Technology (MICT), also play an important role in supporting businesses in the software industry. Additionally, two new agencies have been set up, the National Digital Economy Committee and the Digital Economy Promotion Agency. They are tasked with fostering an environment geared

to innovation, technology and creativity in the digital age.

### **Attractive BOI Incentives**

The Thailand Board of Investment (BOI) offers a wide range of tax and non-tax incentives for projects that meet national development objectives. Tax-based incentives include an exemption or reduction of import duties on machinery and raw materials, as well as corporate income tax exemptions of up to eight years. Non-tax incentives include permission to bring in expatriates, own land and take or remit foreign currency abroad.

Recognizing the importance of the digital economy, the BOI prioritizes investments that are beneficial to the digital sector and the country’s technological development. Particularly, they give priority to high-tech, creative and service industries that support the development of the digital economy, and industries that utilize local resources for that purpose. For example, the BOI offers attractive and extensive investment promotion incentives for embedded software development, enterprise

software development, digital content production, high value-added software, and other digital or cloud based services.

Additional information about the digital park can be found by clicking [here](#) or contacting the BOI's Investment Promotion Division 5.

-----