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**Mr. Sutas Kongdumrongkiat,
CEO of NTT Thailand and Cambodia, Laos and Myanmar**

A Global Leader in ICT Technology and Services

The expanding market demand for data centers and cloud services technology in Thailand has been driven by the country's high internet and mobile internet penetration, with consumers spending more time online and companies adapting to the new business norms of work-from-home and the gig economy. At the corporate level, the market has been driven by companies' preference for having carrier-neutral collocation data center capacity for their IT services, while the growing use of digital platforms for the financial, telecommunication, and health industries, along with media content and interactive entertainment providers have also contributed to increasing demand. This trend has further accelerated in response to the recent COVID-19 pandemic which has seen increasing digital adaptation among Thai organizations, government agencies and individual Thai citizens. Increasingly, Thai businesses prefer to migrate to cloud solutions and data center collocations as opposed to building their own on-premise data centers, which also helps them avoid having to invest in their own assets during times of economic crisis or uncertainty.

One of the global leaders in the provision of ICT technology and services is NTT, who have had a presence in Thailand for more than six decades.



The services provided by NTT cover three main areas. Firstly, it is their ICT infrastructure for data centers, network connectivity and cloud computing, via their global data centers in the Eastern Economic Corridor (EEC) and in the Bang-na area of Bangkok. The second is their technology services, which they provide their customers who use any IT technology including networking, communication collaboration, security and digital applications. The third is providing comprehensive management solutions in order to help those customers run their own IT

operations, including infrastructure, technology and managed services.

Why Thailand

According to Mr. Sutas Kongdumrongkiat, CEO of NTT Thailand and Cambodia, Laos and Myanmar, Thailand has geographical advantages over other countries in ASEAN. Besides the presence of large corporations and their demands for local data services, there is also a need for data services for both the social and consumer markets. Thailand is one of the most successful countries in terms of using digital and mobile technology to drive these services for consumers. Mobile banking and e-commerce have been successful, while the government's initiatives to develop the Eastern Economic Corridor (EEC) and bring in more investment and new technology makes Thailand even more attractive.

Vision for the Future

High demand for data centers in Thailand is expected to continue to grow rapidly. Besides the trend to support work-from-home and run applications from anywhere, and the desire by customers to avoid the large expenditures involved in establishing their own IT infrastructure, there is the increasing use of new technology and applications which leverage cloud computing to integrate data from corporate databases, social media platforms, and big data sites to provide customized services to end users. In Thailand, NTT has seen high growth across all business sectors, from SMEs to large corporations. Additionally, the government has been making more use of data centers and cloud

services. NTT has seen significant rising demand for its products for the last two years, and expects continued growth for the next several years. Recently, Singapore announced an indefinite suspension on the opening of new data centers because of its land space limitations, leaving Thailand as by far the most promising destination for further investment in this industry within ASEAN. NTT is currently building a new three thousand plus square meter data center in the Amata Industrial Estate in the EEC.

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 critical importance of the information technology and communications sectors in implementing Thailand's 4.0 strategic plan, tax incentives are granted to approved projects in numerous activities, including software development and related services provisioning such as big data and business process management, IT and cyber-security resource development, ICT and other software development, and the design engineering, and manufacturing or assembling of automation equipment or parts.

Additional information about specific activities relating to the digital technology industries can be found by clicking [here](#) or contacting the BOI's Investment Promotion Division 4.

Source: “[Company Interview: NTT](#)”/Thailand Investment Review/Vol 31 (April 2021) :/18 – 20