



# Digital First: Exploring the Next Frontier of Thailand's Digital Landscape with Huawei



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Mr. David Li  
Chief Executive Officer  
Huawei Technologies (Thailand) Co., Ltd.

With an unwavering commitment to digitalization, Huawei is empowering industries in Thailand to unlock the revolutionary potential of digital technologies. By offering a comprehensive range of world-class technologies in the Carrier business, Enterprise Market, Huawei Cloud, and Digital Power, Huawei aims to empower Thailand as the digital hub of the region. Moreover, Huawei is actively expanding its service offerings while prioritizing sustainable practices through substantial investments in environmentally friendly solutions. As of 2022, Huawei has supported Thailand in reducing carbon dioxide emissions by 4 million tons. This article delves into Huawei's strategic positioning within Thailand's dynamic digital landscape, featuring an exclusive interview with Mr. David Li, CEO of Huawei Technologies (Thailand) Co., Ltd. culture in the country to drive its global success.

**Q: What are the strengths of Huawei's services in Thailand?**

**A:** Huawei boasts diverse business units in Thailand, each operating within distinct domains. For instance, our Digital Power Business focuses on the energy industry, while Cloud encompasses our software and services division. EBG caters to SMEs and system integration partnerships, while Carrier is our client-focused approach. It's challenging to pinpoint a single selling point due to our extensive portfolio of products and services. However, there are a few strengths worth highlighting.

The first strength is that our company culture is customer-centric. Our founder has always emphasized that Huawei's reason for being is to serve and create value for our customers. We put this same creed into our commercial interests. This is the reason why we invest more than 10% of our revenue into Research and Development (R&D) every year. Whatever revenue is there, we reinvest those profits into R&D in order to serve our customers better. We are very strong on innovation and are able to bring a lot of value to our customers because of these investments.

Firstly, our customer-centric company culture stands out as a significant strength. Our founder has always emphasized Huawei's purpose of serving and creating value for customers, which is ingrained in our commercial interests. This commitment is reflected in our annual investment of over 10% of revenue into Research and Development (R&D) to continually enhance our offerings. By prioritizing innovation, we bring substantial value to our customers.

Secondly, I believe that our local team is a real strength for Huawei. With their skills and attitude, they have really excelled in serving our customers, as shown by our positive survey responses. While we do have a very extensive product portfolio, what I would like to say is that our strongest feature is our company culture.

**Q: What are Huawei's plans regarding green energy?**

**A:** Huawei recognizes the environmental impact of energy consumption and the ongoing energy crisis. Consequently, we have made significant investments in green energy, particularly solar power. Our solar business has experienced substantial growth since 2022, and we will continue to promote and invest in the green energy industry in Thailand, aligning with our vision to contribute to the country's growth. To achieve this goal, firstly, we have launched a large-scale education program to train and certify 10,000 green energy engineers within three years. We're delighted to report that in just a few months, we have already certified 358 engineers, with many more undergoing training and certification.

In addition, we'll hold six major recruitment events for installers in the first half of the year. To promote green energy, we rely on local installers to integrate all the components of our green energy solutions and provide assistance to users. These installers will be our partners in driving the green energy industry forward.

Our green energy plans for this year will focus on both residential and commercial enterprises.

We're also partnering with various large companies to launch big utility projects, such as solar farms. While we're committed to playing our part, we cannot do it alone. We need the cooperation of numerous partners to help us reach our goals and help Thailand reach its own green targets.

**Q: Do you think there is an opportunity for Huawei to compete in the Thai digital market, specifically with regard to Thailand's digital transformation journey?**

**A:** Digital transformation is a broad concept, and people have different understandings of what it means. From our perspective, we aim to help each vertical industry digitalize its business processes to maximum benefits. There is a complex and lengthy journey.

As a company with a strong background in ICT, we have expertise in communication and telecom technology. However, we recognize that each vertical industry, such as hospitals, banks, and universities, has unique application scenarios and requirements. To better understand these industries and create effective solutions, we have built integrated teams and recruited experts from various verticals.

We also work closely with our dynamic and innovative partners, including system integrators and software developers. By collaborating with our startup partners, we can develop comprehensive solutions that better serve our customers. Last year, we had over 1,000 partners working with us, and we recently had a successful partnership summit with positive feedback.





Without our partners, we could not make the progress that we want to achieve, especially in enterprise and cloud industries. This is how we plan to move forward as part of Thailand's digitalization journey.

**Q: With 5G, cloud, and AI technology spreading to every sector and every industry, the issue of cyber security is a hot topic. Has Huawei made any contributions in the area?**

**A:** Addressing the issue of cybersecurity is a top priority for Huawei. Firstly, we believe that openness and transparency are fundamental to the thriving digital world. Consequently, Huawei considers cybersecurity a shared goal for everyone, including customers, regulators, and relevant stakeholders. Our commitment to cybersecurity will never be compromised by commercial interests. As an independent, private company wholly owned by its employees, Huawei ensures that no external agency or government holds shares in the company.

Furthermore, we place a strong emphasis on open verification and customer recognition. Huawei is known for being one of the most open, transparent, and scrutinized companies globally, subject to rigorous examinations. We take pride in the fact that the security and stability of Huawei's products and solutions have earned the trust of tens of thousands of customers worldwide.

Secondly, cyber security and privacy protection represent common challenges that require joint efforts from various stakeholders—including governments, industry and standards organizations,

enterprises, and technology suppliers. Huawei remains dedicated to technological innovation and collaboration with industry stakeholders to enhance cybersecurity and privacy capabilities collectively.

Thirdly, Huawei calls on industry stakeholders to work together to develop unified cybersecurity standards, and continue to explore best practices for building security and trust. Huawei is an active player and major contributor in many international standards organizations. In fact, we are a member of more than 200 standards organizations, including ISO, ITU, 3GPP, IETF, ETSI, GSMA, CSA, and TCG.

**Q: What are the driving factors behind Huawei's investment in Thailand's cloud business, digital services, and other digital sectors in Thailand?**

Digitalization is a significant trend for society as a whole. Vertical industries, the government, and universities all perceive it as a major opportunity. As an infrastructure solution provider, Huawei stands to benefit from this trend. However, our focus goes beyond benefiting ourselves. Our aim is to help each vertical industry successfully leverage the value of digitalization. This task presents challenges, and that's why we

are investing in Thailand and local engineers. We are dedicated to cultivating the local ecosystem, integrating partners and startups, and collaborating to unlock the value of digitalization for each industry.

Gratitude is also owed to the Thailand Board of Investment (BOI) for their invaluable support. Thanks to the BOI's endorsement, Huawei has become the pioneering international provider of locally-based cloud services in Thailand. This partnership has not only enabled us to offer exceptional cloud services, but has also granted us a range of tax and non-tax incentives for diverse activities, such as establishing an International Headquarters (IHQ), a Trade and Investment Support Office (TISO), and a vocational training center. With the unwavering assistance of a dedicated team of technical experts and extensive partnerships across Thailand, Huawei is empowered to deliver dependable and credible services to customers worldwide.

I would like to emphasize that it is a long journey that can last several years. Despite that, we are already witnessing the benefits of digitalization in many industries, but there is still immense room for improvement, which presents a significant opportunity for us and our partners. ■

