"Thai Software Business and Digital Thailand"

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Overview Thailand & ICT

Thailand 2016 : Overview

- **Population : 68.05 Million**

- **GDP : 373.80 USD Billion**

- **GDP Per Capita : 3,451.33 USD**

- **GDP Per Capita (PPP) : 13,986.50 USD**

- **GDP Annual Growth Rate : 0.40%**

- **Unemployment Rate : 0.83%**

THAILAND INTERNET USAGE 2016

SMARTPHONE 85.5%
USAGE 6.2 hr./day

PERSONAL COMPUTER 62.0%
USAGE 5.4 hr./day

NOTEBOOK 48.7%
USAGE 4.7 hr./day

TABLET 30.0%
USAGE 3.5 hr./day

SMART TV 19.8%
USAGE 2.7hr./day

Thailand Software Market 2016

IMPORT	DEVELOP	EXPORT	IN-HOUSE
32,944	49,231	3,330	14,903

◀ ── USAGE ── ▶

82,175 M฿

◀ ── DEVELOP ── ▶

52,561 M฿

SiPA   IMC Institute

Thailand Software Market 2016

	2013	2014	2015	Growth 2014-2015
SW Package	12,389	14,050	14,068	0.1 %
SW Service	34,743	37,902	38,493	1.6 %
TOTAL	47,123	51,952	52,561	1.2 %

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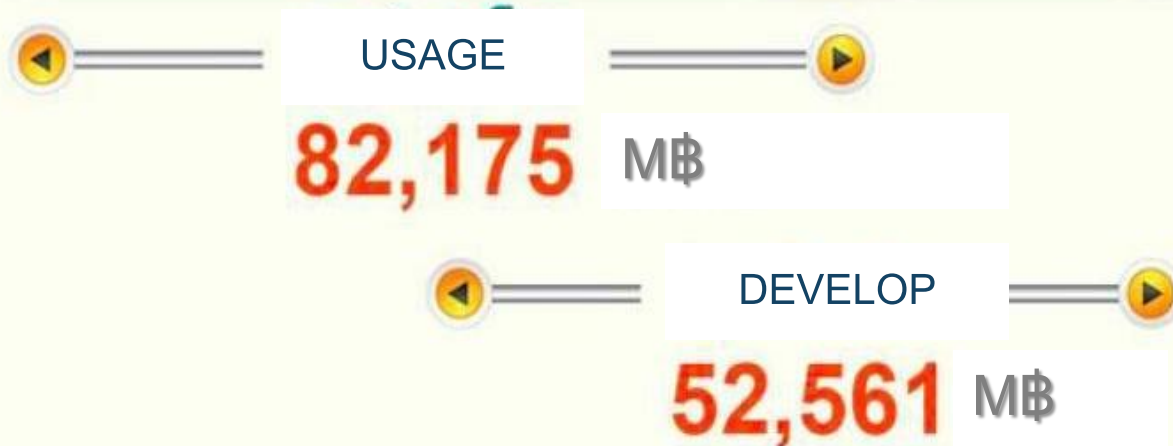
E-Commerce Value per capita (B2C)

Legend: ● 2014   ● 2015

Country	2014	2015
USA	1,239.74	1,530.9
Japan	932.80	1,067.60
South Korea	503.74	767.73
Singapore	630.75	648.60
China	236.10	490.08
Malaysia	321.06	392.34
Thailand	172.76	230.89
Vietnam	32.73	44.38
Philippines	23.20	41.39
Indonesia	10.22	15.49

USD

Source : ETDA
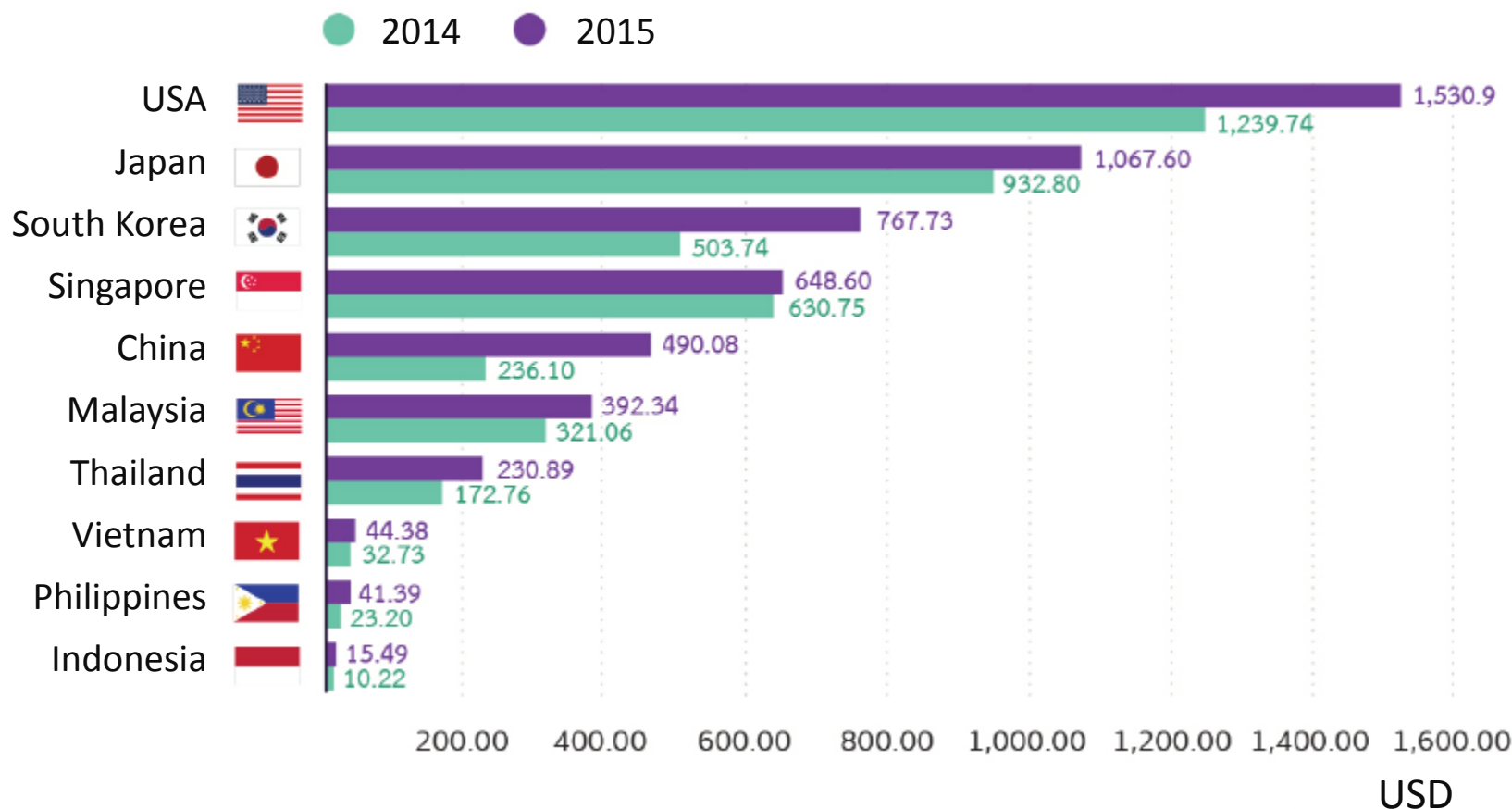
THAI STARTUP ECOSYSTEM

	From 2012	From 2015	To June 2016
Funded startups	3	60+	71+
Total funds raised by Thai startups	$2.1M	$86.5M+	$136M+
Biggest investment round by a Thai startup	$2M	$10.7	$17.5M
Total funds raised by VCs	$7M+	$79.0M+	$79.0M+
VCs & Corporations that invested in Thailand	1	56+	60+
Active angel investors in Thailand	2	30+	30+
Exits	0	6	8
Accelerators	1	5	7

Source : TECHSOURSE

DIGITAL THAILAND

CHALLENGE IN THAI CONTEXT

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

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

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

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

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

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

Source : DIGITAL THAILAND

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

5
Develop workforce for the digital era
Developing skilled workforce
Creating jobs
Building strength from within

6
Build trust and confidence in the use of digital technology
Updating laws and regulations
Encouraging investments
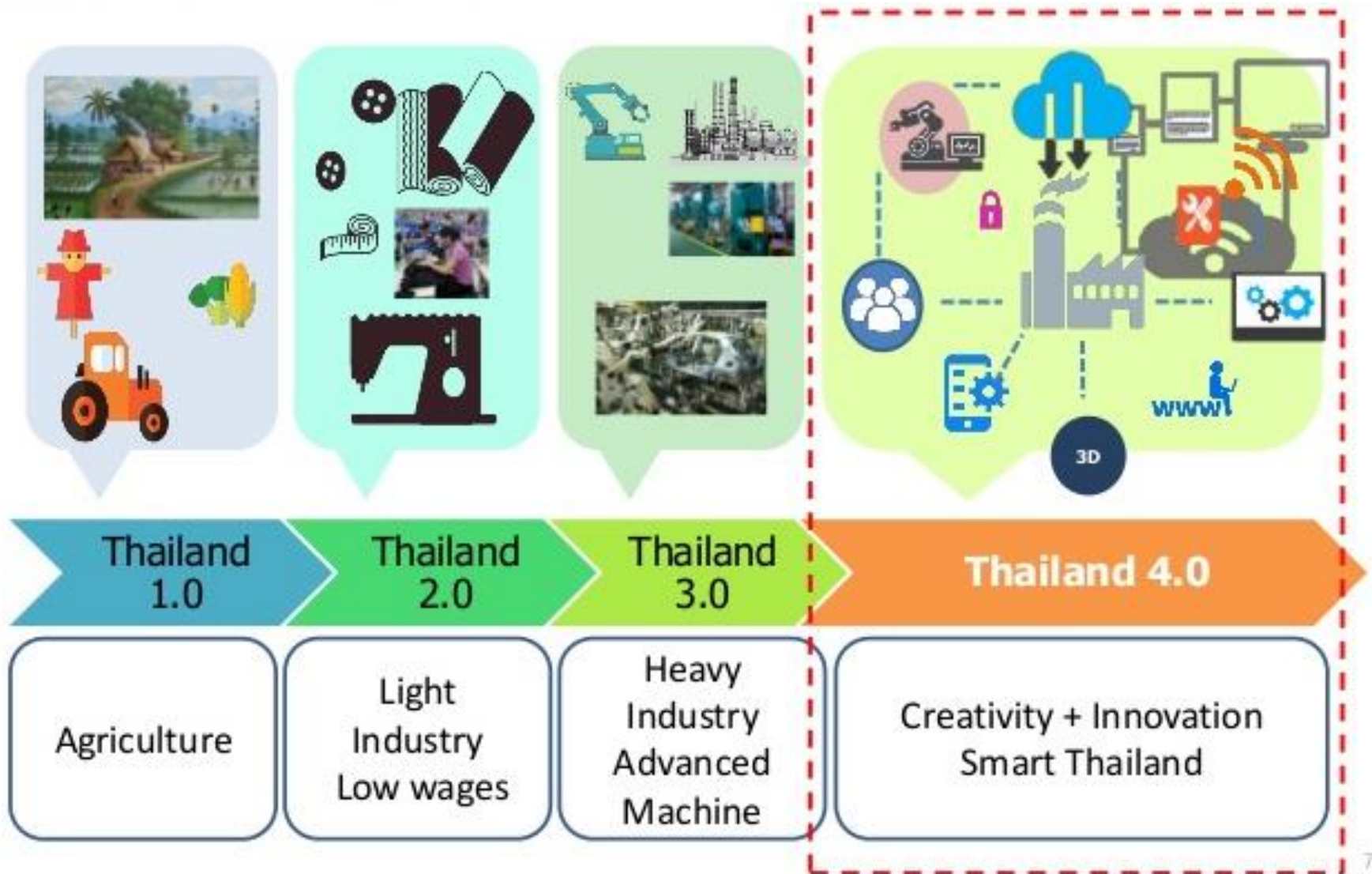Ensuring security

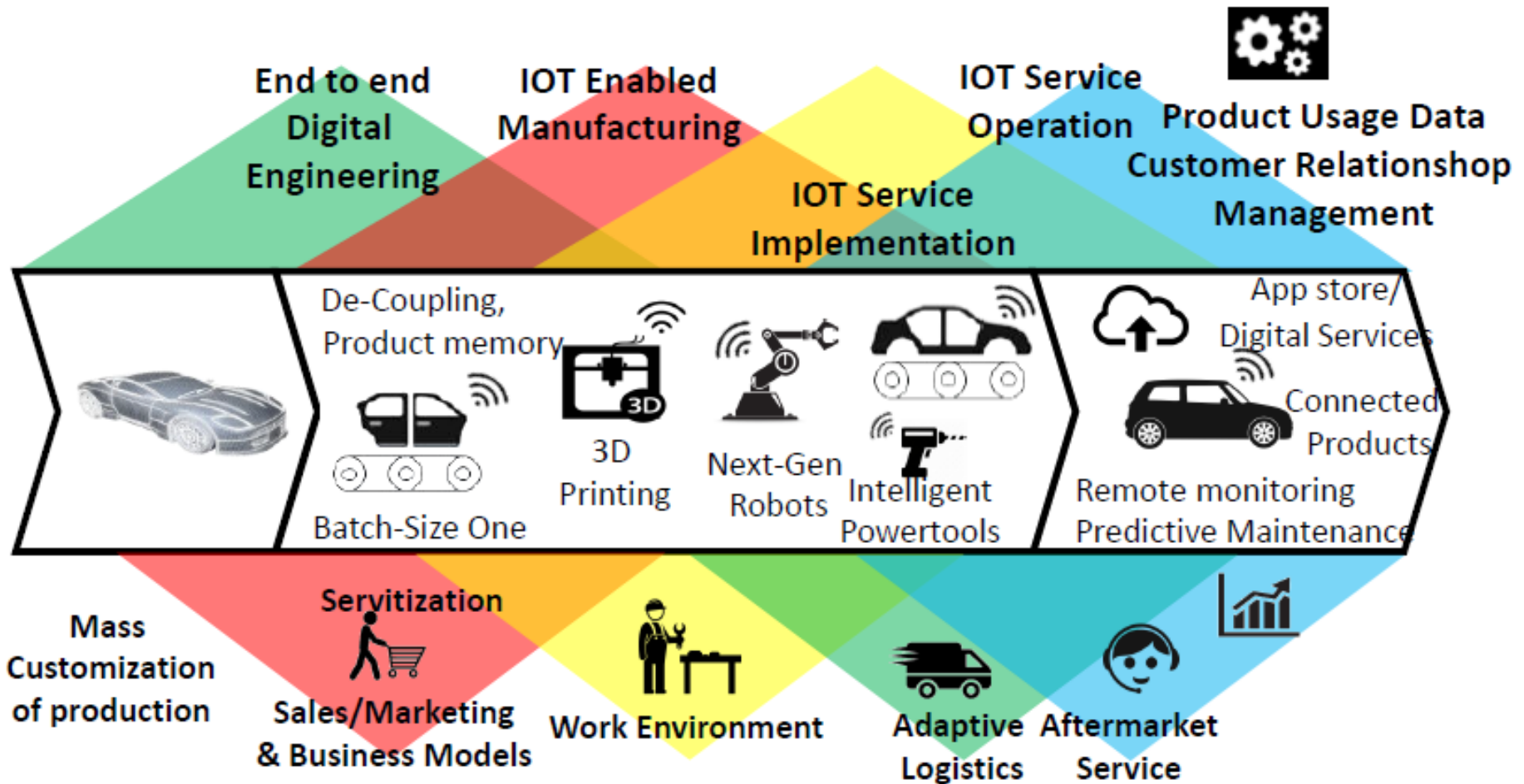**Strategies**

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

Thailand 4.0

Thailand 1.0	Thailand 2.0	Thailand 3.0	Thailand 4.0
Agriculture	Light Industry Low wages	Heavy Industry Advanced Machine	Creativity + Innovation Smart Thailand

Industry 4.0

End to end Digital Engineering

IOT Enabled Manufacturing

IOT Service Operation

Product Usage Data Customer Relationshop Management

IOT Service Implementation

De-Coupling, Product memory

App store/ Digital Services

Batch-Size One

3D Printing

Next-Gen Robots

Intelligent Powertools

Connected Products

Remote monitoring Predictive Maintenance

Mass Customization of production

Servitization

Sales/Marketing & Business Models

Work Environment

Adaptive Logistics

Aftermarket Service

Phuket Smart City Roadmap

Phuket 2020 Smart City : Road Map

2016	2017 - 2019	2020
High Speed Internet 50 Mbps	100 Mbps	150 Mbps

Electric Infrastructure : Zero Black Out

Smart Living Community

Alien Database	Smart Tourist Card	Police iLert you	
Marine Safety Monitoring	IOT Environment Sensors		**Phuket Safe City**
CCTV Center	Smart City Innovation Grants		

Smart Mobility

Smart WiFi	High Speed Internet Development 50 -> 100 -> 150 Mbps	
Real Time Traffic Information System	Law Enforcement	**High Speed City**

THANK YOU

SiPA

สำนักงานส่งเสริมอุตสาหกรรมซอฟต์แวร์แห่งชาติ (องค์การมหาชน)
Software Industry Promotion Agency (Public Organization)