

# Catalyzing Thailand's Digital Economic Growth

*A Strategic Masterplan for Sustainable Transformation and National Maturity*

ACADEMIC SESSION 2024-2025

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## Global Context & Local Imperatives

Understanding the structural shifts in the global digital landscape and Thailand's multifaceted strategic response to technological disruption.

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### THE CURRENT ECONOMIC LANDSCAPE

<p><b>The Legacy Economy</b></p> <p>Characterized by a high dependency on traditional manufacturing, low-value agricultural commodities, and a saturated retail sector. Growth is currently constrained by aging demographics and middle-income traps.</p>	<p><b>The Digital Frontier</b></p> <p>Rapid emergence of world-class mobile payment systems (PromptPay), a surging e-commerce market reaching \$20B+, and a burgeoning fintech ecosystem supported by central bank initiatives.</p>
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### CORE STRATEGIC PILLARS



**Innovation**

Fostering R&D in deep-tech sectors to move up the global value chain.



**Human Capital**

Reskilling the workforce to meet the demands of Industry 4.0 standards.



**Infrastructure**

Expanding 5G connectivity and cloud-first government initiatives across regions.

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### DIGITAL INFRASTRUCTURE MATURITY

# 85.3%

Internet Penetration Rate (2024)

**Exponential Connectivity Growth**

Thailand has achieved one of the highest internet penetration rates in Southeast Asia, driven by mobile-first adoption and extensive fiber-to-the-home (FTTH) deployment in urban and provincial clusters. This metric underscores the nation's readiness for large-scale digital consumer platforms.

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### COMPARATIVE REGIONAL BENCHMARKS

Metric	Thailand	ASEAN Average	Leading Peer (Singapore)
Digital Readiness Index	0.72	0.58	0.89
5G Household Coverage	92%	64%	99%
Avg. Mobile Data Usage (GB/mo)	28.5	22.1	19.4
Digital Payment Adoption	94%	72%	91%

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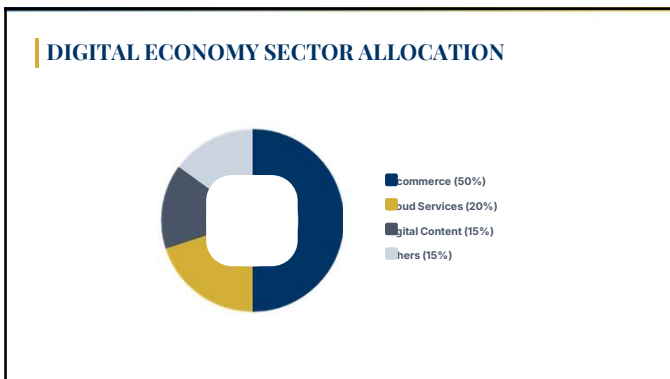
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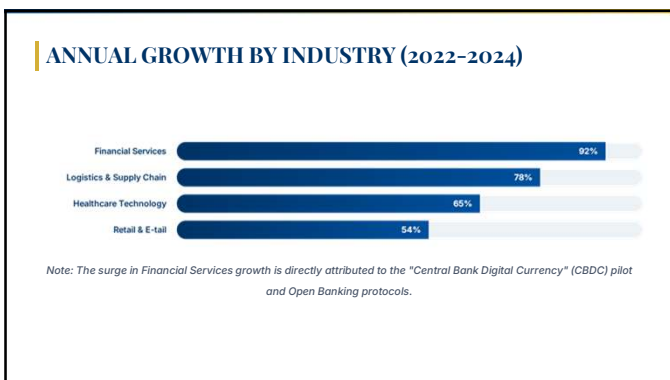
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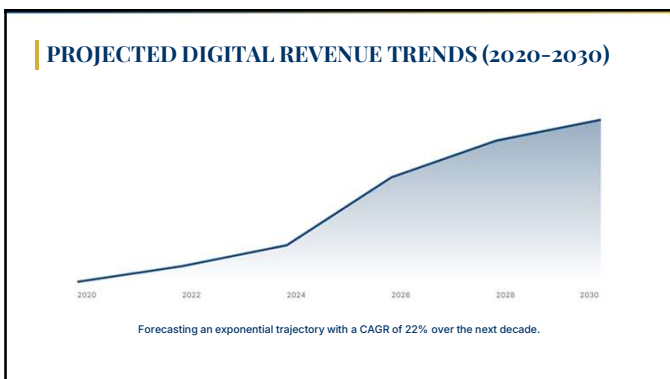
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### CASE STUDY: SMART CITIES

#### The EEC Strategic Corridor

Implementation of data-driven urban planning within the Eastern Economic Corridor (EEC) demonstrates how IoT and 5G can optimize energy consumption and traffic flow.

The "Chonburi-Rayong" digital cluster serves as a primary blueprint for the nationwide rollout of smart governance platforms, integrating citizen services with real-time analytics.



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### STRATEGIC IMPERATIVES & RECOMMENDATIONS

- ✔ **Strengthening National Cybersecurity:** Establish a sovereign security operations center to protect critical infrastructure from evolving cyber threats.
- ✔ **Promoting SME Digital Adoption:** Implementing fiscal incentives and grants for small businesses to integrate enterprise resource planning (ERP) systems.
- ✔ **Enhancing STEM Education:** Overhauling primary and secondary curricula to emphasize computational thinking and data literacy.
- ✔ **Regulatory Sandbox Expansion:** Encouraging innovation in the "Gray Zones" of AI and Blockchain through flexible, time-bound testing environments.

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### Q&A Session

Thank you for your attention. We now welcome questions and discussion.

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## IMAGE SOURCES



[https://img.freepik.com/premium-photo/futuristic-cityscape-with-glowing-neon-lights-data-charts-neonlit-skyline-with-statistical-graphs-overlay-concept-smart-city-data-analytics-urban-technology-futuristic-finance\\_981050-11118.jpg](https://img.freepik.com/premium-photo/futuristic-cityscape-with-glowing-neon-lights-data-charts-neonlit-skyline-with-statistical-graphs-overlay-concept-smart-city-data-analytics-urban-technology-futuristic-finance_981050-11118.jpg)  
Source: [www.freepik.com](http://www.freepik.com)

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