Thailand National AI Strategy and Action Plan
(2022 – 2027)
Outline

Background
• What led to Thailand NAIS?
• Challenges in AI Development and Adoption in Thailand
• Initiatives between MHESI and MDES

Thailand NAIS
• 5 Strategies
• Governance Mechanisms
Background

• What led to Thailand NAIS?
• Challenges in AI Development and Adoption in Thailand
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What led to Thailand National AI Strategy?

Thailand’s Government Artificial Intelligence Readiness Index

Pillars & Dimensions of the Ranking in 2020 detail

<table>
<thead>
<tr>
<th>Year</th>
<th>Global Position</th>
<th>Overall Score</th>
<th>Government</th>
<th>Technology Sector</th>
<th>Data &amp; Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>60 (from 172)</td>
<td>48.16</td>
<td>38.70</td>
<td>40.76</td>
<td>65.01</td>
</tr>
<tr>
<td>2021</td>
<td>59 (from 160)</td>
<td>52.63</td>
<td>45.45</td>
<td>41.22</td>
<td>71.21</td>
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Challenges in AI Development and Adoption in Thailand

**AI Human capacity**
- Lack of strong AI expert community
- Lack of AI manpower in both academic and industry
- Lack of AI technology expertise
- No proper AI academic program in Thai universities

**Business adoption of AI**
- Very limited AI adoption in business sector
- R&D and innovation is not ready for commercialization
- Insufficient government support and stimulation

**Ethics law and regulation**
- AI ethics has not been adopted broadly
- Lack of AI law and regulation
- Lack of awareness and readiness in the society

**National Support Infrastructure**
- No national AI strategy for Thailand
- Insufficient AI education among Thai people
- Insufficient research and development infrastructure
Initiatives between MHESI and MDES

Important milestone of the initiatives

19 Feb 2021  •  Appointment order of Thailand NAIS working committee
14 Jul 2021  •  The draft of Thailand NAIS received approval from the National Digital Economy and Society committee
19 Jul 2021  •  The draft of Thailand NAIS received approval from the National Higher Education, Science, Research and Innovation Policy Council committee
12 Jan 2022  •  The draft of Thailand NAIS received approval from the National Economic and Social Development Council committee
26 Jul 2022  •  Thailand NAIS received approval from cabinet
17 Aug 2022  •  Appointment order of “National AI committee” (the driving committee for AI Strategy)
Thailand National AI Strategy and Action Plan (2022 – 2027)

- 5 Strategies
- Governance Mechanisms
Thailand National AI Strategy and Action Plan (2022 – 2027)

Vision

“Thailand has an effective ecosystem to promote AI development and application to enhance the economy and quality of life within 2027”

Human capacity and Technology
- AI Reskill/ Upskill/ New skill for academic sector
- AI skill is used to enhance all work sectors
- New professional based on AI and digital skill

Economic growth
- Increase productivity with high value-added products and services using AI
- AI as a driver for Thailand national agenda
- AI innovation for Tech startups / SME / Digital Business

Social and environmental impact
- Enhance public access to government services using AI
- Bridging income, education, and healthcare gaps
- Better environment and efficient use of natural resources
- Enhance national security and safety

- Food & agriculture
- Healthcare & medical
- Government service
- Logistics & transportation
- Creative economy & tourism
- Manufacturing
- Trade & finance

Focus on phase 1 (2022 - 2023)
Additional focus on phase 2 (2024 – 2027)
Thailand NAIS: 5 Strategies

Strategy 1: Preparing Thailand’s readiness in social, ethics, law, and regulation for AI application

Strategy 2: Developing Infrastructure for Sustainable AI Development

Strategy 3: Increasing human capability and improving AI education

Strategy 4: Driving AI technology and innovation development

Strategy 5: Promoting the use of AI in public and private sectors
Preparing Thailand's readiness in social, ethics, law, and regulation for AI application

Key Indicators
- At least 600,000 Thai population have awareness of AI law and ethics
- An AI Law & Regulation is enforced

Work plans
1.1 Policy and standard for AI Ethics
1.2 Driving awareness and education for AI Ethics

Note: Overall budget is still under discussion and waiting for approval from the cabinet
Developing Infrastructure for Sustainable AI Development

Key Indicators

- Increase Thailand’s Government AI Readiness index to rank among top 50 globally
- Increasing digital infrastructure investment 10% per year to support AI development in both public & private sectors

Work plans

2.1 Creating AI expert networks
2.2 Creating a national platform for advanced data analytics and management
2.3 Creating a national AI service platform
2.4 Developing High Performance Computing (HPC) infrastructure
Increasing human capability and improving AI education

Key Indicators

- Creating more than 30,000 AI talents within 6 years

Work plans

3.1 Improving AI education and knowledge creation
3.2 AI Scholarship programs
3.3 Cooperation mechanism development with researchers & experts from abroad
Driving AI technology and innovation development

Key Indicators

- Strengthen AI technology by developing at least 100 R&D prototypes within 6 years
- Wide adoption of AI research, development and innovation helps create business & social impact of at least 48 billion Baht by 2027

Work plans

4.1 Applying AI technology and innovation for strategic sectors
4.2 Developing AI core technology and platform
Promoting the use of AI in public and private sectors

**Key Indicators**

- Number of agencies (government, business & new entrepreneurs) using AI innovation is increased to at least 600 agencies in 6 years
- Thailand's AI competitiveness is increased by AI applications

**Work plans**

5.1 Promoting AI use in government sector
5.2 Promoting AI use in key industries
5.3 Promoting system integrator industry with AI capability
5.4 Developing mechanisms & sandboxes for business innovation and AI Startup
A list of example projects in Phase 1 & 2

**Strategy 1:** Preparing Thailand’s readiness in social, ethics, law, and regulation for AI application
- **Phase 1:** AI ELSI, AI LAWS

**Strategy 2:** Developing national infrastructure for sustainable AI development
- **Phase 1:** AI Service
- **Phase 2:** GDCC AI Marketplace, HPC Service

**Strategy 3:** Increasing human capability and improving AI education
- **Phase 1:** AI Training
- **Phase 2:** AI Training: Phase II, Higher Education Scholarship in AI

**Strategy 4:** Driving AI technology and innovation development
- **Phase 1:** Medical AI, Digital Farming
- **Phase 2:** Human Computer Communication AI Services, AI for Electric Vehicle, Innovative food, AI for Audit, Behavioral and Cognitive Education

**Strategy 5:** Promoting the use of AI in public and private sectors
- **Phase 1:** AI Startup, AI for Government Services
- **Phase 2:** Tourism AI, Financial AI, Industry 4.0 Index, Targeted Crop Allocation, Demand Response Management, AI for Public Surveillance
Governance Mechanisms

Chairman (Prime Minister)
Vice-chairman (Deputy Prime Minister: Mr. Don Pramudwinai)

National AI Committee

National AI Subcommittee and Working Committee

Secretary: NSTDA & ONDE

AI COE
AI Consortium
Regulators
Technology Developers
Digital business (IoT, Telecom, Smart Elec.)
Funding agencies

Businesses & Target Sectors

Public Sector

Ecosystem