



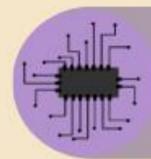
SUPPORTING POLICIES for Digital Economy in Thailand



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THE SUMMARY OF THAILAND'S DIGITAL SERVICES MARKET VALUE

INDUSTRY



Hardware and Smart Devices

USD 10,456 million



+27.61% in 5 years



Digital Services

USD 9,370 million 523 companies 84,683 people

+180.46% in 5 years



Software

USD 4,429 million



+48.96% in 5 years



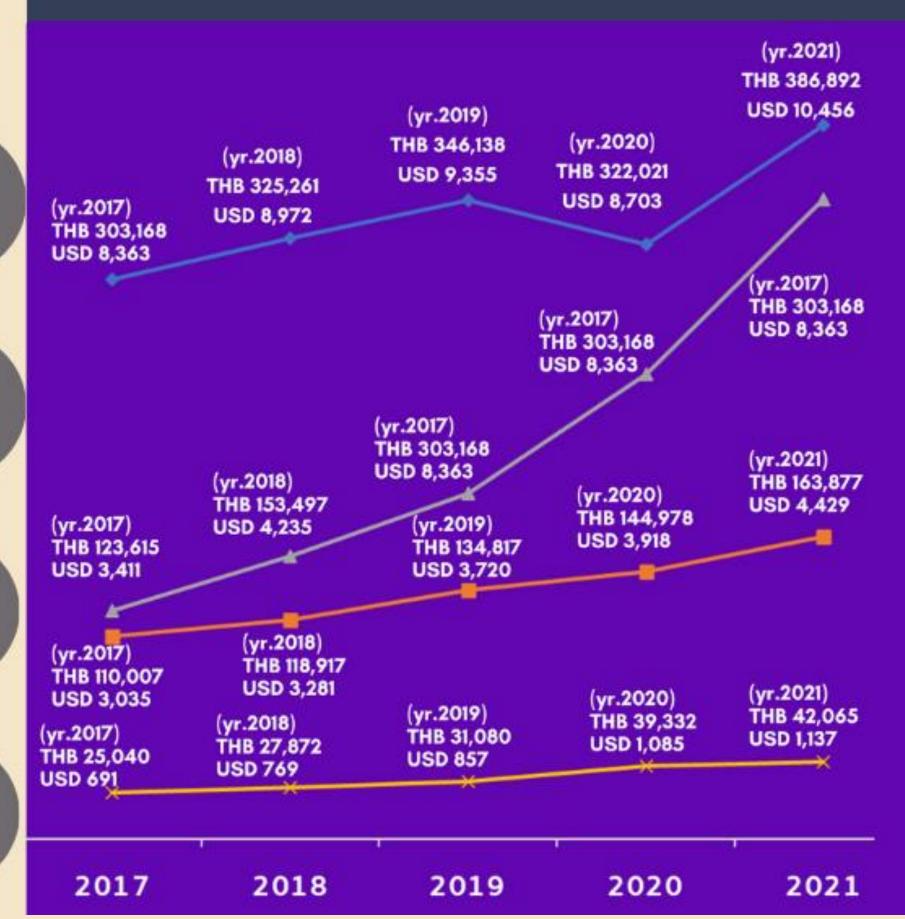
Digital Content

USD 1,137 million



+67.99% in 5 years









THE SUMMARY OF THAILAND'S DIGITAL SERVICES MARKET VALUE

Unit: Million Baht

	Industry	Year 2021	Forecast 2022	Forecast 2022	Forecast 2022	% Change compared year 2021 and 2024
	Hardware and Smart Devices	346,693	454,168	561,806	693,830	+100.13% in 4 years
	Digital Services	386,892	402,755	425,309	455,931	+17.84% in 4 years
® ■ ®	Software	163,877	183,051	205,200	229,619	+40.12% in 4 years
	Digital Content	15,980	18,777	21,875	24,893	+55.78% in 4 years

IMD WORLD COMPETITIVENESS RANKING 2022 INDES THAILAND





OVERALL PERFORMANCE

Factor	Year 2021	Year 2022
Competitiveness	28	33
Digital	38	40
Future readiness	44	49
Knowledge	42	45
Technology	22	20

DIGITAL ECONOMY PROMOTION MASTER PLAN (2023-2027)



Vision

To develop a strong, resilient and dynamic digital economy and society based on advanced human capital, technology and innovation

Digital Competitive Advantage

d-Automation

Simulation Integrated system Robotics Robotic Process Automation

Blockchain Big Data and Analytics High-Performance Computing

Next Gen Network Web 3.0 Digital twin

Cyber Security PDPA

Strategy 1

Transform human capital for the digital economy and society

3 Strategic Programs

- Build new skills for new generations •Upskill and reskill existing workforce
- •Fill up a digital talent pool

Strategy 2

Transform traditional economy into high-value digital economy

4 Strategic Programs

- Accelerate digital startups to reach global markets
- Accelerate value creation by digital industry
- Accelerate digitalization of indigenous sectors
- Accelerate digitalization of the local economy

Strategy 3

Build new opportunities and inclusive economic development

3 Strategic Programs

- Build livable smart cities
- ·Build inclusive new opportunities
- ·Build a quality digital society

Strategy 4

Optimize use of digital infrastructure

2 Strategic Programs Optimize digital infrastructure for all Enhance competitiveness of the Thai digital ecosystem

Strategic Goal

1 city ranking 500,000 12% 3 new major digital increase in digital among the world's top digital workers industry value ten livable smart cities infrastructure 100,000 10% 95% global tech providers digital-based increase in digital of people having digital to invest in Thailand industry investment access and literacy enterprises

Outcome

Level 3.0 Digital Density Index

6% SME productivity growth

Contribution of digital economy to GDP

Less than 5 times

of income gap between the topearning 10% and the bottom 40% Impact

9,300 USD per-capita

income in 2027

Reinforcement

Promote Digital Industry & Innovation

HealthTech

GovTech

AgTech

EdTech

FinTech

TravelTech

Transform

Transform Businesses and Create New Growth Engines

Ecosystem

Enabling
Digital Ecosystem



Community

Manpower

Startups

Literacy

Standard

Intermediate

Industry

Advance/Expert



Mechanisms

Digital Thailand

- Employment Rate
- Purchasing Power
- Quality of Life
- Strong Community
- Civil Society
- Sustainable

Economic Growth

TRANSFORMATION FUND FOR COMMUNITY



C2

Baht: Applicant 500,000

To transform communities by adapting digital technologies



Duration

Up to 3 years

Eligible technologies

Digital Twin
Virtual Reality
Machine Learning
Artificial Intelligence
Intelligent Application
Internet of Things; IoT
MASA
Block Chain
Digital Platform
Adaptive Security
Conversational System
Others approved by depa

Eligible technologies

Juristic
State enterprise
Educational institutes
Community enterprise
Specialized public organization
Private and public organization
Communities complied by laws
and regulations

Drone Technology









ERP





POS





PUBLIC INFRASTRUCTURE FUND



IF1

Baht: Applicant 250,000,000

Support feasibility study and planning up

20,000,000 Baht

Project Working Capital

30,000,000 Baht

Building design & refurbishment

200,000,000 Baht



Duration

Up to 5 years

Eligible technologies

Public organizations, State enterprise

PRIVATE INFRASTRUCTURE FUND



IF2

Baht: Applicant 50,000,000

Matching fund up to 50% of project value



Duration

Up to 3 years



Eligible technologies

Private organization, Private Educational Institution, SMEs, and Private Institutions that approved by depa

Infrastructure Fund



Digital Infrastructure for Digital Content



E-Sport

Gaming

Digital Infrastructure for Education



Smart University

Coding School

DIGITAL STARTUP FUND



S2

Starting Business: 1 M (Baht)



Up to 3 years



S3

Expand Business: 5 M (Baht)



Duration

Up to 3 years

Fixzy







Stock Radars



Avalant

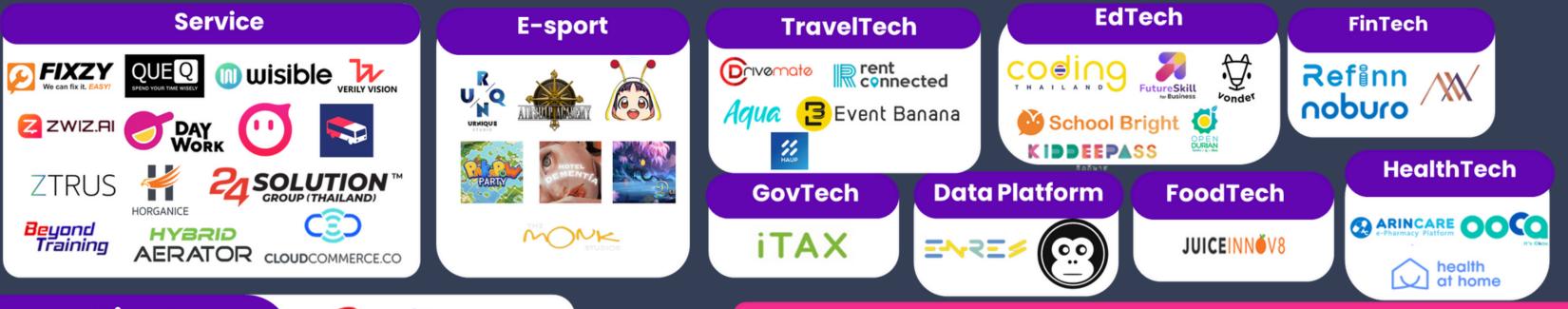


DEPA DIGITAL STARTUP PORTFOLIO 135 startups





depa Digital Startup Growth Stage: 41 startups

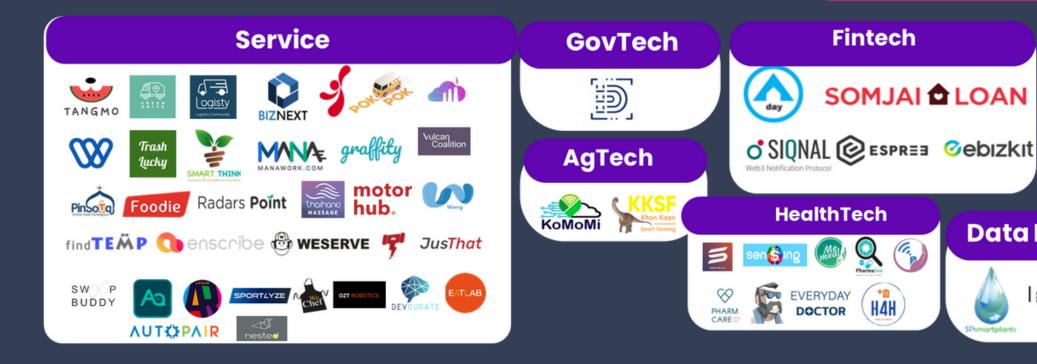


Direct Investment





depa Digital Startup Launch Stage: 92 startups







MANPOWER FUND





M1 Baht: Person 100,000

Digital Literacy : Level 1 5,000

Digital Professional : Level 2 10,000

Digital Specialist: Level 3 15,000

High Demand Skill : Level 4 100,000

Duration

Up to 1 years

Eligible Applicants

Individuals, Students, Staffs in any organizations

MANPOWER FUND











MARKETING FUND





Event & Marketing

Baht: Applicant 5,000,000

Matching fund up to 60% of project value

Duration

Up to 1 years

Activity

Business Matching / Award and Competition / Building Awareness

Eligible Applicants

Public organization / Public enterprise / Private organization / Public and private educational institution

MARKETING FUND











Digital Your Life event 2022

TRANSFORMATION FUND



T2 Baht : Applicant 1,000,000

To transform industries

Matching fund up to 60% of project value

Duration

Up to 3 years

Eligible technologies

Digital Twin
Virtual Reality
Machine Learning
Artificial Intelligence
Intelligent
Application
Internet of Things;
IoT

MASA
Block Chain
Digital Platform
Adaptive Security
Conversational System
Others approved by
depa

Eligible Applicants

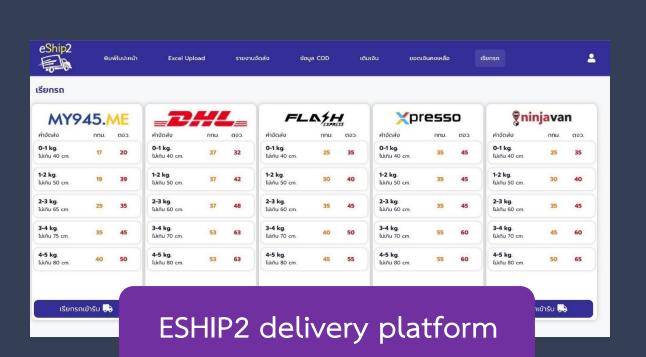
State enterprise
Educational institutes
Specialized public
organization
Private and public
organization
Small and Medium
Enterprises (SMEs)

TRANSFORMATION FUND















INTERNATIONALIZATION VOUCHER





Grant

150,000 baht

Duration

Supporting Activities:

- Business Negotiation
- Exhibition
- Networking/Matching
- Competition/Pitching

Eligible Applicants

SMEs
Startup
Individuals
Specialized public organization
Private and public organization
Public and private educational Institutes







INTELLECTUAL PROPERTY VOUCHER





Grant

100,000 baht

Duration

Supporting Activities:

- Patent Registration
- Copyright Registration, Trademark and Intellectual Property

Eligible Applicants

State enterprise
Community enterprise
Private and public organization
Private and public educational institutes
Farmers register with the government
Communities complied by laws and regulations





MINI TRANSFORMATION VOUCHER



Grant

10,000 baht of expenses before VAT

Duration

Maximum Length of Support 1 Year

Supporting Activities:

- Technologies for Operational Backbone

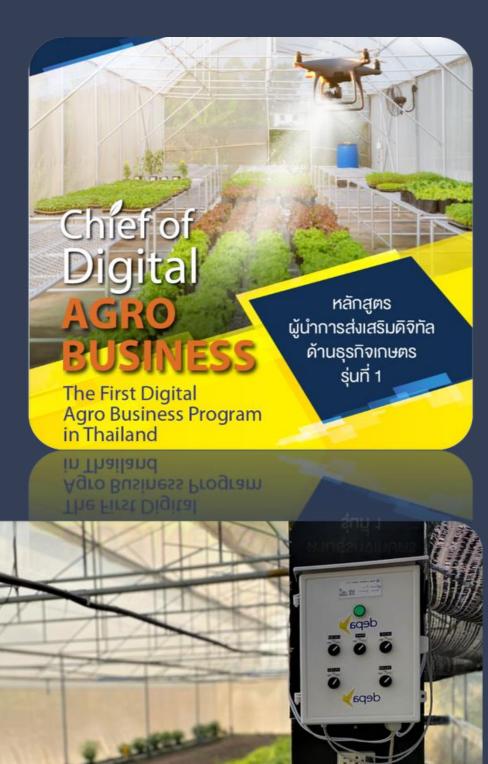
Eligible Applicants

Agricultural Businesses and Food Service Businesses Retailers-Wholesalers Tourism Businesses

Eligible Technology

CRM
INVENTORY
HR
POS
ACCOUNTING
OTHERS

ERP



MINI TRANSFORMATION VOUCHER













STANDARDIZATION VOUCHER





Grant

ISO /IEC 29110 Certification: 70,000 Baht/Applicant

Grant

Standardization
Certification:
100,000 Baht/Application

Duration

Maximum Length of Support 1 Year

Supporting Activities:

- Standards relating to digital technologies
- ISO/IEC 29110

Eligible Applicants

State enterprise
Community enterprise
Private and public organization
Private and public educational institutes
Farmers registered with the government
Communities complied by laws and regulations









List of Companies received ISO/IEC 29110 in 2021







Digital provider

Total providers: 373 companies

Website application, Platform, Software



Big data, Al, ML, Analytics, Chat Bot, OCR, Bl, Cloud, Computing, Security





Accounting & Tax Application



Human Resource Management



ERP



CRM



Digital Marketing, E-Commerce & E-Marketplace



Smart Farming



MRP



Automation Solution, Robotics



Logistics & Fultillment



POS



Hardware, Internet of Things (IoT), CCTV



Mobile OS & Mobile Applications, AR&VR, Games



CAPITAL GAIN TAX





Objective of Capital gain tax



Tax exemption within a specified period (10 years) for both Thai and Foreign investor who invest in Targeted startup in Thailand

Applicant's qualification



Available for Thai and Foreign investors who have hold share at least 24 months

Capital Gain Tax's Qualifications



Operate a business in Hardware & Smart Devices ,Software , Digital Services, and Digital Content (Digital startup)



Must use technology that generates 80% of revenue



Must be certified by depa with one one of the following characteristics

- Apply technology in production processes
- Use technology to significantly increase the value of your product or service.

Documents

- Business Registration Certificate.
- The Certificate of Value Added Tax registration.
 (Form Por.Por.20)
- List of the Shareholders (Form Bor.Or.Jor.5)
- Financial Statements for the past 2 years
- Executive Summary
- Pitch Deck

Fee

first-time application: 2,500 Baht revise / renew membership: 1,500 Baht

Processs

1.register depa member and authenticate through Line application

2.apply digital provider and Tech Hunt

3.depa's committees examine the member qualification

4.follow up announcement on depa website

TAX 200





Tax 200's Qualifications



Must be juristic person registered and have the office located in Thailand. Thai shareholder or juristic person must hold share at least 51 percent.



Must operate a business in software development or software provider in Thailand.



Must register Value-Added Tax (VAT).



Must have international standards such as ISO/IEC 29110, CMMI, ISO/IEC 27001 or other standards that depa accepts.



In case you have sales representatives or provide computer software service, you must have Endorsement letter, representative contracts or Official Distributorship Agreement

Types of program









ERP ERP CRM POS MRP Accounting HR HR



















Tax 200's providers: 43

Total products and services: 137

Application periods

First round: 1 – 12 every month Second round: 16 - 27 every month

Announcement periods

First round: 15 every month Second round: 30 every month

Processs

1.register depa member and digital provider

2.apply Tech Hunt and Tax 200

3.depa's committees examine the member qualification

4.follow up announcement on depa website

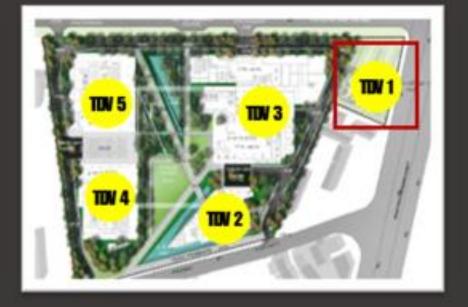


Digital Valley Landscape



TDV 1 depa Digital One Stop Services





Services

- depa's promotion i.e. funds
- Exclusive community Activities & Event Access
- Smart Visa
- BOI's privileges
- Rental spaces for digital provider & startup
- Co-working space



TDV 2 Digital Startup Knowledge Exchange Center



The "hub" for networking, exchanging ideas and testing out potential business plans.

Tech community Building

Tentative completion in Apr 2022





TDV 3 Digital Innovation Center

Zone A

3rd

Conference 1,500 persons



Startups Offices



Super Maker Space
3D Printing Center







Largest in ASEAN 40,000 sq.m.



Zone B

5G Application Lab

Cloud Innovation Centre

IoT Innovation Centre

Startups Co-creation Space

Al Lab

BIG DATA Center

Startups Co-Creation Space

Hardware & Smart Devices Lab

Exhibition Hall

Zone C

7th

Startups Co-Cocreation Space

6th

Startups Co-Cocreation Space

511

Software Convergence Centre

4th

Startups Co-Cocreation Space

3rd

AR/VR/MR Lab

2nd

Startups Co-Cocreation Space

1st

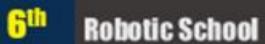
Canteen
Business Service and Support

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TDV 4 Digital Edutainment Complex







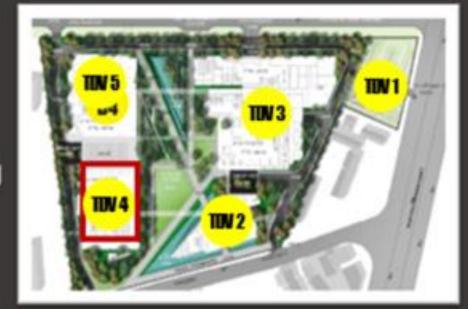
5th Drone School

Drone Racing Robotic Fighting

3rd AR/VR/MR World

E-Sport Arena

Co-Working Space









TDV 5 Digital Go Global Center

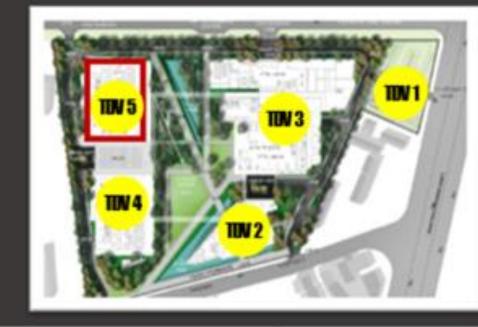












Are you ready

Conference and Meeting Rooms

Go Global Office

Go Global Office

Go Global Office

Go Global Office

Go Global Office

Exhibition Space Copyrighted by depa Thailand

GYM and Sky Lounge

Design Thinking Centre

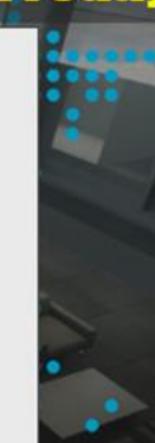
Acceleration Centre

Mentoring Centre

Consultation Centre

Business Support Centre

Co-Working Space



INCENTIVES & PRIVILEGES

Corporate Income Tax Exemption UP TO 13 years

Lowest personal income tax rate (17%) Regulatory sandbox

for research and innovation development



Smart VISA

One Stop Service depa's
Promotion
Schemes
i.e. Funds

