ทิศทางประเทศไทยภายใต้แผนพัฒนาดิจิทัล เพื่อเศรษฐกิจและสังคม

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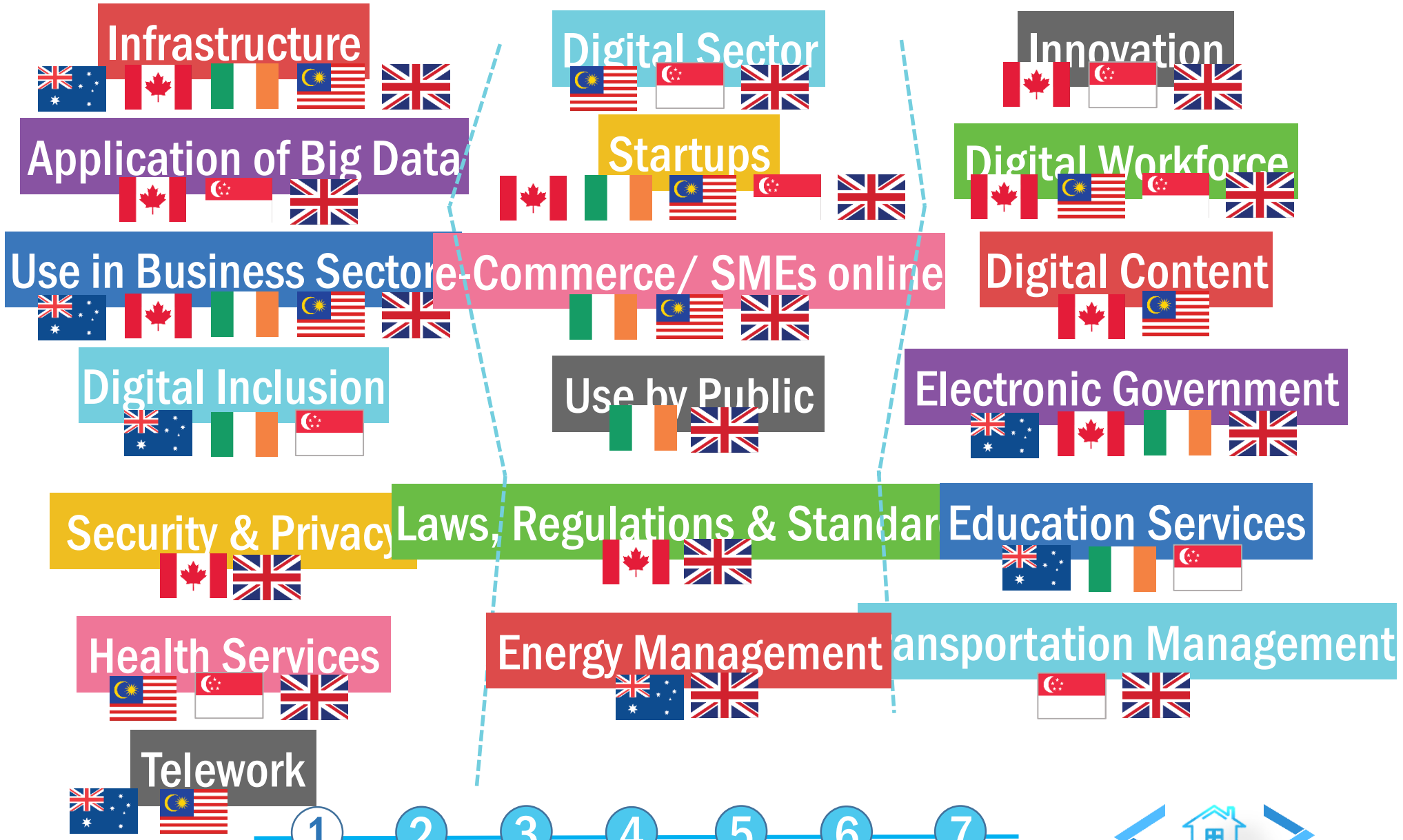
Definition “Digital”

- Analog VS Digital(analog<>discrete)
- ดิจิทัล หมายความว่า เทคโนโลยีที่ใช้วิธีการนำสัญลักษณ์ศูนย์และหนึ่งหรือสัญลักษณ์อื่นมาแทนค่าสิ่งทั้งปวงเพื่อใช้สร้างหรือทำให้เกิดระบบเพื่อให้มนุษย์ใช้ประโยชน์(ร่างที่เสนอสนช.)
- ดิจิทัลหมายความว่าเทคโนโลยีที่เกิดจากการทำงานร่วมกับหรือโดยคอมพิวเตอร์เพื่อสร้างหรือก่อให้เกิดระบบต่างๆที่เป็นประโยชน์(ร่างที่แก้ไขโดยคณะกรรมาธิการสามัญ)
- ดิจิทัล เป็นคำคุณศัพท์(adjective) หรือคำนาม(noun)(ดิจิทัลเพื่อเศรษฐกิจและสังคม หรือ เศรษฐกิจและสังคมดิจิทัล)

Digital Economy and Challenges

- Connectivity
  - Requirement for high quality digital infrastructure for massive use. Meanwhile, increasing network density is costly, time-consuming. Alternative solutions are needed.
  - What are the roles of government? What responsibility do governments have for providing connectivity?
- Inclusiveness
  - Need to ensure that everyone or every business including SMEs can reap the benefits of digital technology.
- Trust and Digital Risk Management
  - Security and privacy concern in the digital environment where commonly found are connected devices that continuously collect personal information.
- Digital technology = Disruption
  - Traditional business are disrupted by digital platform such as the case of Uber, ABNB.
  - New rules and regulations needed.
- Skills implications
  - Increasing use of digital technologies is raising the demand for new skills. How do we prepare our citizen, our workforce?

Digital Economy around the World by Issue



Case countries at a glance

Australia

Austratia's goal is that by 2020, it will stand among the world's leading digital economies. It focuses heavily on online participation/ engagement by all sectors households, businesses, and non-profit organizations., Health/ aged care, education, teleworking, online government, and digital inclusion are all keywords in Australia's National Digital Economy Strategy.

Canada

Canada aims to become a Thriving Digital Canada by 2017, with 5 strategies, from (1) connecting people with high-speed Internet, (2) protecting people from online threats and abuse, (3) providing economic opportunities in with digital technology (business of all sizes adopting technology), (4) building a digital government, and promoting Canadian content and creative industries.

Ireland

Ireland's slogan for its National Digital Strategy for Ireland is "Doing more with digital." The three main strands are (1) to move Irish businesses online, (2) to boost citzen engagement (halving the number of non-liners by 2016), (3) to use ICT to its full potential for education & e-learning. Other cross cutting measures include National Broadband plan, National Payments Plan and e-Government Strategy.

Case countries at a glance

Malaysia

Malaysia is to use digital technology to complementing Malaysia's Vision 2020 -- becoming a high-income nation. Digital Malaysia 345 Strategic Roadmap is quite broad in scope from (1) increasing access, adoption, and use, to (2) promoting sub-sectors including ICT Services, eCommerce, ICT Manufacturing, ICT Trade, Content & Media, to (3) nurturing 3 target communities namely digital entrepreneurs, bottom 40% of the population, digital-savvy youth, and SMEs.

Singapore

Singapore is aggressively moving towards becoming the world's first smart nation. Its Infocomm Media 2025 focuses on 3 strategic thrusts – (1) to capitalize on data and advanced digital technology so the country will become even more economically competitive, (2) to nurture digital ecosystem conducive to risk taking and experimentation with the goal of creating Singapore made content, products, and services, and (3) to connect people with digital technology to better quality of life in the areas of health, education, transportation, digital inclusion.

United Kingdom

UK's goal is to become a thriving UK information economy, enhancing national competitiveness. It has four action areas: (1) to build a strong innovation digital sector and export UK products and services to the world, (2) to promote smart use of data and digital technology in all UK businesses, (3) to ensure citizens benefits in such areas as digital literacy, public digital services, and smart cities and (4) to underpin the UK's information economy with digital workforce, broadband infrastructure, and cyb ecurity/ priva y.

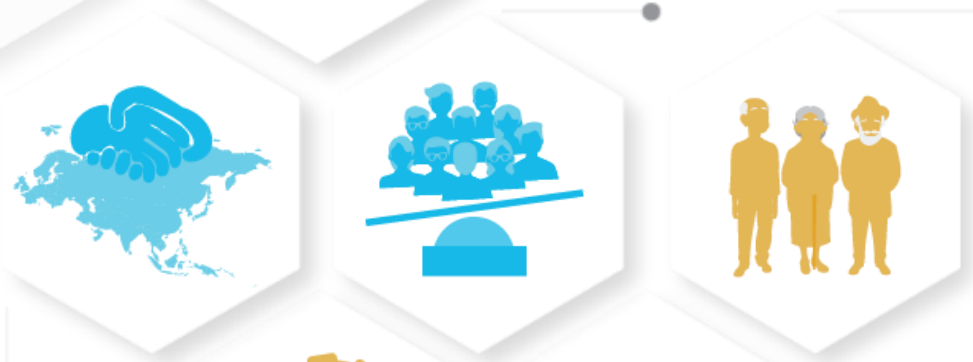
Challenges in Thai Context

Escaping the Middle Income Trap

Raising the capacity of agricultural, manufacturing and service sectors

Reducing inequality

Adapting and seizing opportunities from economic integration



Preparing for ageing society

Building capacity of people

Fighting corruptions

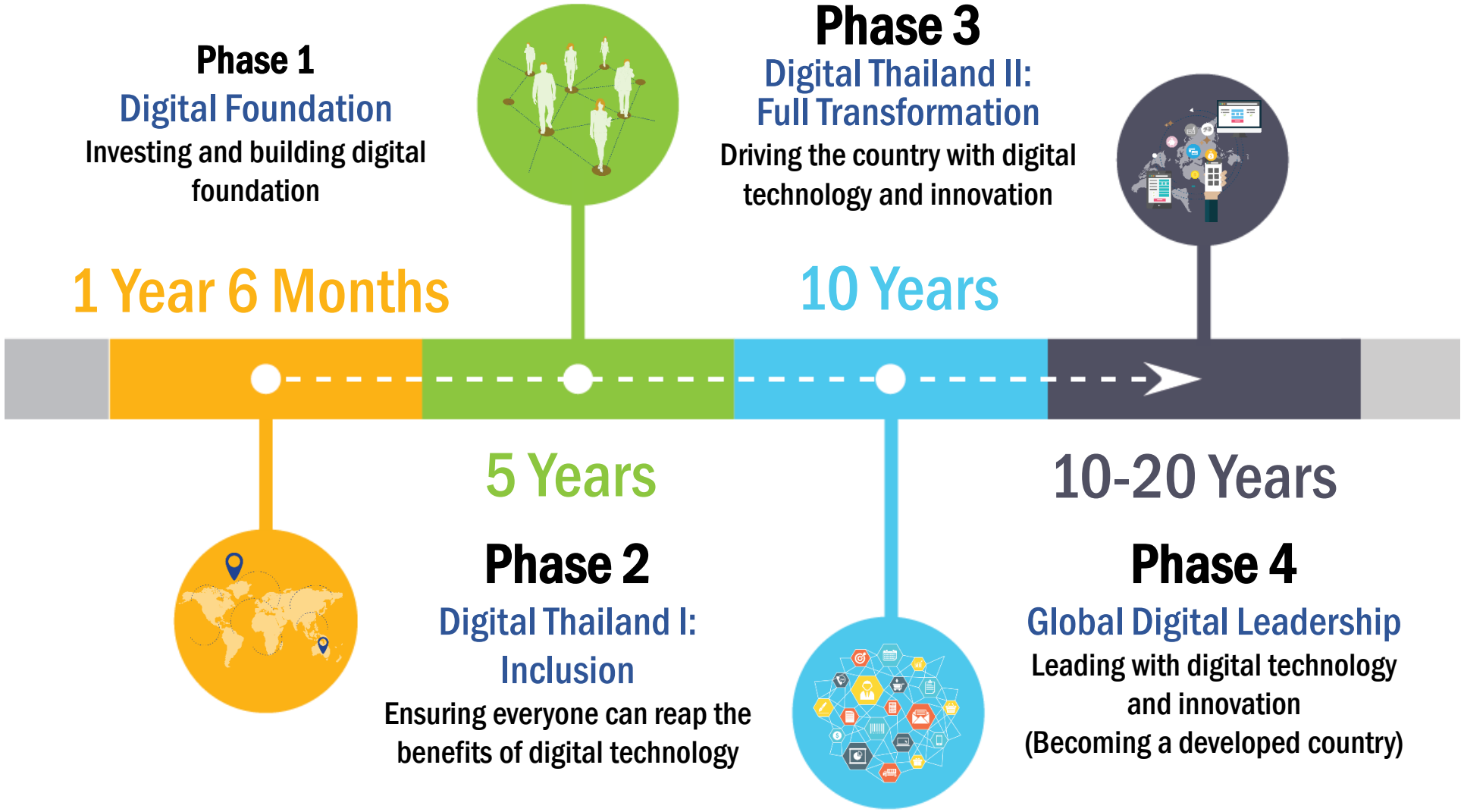
VISION

Transform towards Digital Thailand

Digital Thailand

is defined as a transformed Thailand that maximizes the use of digital technologies in all socio-economic activities in order to develop infrastructure, innovation, data, human capital, and other digital resources that will ultimately drive the country towards wealth, stability, and sustainability.

20-Year Thailand Digital Landscape



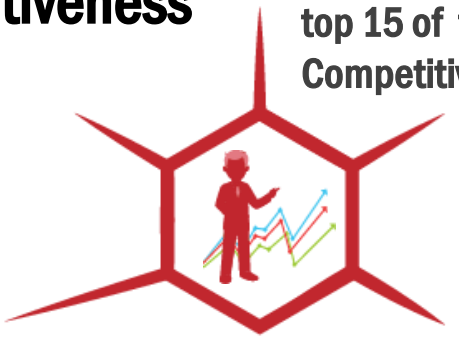
1 Policy 2 Challenges 3 Vision 4 Landscape 5 Goals 6 Strategies 7 Activities

10-Year Goals

Digital Thailand

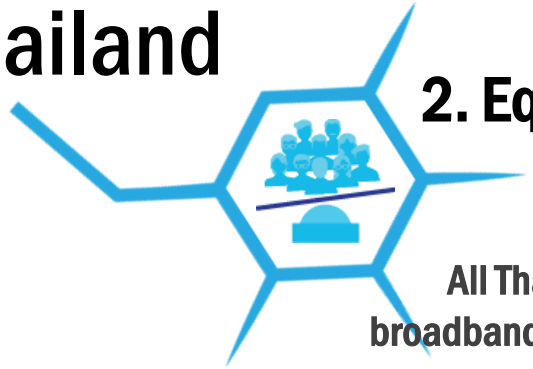
1. Competitiveness

Thailand will place in the top 15 of the World Competitiveness Scoreboard



2. Equal Opportunities

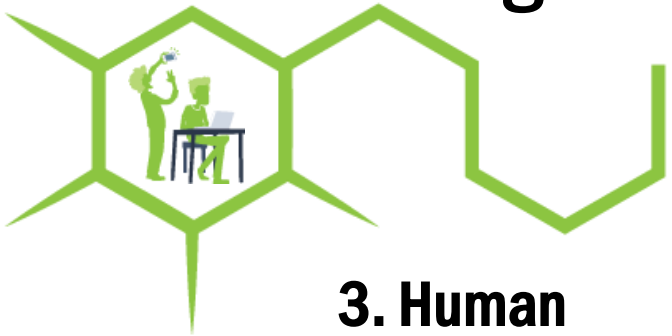
All Thais will have access to broadband Internet, as a basic utility.



Thailand will place in the top 40 of the ICT Development Index (IDI)

3. Human Capital

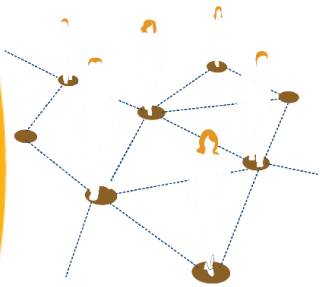
All Thais will be digitally literate.



4. Government Reform

Thailand will place in the top 50 of the UN e-Government rankings

Digital sectors will make at least 25% contribution to GDP.



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

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 knowledge-driven digital society
Building participation, Ensuring inclusive and equal usage

4. Transform into digital government
Creating open government, Facilitating people and businesses, Integrating into One Government

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

Strategies

Strategy 1.
Build country-wide high-capacity digital infrastructure

Ensuring accessibility, availability, and affordability

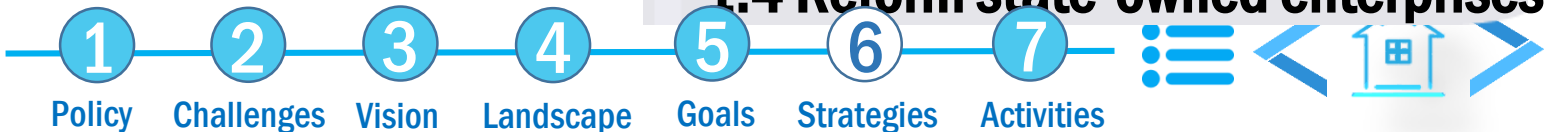
- High-quality broadband will be rolled out country-wide, covering all villages, all municipalities and economic zones, all schools, all Tambon hospitals, and all digital community centers
- Broadband subscription rate will be priced under 2% of GNP per Capita.
- Mobile services will be provided in all villages, communities, and tourist attractions
- Thailand will become one of the Internet connectivity hubs
- Digital television and radio broadcasting networks will be launched and expanded country-wide.

1.1 Roll out nation-wide broadband infrastructure

1.2 Drive towards an ASEAN connectivity hub

1.3 Develop infrastructure policy

1.4 Reform state-owned enterprises



Strategy 2.
Boost the economy with digital technology

Driving New S-Curve, Raising Competitiveness, Building new businesses, Creating values

Goals

- Digital technology and innovation will be used in all manufacturing and service activities.
- SMEs in agriculture, manufacturing, service sectors will leverage digital technology to compete regionally and globally.
- Thailand's digital industry will become one of the regional leaders.

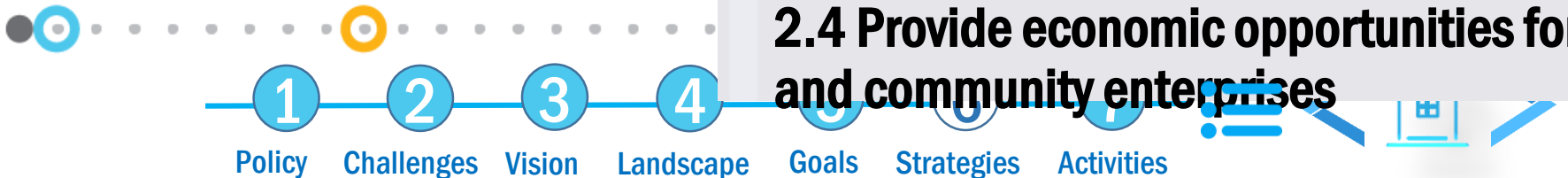
Actions

2.1 Raise competitiveness of Thai businesses

2.2 Create and foster digital startups

2.3 Promote digital industries and related sectors

2.4 Provide economic opportunities for farmers and community enterprises



Strategy 3.
Create a knowledge-driven digital society

Building participation, Ensuring inclusive and equal usage

- People of all groups, esp. rural viallages, elderly, people with disability, will be able to access and make use of digital technology.
- 75% of population are digitally literate within 5 years.
- People of all groups will be able to access education, health, and other public services via digital means.

3.1 Ensuring inclusive and equal access to digital technology

3.2 Develop digital literacy/ media and information literacy

3.3 Create local content, knowledge archives/resources

3.4 Provide education opportunities with digital technology

3.5 Increase access to healthcare with digital technology

Strategy 4.
Transform into digital government

Creating open government, Facilitating people and businesses, Integrating into One Government

Goals

- Government services will meet the demands of people and businesses with respect to convenience, speed, and accuracy.
- Governmental infrastructure and data will be integrated to remove redundancies, link governmental functions, and provide effective services to the people.
- People will be able to easily access governmental data to ensure transparency and civic participation.

Actions

4.1 Migrate to citizen-centric smart services

4.2 Develop government service platforms for new services

4.3 Improve efficiency and governance with digital technology

4.4 Promote open data and civic participation

Strategy 5.
Develop workforce for the digital era

Developing skilled workforce, Creating jobs, Building strength from within

- Working-aged professionals in all sectors will become digitally competent.
- Digital specialists, especially in highly-needed categories, will be developed in both quantity and quality
- New jobs and new businesses will be generated.

5.1 Improve digital skills for workforce in all sectors

5.2 Develop digital specialists

5.3 Enhance appropriate skills for CIOs

Strategy 6.
Build trust and confidence in the use of digital technology

Updating laws and regulations, Encouraging investments, Ensuring security

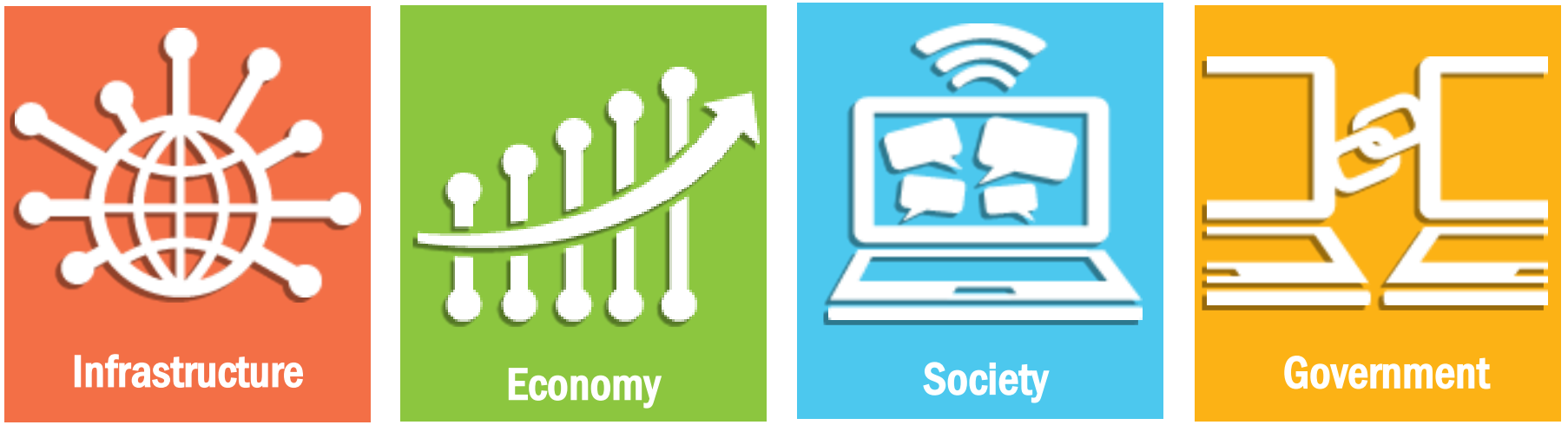
- Digital laws and regulations will be updated to meet the demands of digital era.
- Data standards will be introduced and implemented to ensure seamless online transactions.
- People will fully trust and have confidence in online transactions.

6.1 Develop systems to ensure ease of doing business

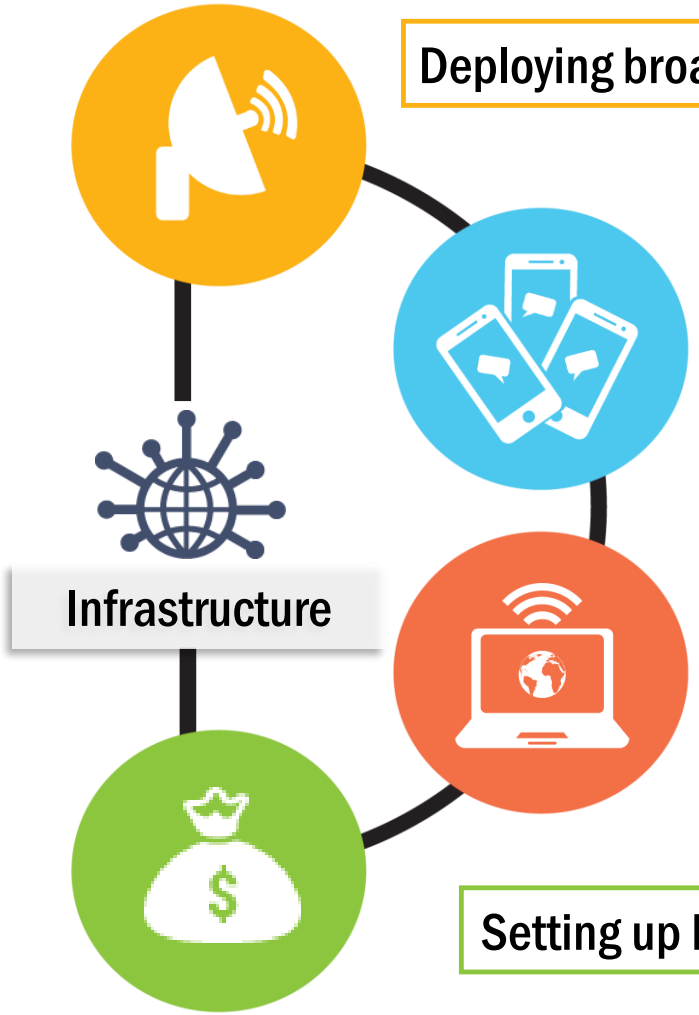
6.2 Put in place appropriate digital laws

6.3 Build trust and confidence in online transactions

1 ½ - Year Priority Activities



1 ½ - Year Priority Activities



Deploying broadband to all villages

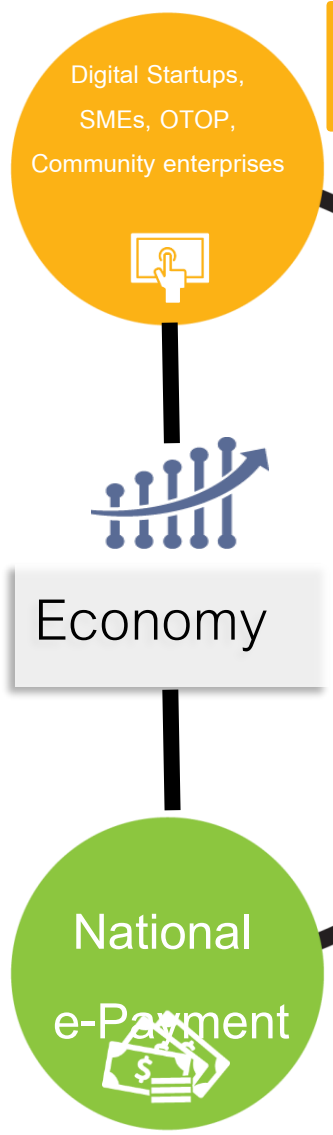
Providing Free Wi-Fi at 10,000 locations, including Non-formal and Informal schools (reaching 2,000,000 students), Border Patrol Police schools and Digital Community Centers all over the country.

Doubling International bandwidth to meet the demands of growing economic activities

Setting up Digital Thailand Infrastructure Fund

1 ½ - Year Priority Activities

- Yearly fostering 1,500 digital startups, SMEs, and Micro SMEs, with 300 ready-to-commercialize prototypes



- Coaching 15,000 SMEs to trade online (also publishing B2B/ B2C manual) and standardizing 100,000 product items

- Building at least 10,000 online community stores via digital community centers
- Piloting smart farms for organic product traceability ex. rice, vegetables, and fruits
- Producing 1,600 digital farmers (scaling up of the คนกล้าคืนถิ่น project)

- Building Tourism Thailand Open Platform (B2B) that links to global platforms for Tourism SMEs to conveniently use at a low cost

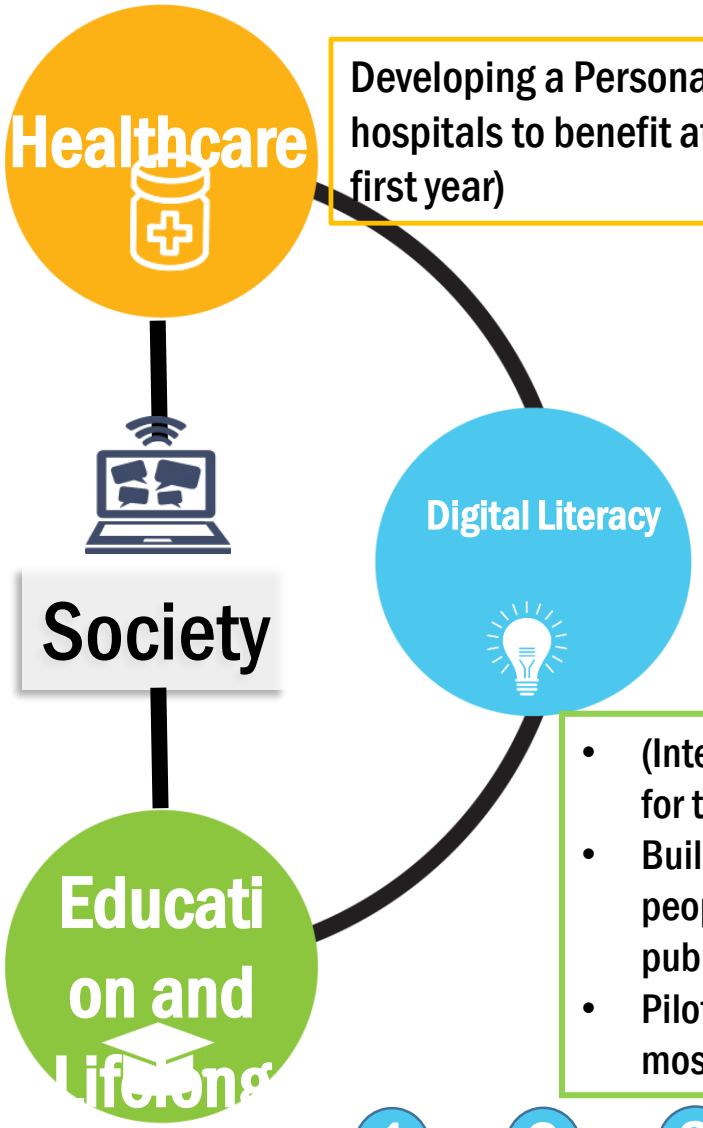
- Building 5 Smart Cities within 3 years (Pilot at Phuket and Chiangmai)

Smart Economy
- ✓ Digital Industry Hub + Innovation Park
- ✓ 5,000 Certified Digital Workers

Smart Living
- ✓ CCTV for public safety
- ✓ Control Center to manage environment and disaster incidents

- Creating data standards for the National e-Payment System (covering people's daily activities and hence reducing up to 75,000 million baht in costs and expenses)

1 ½ - Year Priority Activities

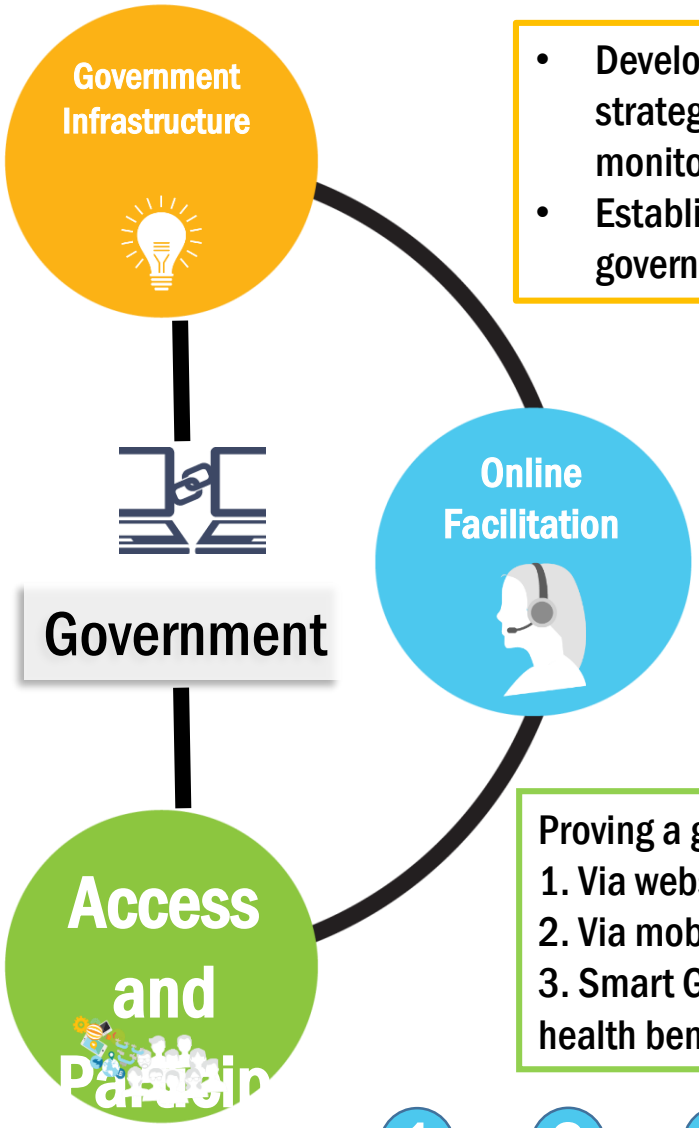


Developing a Personal Health Record system (PHR) that links all country-wide Tambon hospitals to benefit at least 1,000,000 people (expecting at least 150,000 people in the first year)

- Training digital skills for vocation/ income generation to 8,000 people of disadvantaged groups (people with disability/ disadvantage and the elderly)
- Providing all-the-time online vocational content to 700,000 students in vocational schools and 400,000 people from general public
- Training digital literacy to at least 600,000 people from general public

- (Integrating platforms) Providing Massive Open Online Courses (MOOCs) for the public both in education and non-education settings
- Building an English-learning mobile application/ system for all groups of people including public servants, business owners, workers, and general public (to prepare for AEC)
- Piloting a digital package (of electricity, Internet, and e-Learning) in 20 most marginalized schools to bridge the digital divide

1 ½ - Year Priority Activities



- Developing an e-Government law that mandates digital government plan/ strategy, government service standards, data protection, data security, monitoring of workplan etc.
- Establishing/ upgrading Government Shared Infrastructure/ Data Center, government cloud (G-Cloud), and government mail system (MailGoThai)

- Creating at least 79 smart services (to become paperless)
- Building a platform to facilitate entrepreneurs to start businesses.
- Developing a mobile communication system (G Chat) that can accommodate at least 15,000 users)

Proving a government one-stop portal (GovChannl) that can be accessed in 3 modes
1. Via website (govchannel.co.th, egov.go.th, data.go.th, info.go.th)
2. Via mobile applications on smart devices (including G-News, ภาษีไปไหน services)
3. Smart Government Kiosk in all provinces (including systems that track/ show health benefits or electricity user data)

Thank you

www.digitalthailand.in.th/