



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



Outline

- ❖ Background
- ❖ AI Landscape in Thailand
- ❖ NAIS & Thailand AI Ecosystem
- ❖ 1 Year Progress
- ❖ Next Steps

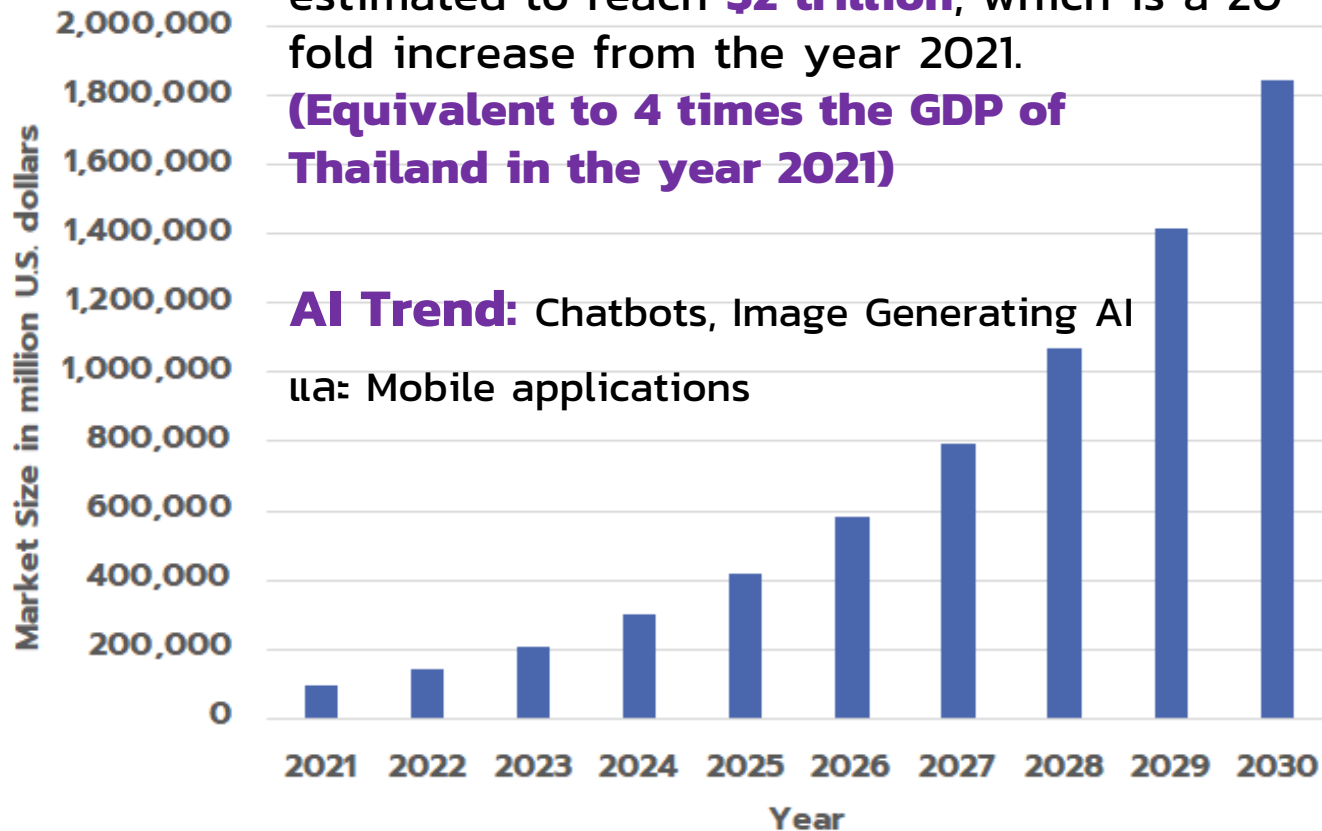


Background

The growth of the global AI economy

In the **year 2030**, the global AI market is estimated to reach **\$2 trillion**, which is a 20-fold increase from the year 2021.

(Equivalent to 4 times the GDP of Thailand in the year 2021)



AI Trend: Chatbots, Image Generating AI
และ Mobile applications

Source: Statista 2023 (<https://www.statista.com/statistics/1365145/artificial-intelligence-market-size/>)

❖ 26 July 2022

Thailand NAIS received approval from cabinet

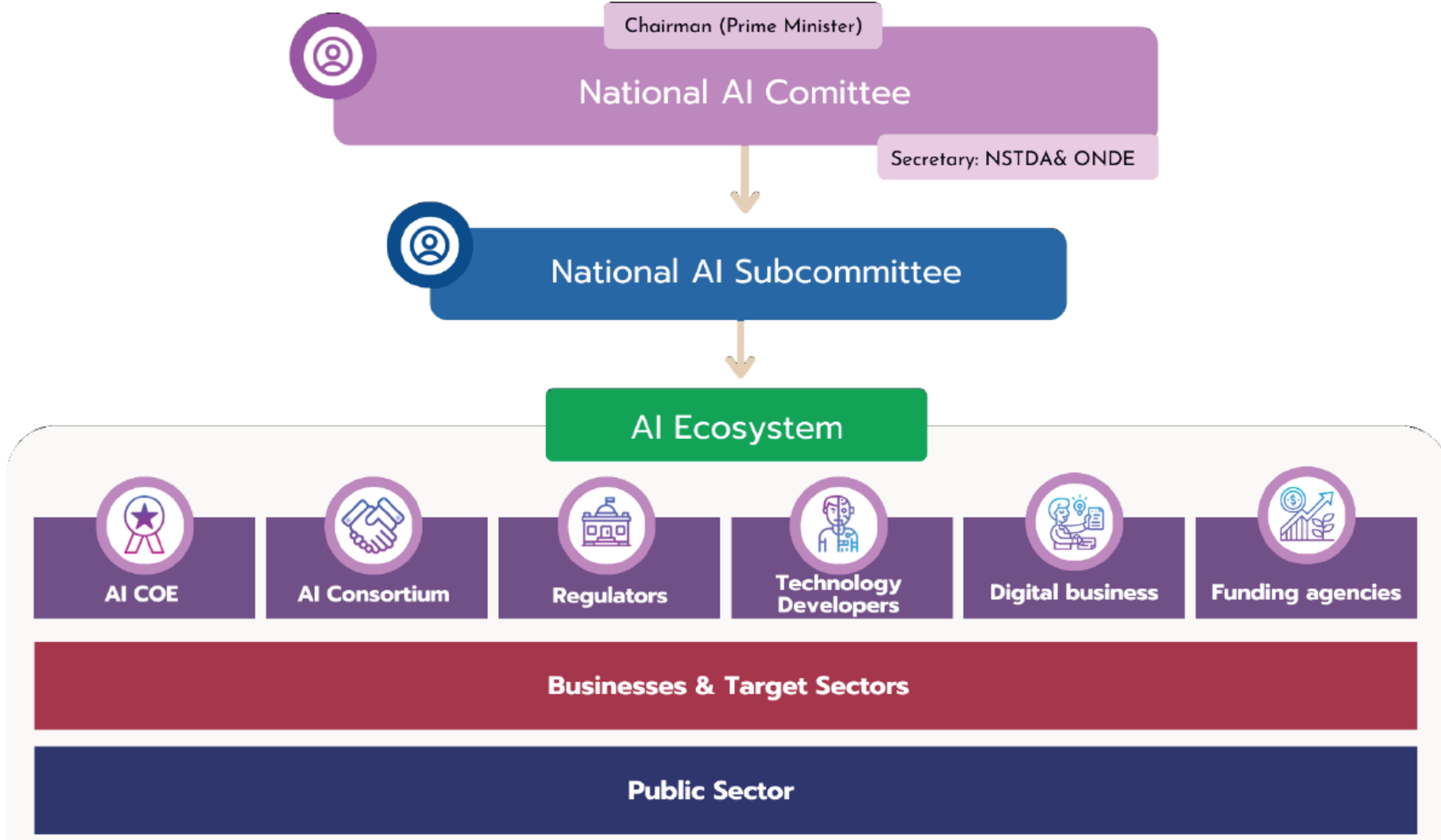
❖ 17 August 2022

Appointment order of "National AI committee" (the driving committee for AI Strategy)





Governance Mechanisms



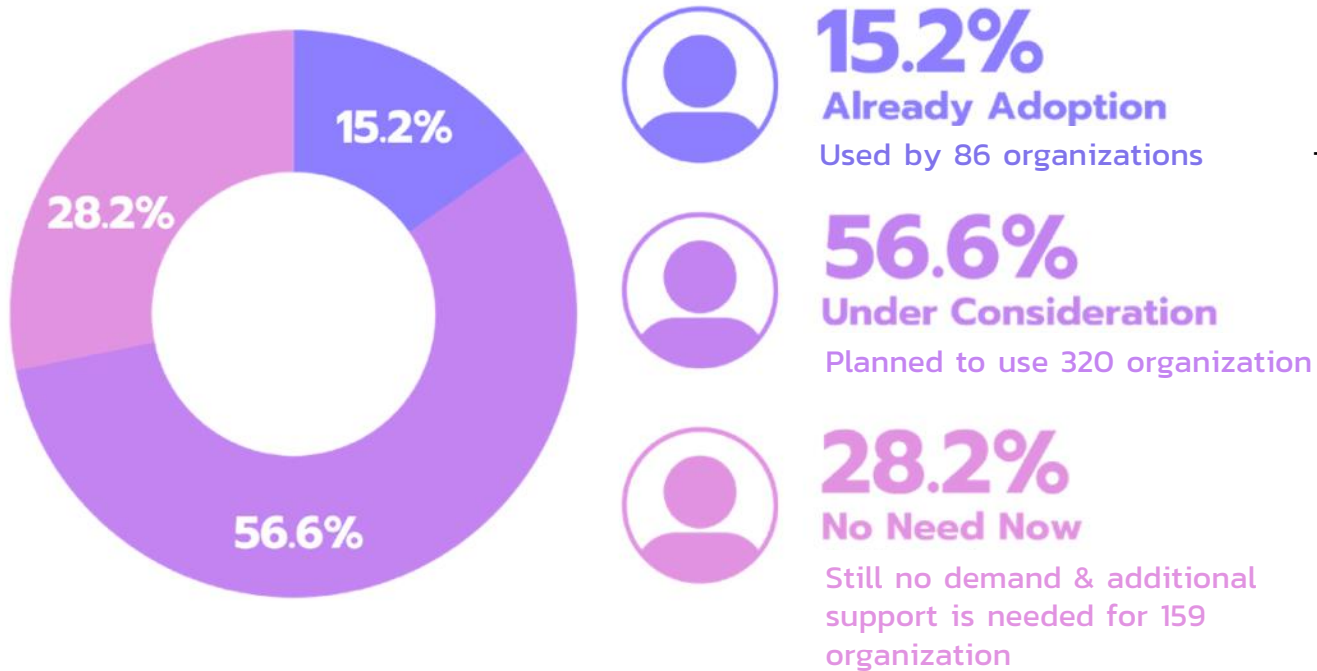


AI Landscape in Thailand



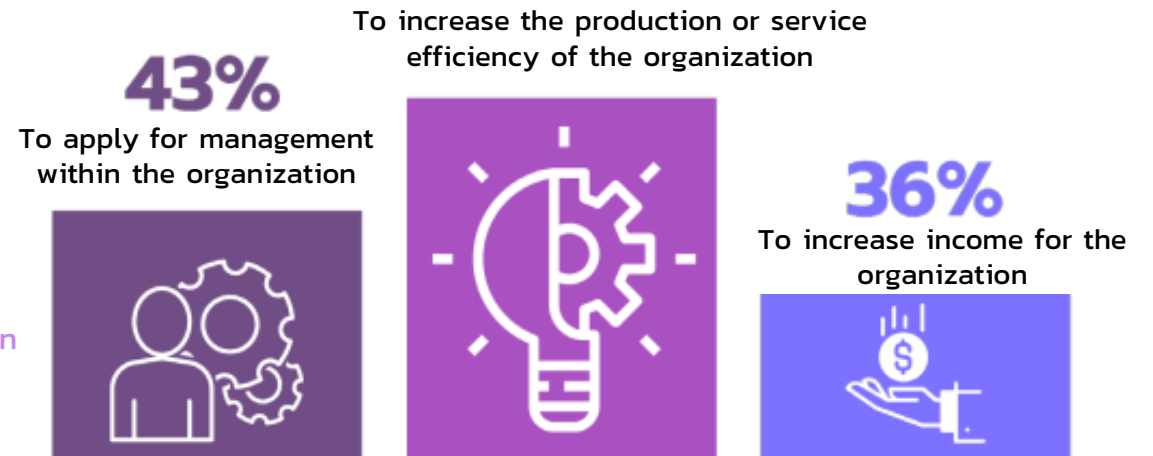
AI Adoption Trends in Thailand: The Year 2023

Proportion of AI Adoption



Survey results from 565 Thai organizations
(Survey sent to 3,529 organizations)

Purposes of applying AI



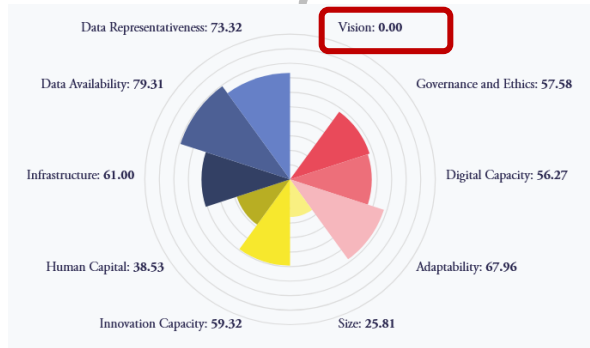
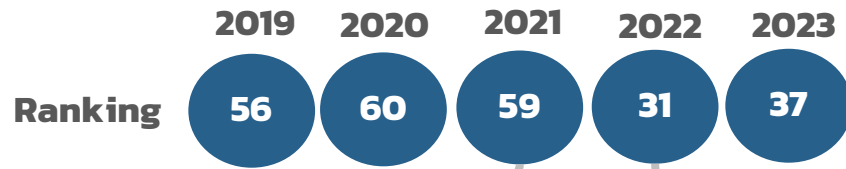
Reasons for non-users of AI

- ❖ Under studying 50.4%
- ❖ Not a priority 19.3%
- ❖ Under resource 18.5%



Government AI Readiness Index: Thailand's Status

Government AI Readiness Index aims to provide valuable insights for effective & responsible AI integration into public services.

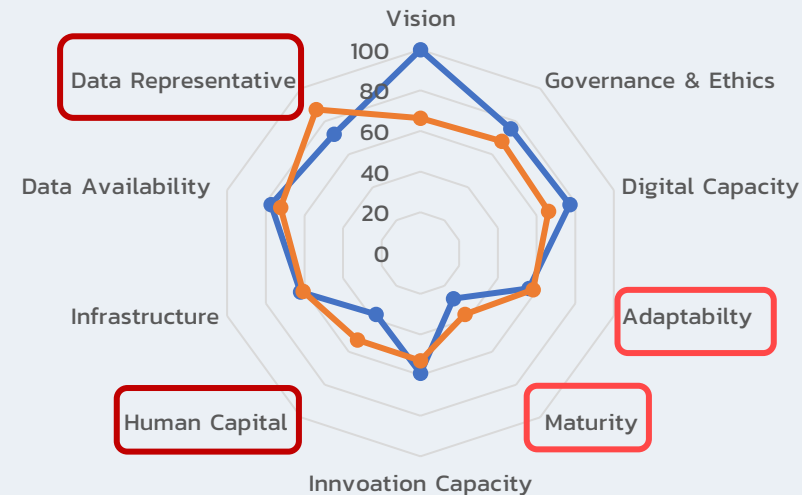


After NAIS began.

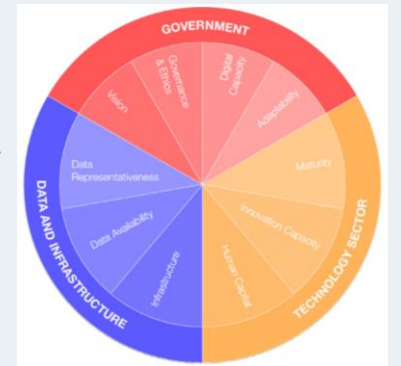
- **Overall:** Technology Sector has the lowest score; Data & Infrastructure shows a reduction from 2022.
- **Income:** Compared to High-Income Countries, Thailand remains below average level in Human Capital, Data Representation, Maturity, & Adaptability.
- **Regional:** Among 17 East Asia countries, Thailand is still below average level in Human Capital and Data Representation.

Year	Global Position	Overall Score	Government	Technology Sector	Data & Infrastructure
2023	37 (from 193)	63.03 (44.94)	77.21 (45.65)	41.33 (34.08)	70.55 (55.10)
2022	31 (from 181)	64.63	76.77	38.70	78.42
2021	59 (from 160)	52.63	45.45	41.22	71.21
2020	60 (from 172)	48.16	38.70	40.76	65.01

Thailand Government AI Readiness Index 2023



— Thailand (an Upper Middle Income Country)
— High Income Country





Real Challenges

- Limited number of experienced human resources



- Small number of inhouse-development businesses

- No data
- Not enough data
- Data fragmented
- Data inaccessible





NAIS & Thailand AI Ecosystem



NAIS: 5 strategies



Thailand National AI Strategy

Vision

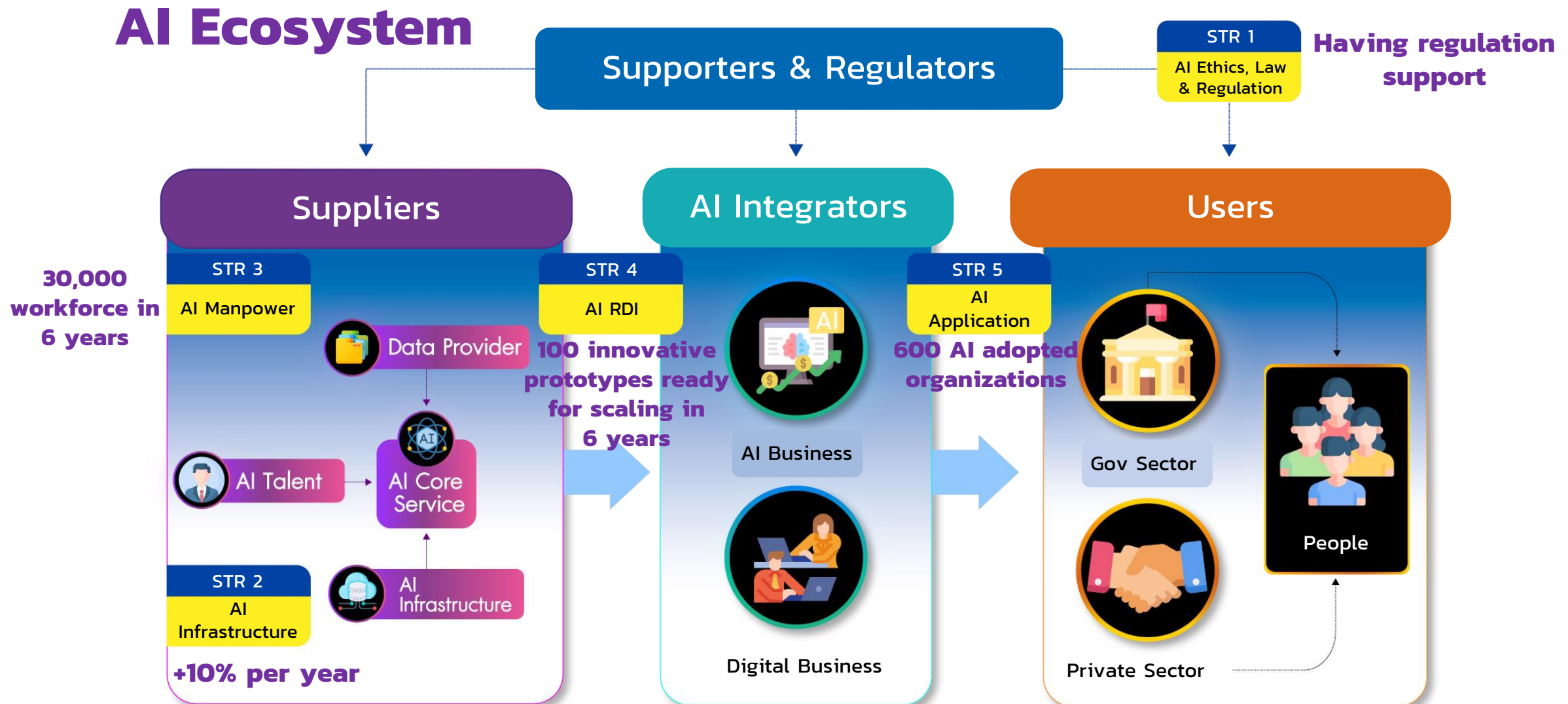
Thailand has an effective ecosystem to promote AI development and application to enhance the economy and quality of life within 2027.

5 Strategies

15 Work plans



NAIS: Fill Up the Thailand AI Ecosystem





NAIS: 10 Target Sectors





1 year Progress

STR1 : AI Ethics, Law & Regulation

1) Thailand AI Ethics Guideline

By Office of the National Digital Economy and Society Commission (ONDE), Chulalongkorn University & Thammasat University

Developed the first **Thailand AI Ethics Guideline** to inform researchers, developers, service providers, and AI users about the operating procedures and usage rights for AI services.



AI Awareness

- Developed a self-paced ethics course.
- Individuals from all over the country have completed the training (4,112 in the theoretical part (online) & 1,229 in the practical part."

2) Opening of AI Governance Center (AIGC)

By Electronic Transactions Development Agency (ETDA)



AI Governance Center (AIGC) by Electronic Transactions Development Agency (ETDA) launched in Nov 2022 will serve as a central hub for

4 Missions

- Developing AI Governance frameworks
- Providing consultancy in AI implementation
- Cultivating and disseminating knowledge and research outcomes
- Building a network of experts both locally and internationally.

3) Drafted AI Law



STR2 : AI Infrastructure

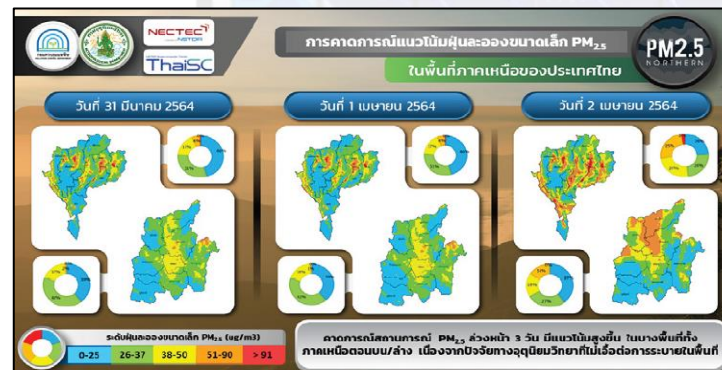
HPC

LANTA HPC at National Science and Development Agency (NSTDA) completely installed by the end of 2022, LANTA HPC ranks 70th globally and 1st in ASEAN for its high computing performance



Ready to serve for
reducing country
expenses in large-scale
computing

Pilot Projects



PM2.5 prediction
Pollution Control Department

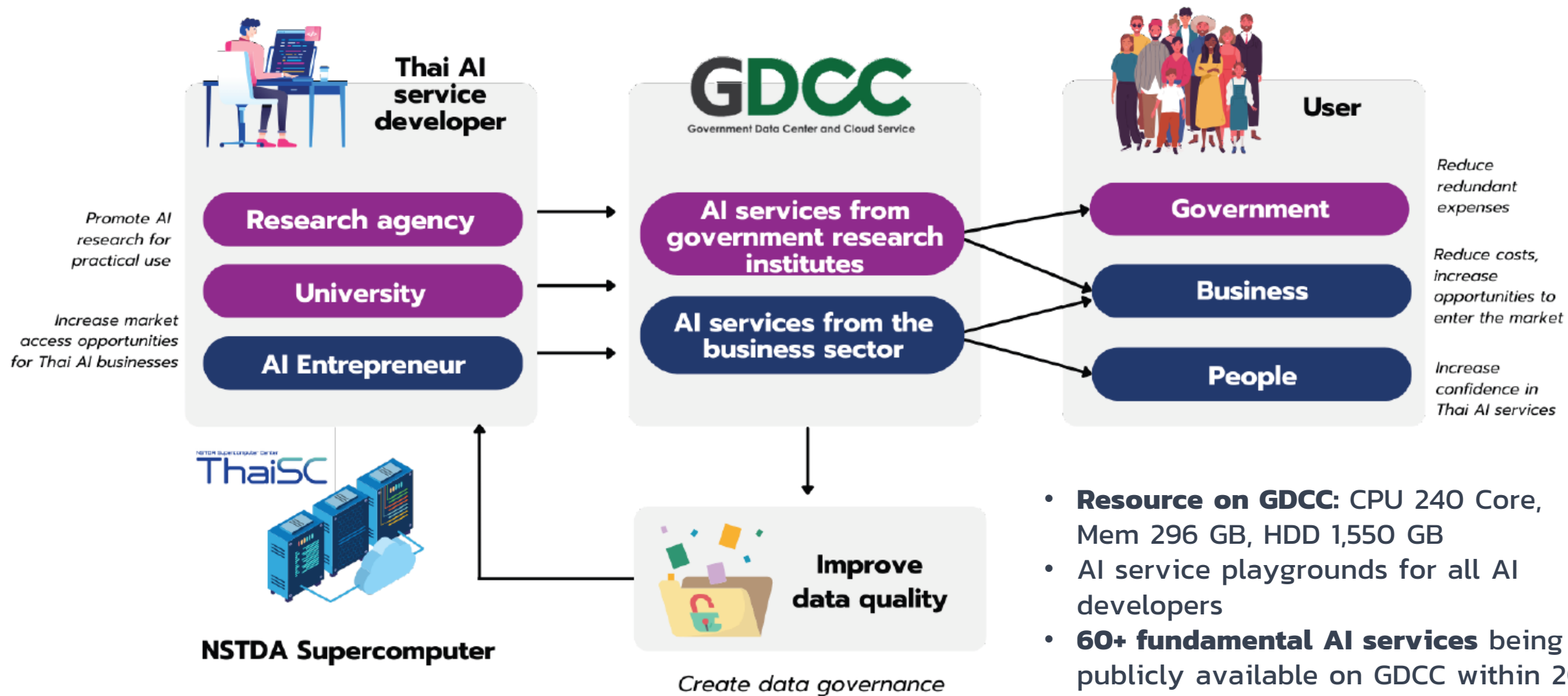


Thai large language modeling
VISTEC / AIEAT



STR2 : AI Infrastructure

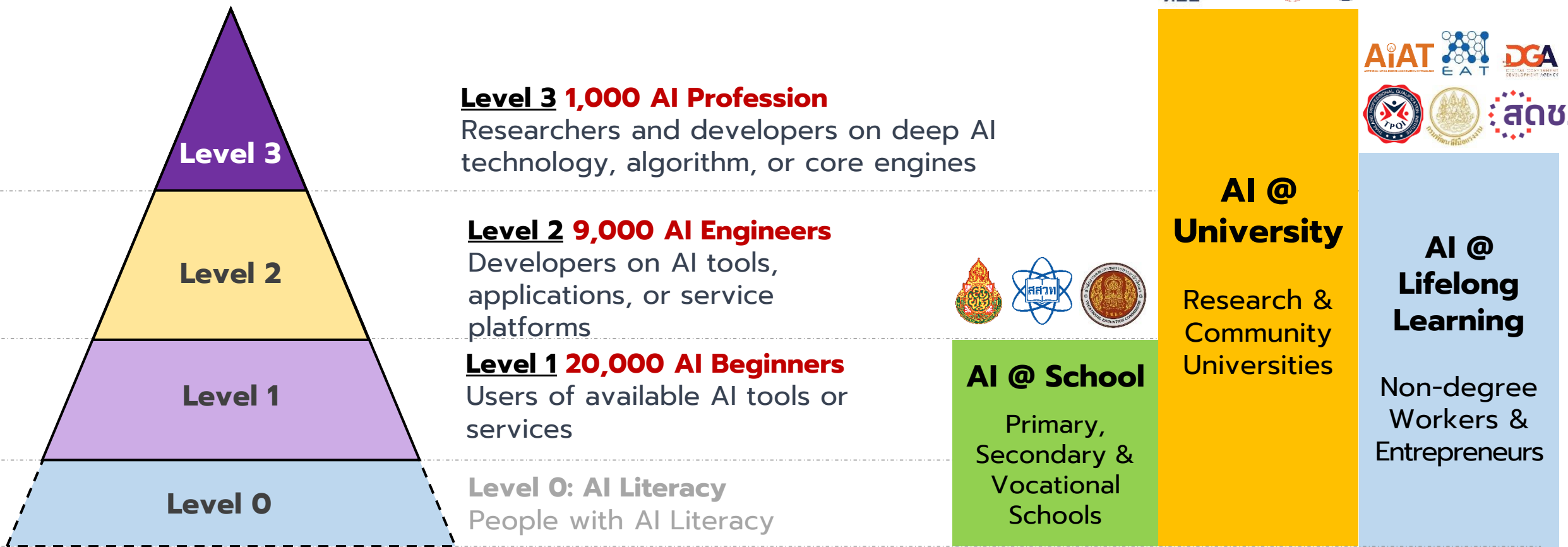
National AI Service Platform



- **Resource on GDCC:** CPU 240 Core, Mem 296 GB, HDD 1,550 GB
- AI service playgrounds for all AI developers
- **60+ fundamental AI services** being publicly available on GDCC within 2023
- **Requested for use: 800,000 times/month**
- Popular services such as speech-to-text, Chatbot, etc.,

STR3 : AI Workforce Development

Overview of the National AI Workforce Development Program



Note: AI Workforce Development aligns with the plan proposed to the National AI Committee. The committee has approved in principle a budget framework of 1,000 million baht (approximately 300 million baht x 3 years) to support all levels, for consideration to be presented to the National Science, Research and Innovation Fund.



STR4 : AI Research, Development & Innovation

Thai People Map and Analytics Platform (TPMAP)



Data Sources



Community Development Department



Ministry of Finance



Department of Local Administration



Ministry of Social Development and Human Security



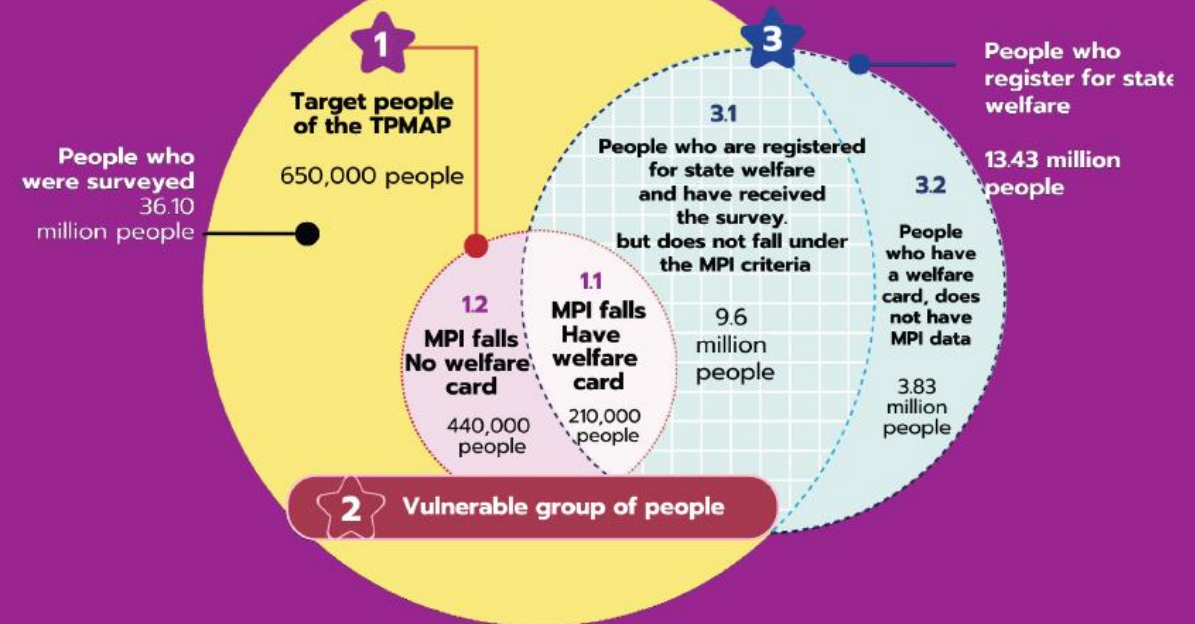
Driving **poverty eradication** and developing people of all ages based on **empirical data** – AI introduced for more precise targeting of poverty/fragile people

Outcomes

Government agencies in 76 provinces use poverty alleviation support systems through local projects.

Main data of Poverty Eradication and Life Cycle Development (PELCD)

Fragile household groups



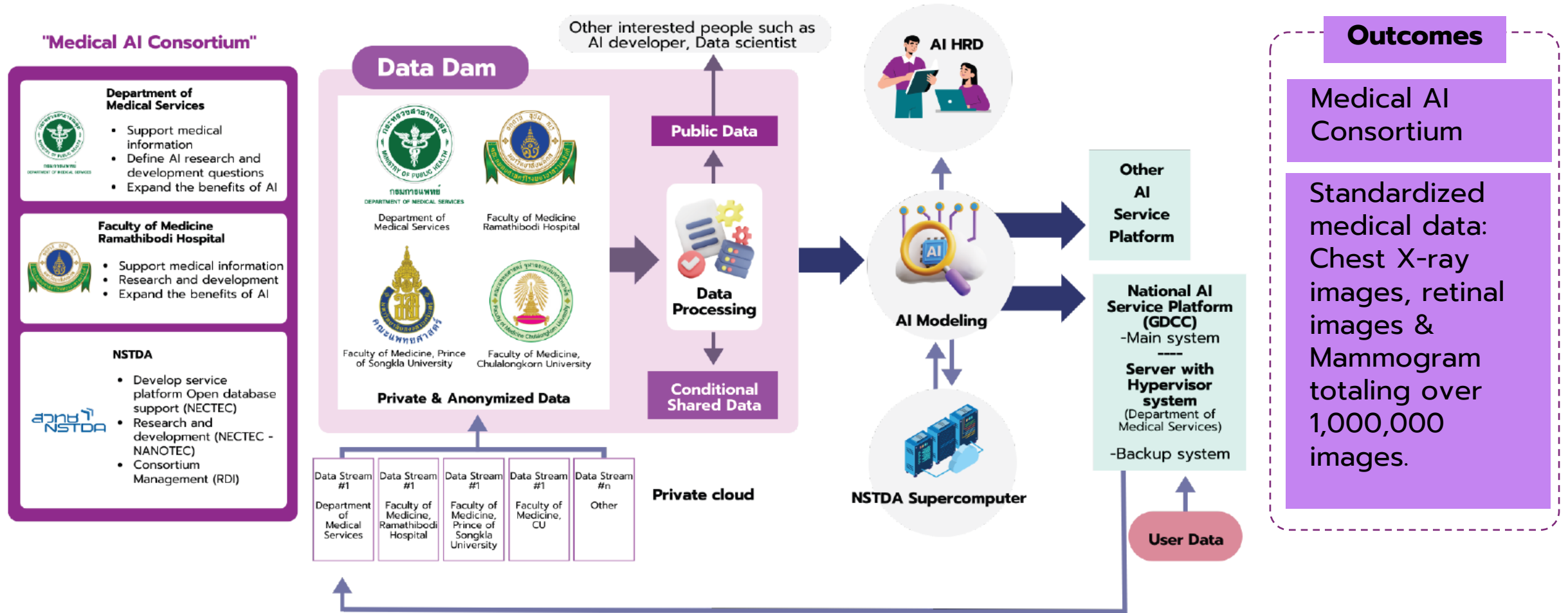
Divide the target group according to household characteristics and various rights.

By National Economic and Social Development Council



STR4 : AI Research, Development & Innovation

Medical AI Data Sharing Platform



By Department of Medical Services, Faculty of Medicine: Ramathibodi Hospital, NSTDA & PMU-B



Outputs and significant outcomes of NAIS between 2022 to 2023



Human capacity development in AI through various projects & curriculum frameworks (all levels)
83,721 participants



Research and development projects in AI funded by the R&D fund
1,290 million baht



Startup invests more due to government promotion
639 ล้านบาท

Thailand's Government AI

Readiness Index of Thailand has risen to the 31st position in 2023, up from its previous ranking of 59th in 2022.



Note: Oxford insights survey 160 & 181 countries in 2022 & 2023, respectively.



Collaborative organization driving Thailand NAIS

Ministry



Government agencies



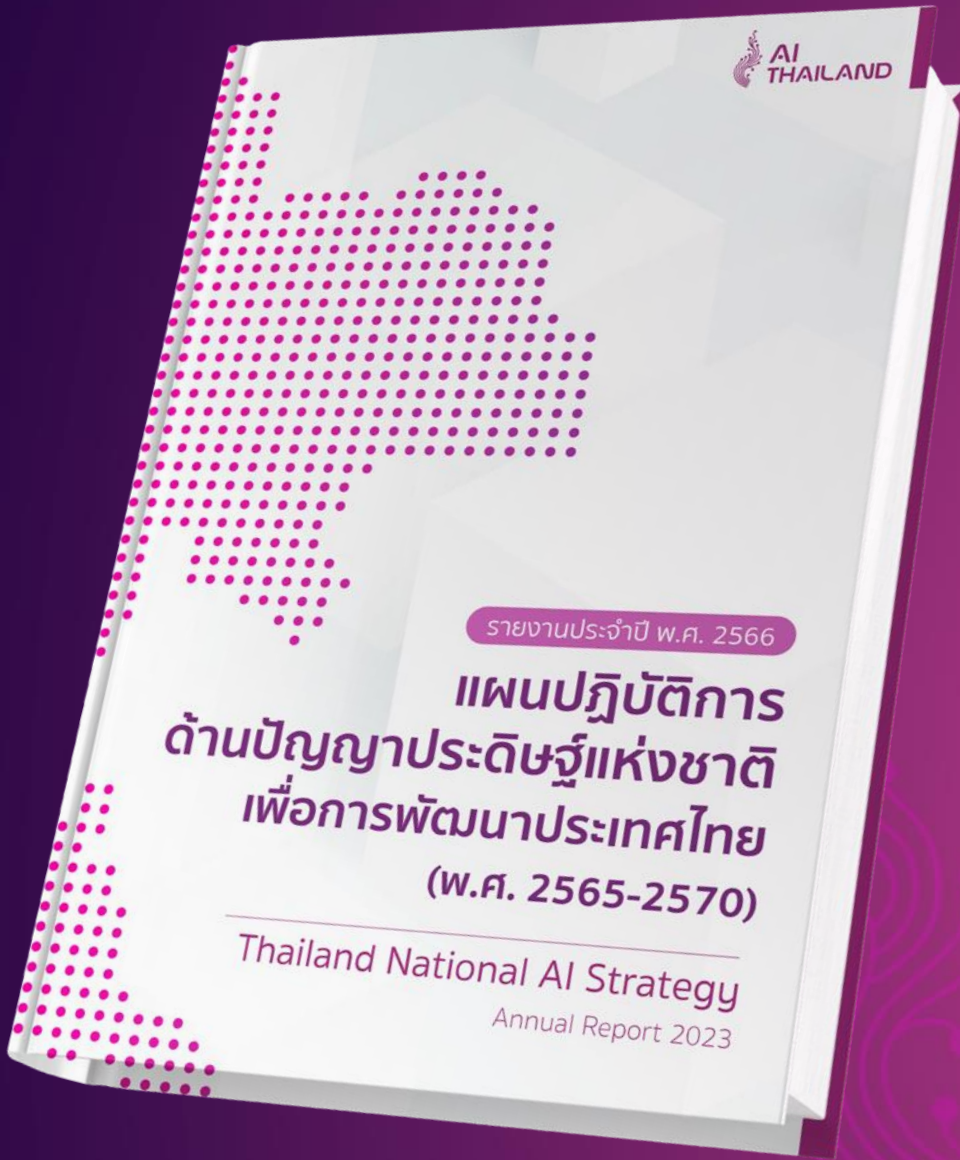
Educational institution



Association/Confederation /Foundation



Performance and key results between 2022 - 2023





Next Steps



AI technology development focusing on 10 sectors





Current operational status

S1

- AI Governance clinic (AIGC)
- Thailand AI Ethics Guideline
- AI Awareness
- Thailand AI Guidelines 1.0 (2022)
- AI Governance Guideline for Executives (2023)
- Regulatory framework for the Use of AI/ML in the capital market (2023)

- **AI Governance Center** (AIGC Plus)
- AI Literacy

S2

- AI service platform on the GDCC
- Super Computer

- **AI Standard and Testing Center** (Biometric identification)

S3

- Subcommittee AI Workforce Development
- Approved AI workforce development project proposal (drafted) on July 17, 2023

- AI workforce development: 5 projects
 1. AI Sandbox Degree
 2. AI Degree
 3. Non-Degree (general public)
 4. Non-Degree (State personnel)
 5. Connector to National Credit Bank

S4

- Medical AI Data Sharing Platform
- TPMAP: targeting of poverty/fragile people
- **Travel Link:** Tourism Information System

- **Thai Large Language Model**
- **Fraud Detection**
- **AI-based Machine Vision in Industry**
- AI for Crop Prediction

S5

- Innovation & Startup Promotion

- AI Co-creation space

**International
Visibility/Collaboration**

- OECD
- ASEAN Digital (MDES) & ASEAN COSTI (MHESI)
- UNESCO
- Hiroshima AI Process

S

Strategy

Phase I/ continue from Phase I

In progress



Thailand NAIS Flagship projects, Phases 2 (Project Set 1)

Key challenges according to the strategies and target sectors

1



Tourism

Travel Link

Enhance Thailand's Tourism Potential: A Central Hub for Data Linkage and Services



2



Trade & Finance

Strengthening Fraud Detection Ecosystem with AI AOC Data Lab



3



Ethics & Regulation

AI Governance Center (AIGC Plus)

Operational center for AI application with ethical considerations, the center elevating from AIGC



4



Research & Development

Thai LLM

Creating a Generative AI model supporting the Thai language



5



Safety & Security

Biometric

Verification and evaluation of personal identity from biometric data



6



Manufacturing

AI-based Machine Vision

Image analysis in manufacturing industry





Thailand's AI Collaborations on the World Stage (Examples)

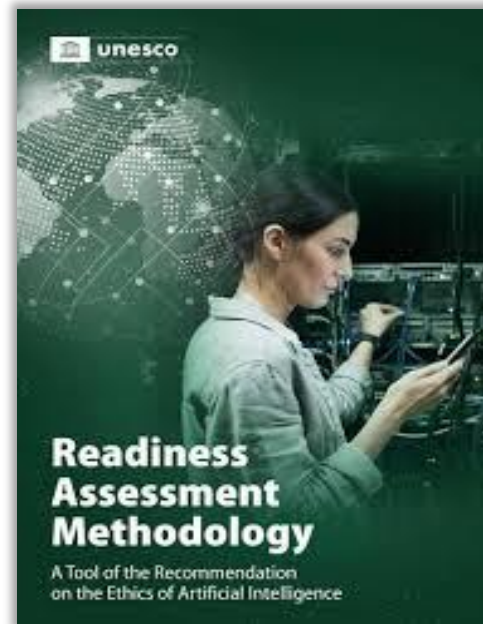
OECD

Thailand joining the Working Party on AI Governance (AIGO) and in the process of adhering OECD Recommendation on AI



UNESCO

Thailand preparing to adopt UNESCO Readiness Assessment Methodology (RAM) on AI Ethics, and to be the host country for the Global Forum on the Ethics of AI 2025



Hiroshima AI Process

Thailand joining Hiroshima AI Process Friends Group to study Hiroshima AI Process Comprehensive Policy Framework

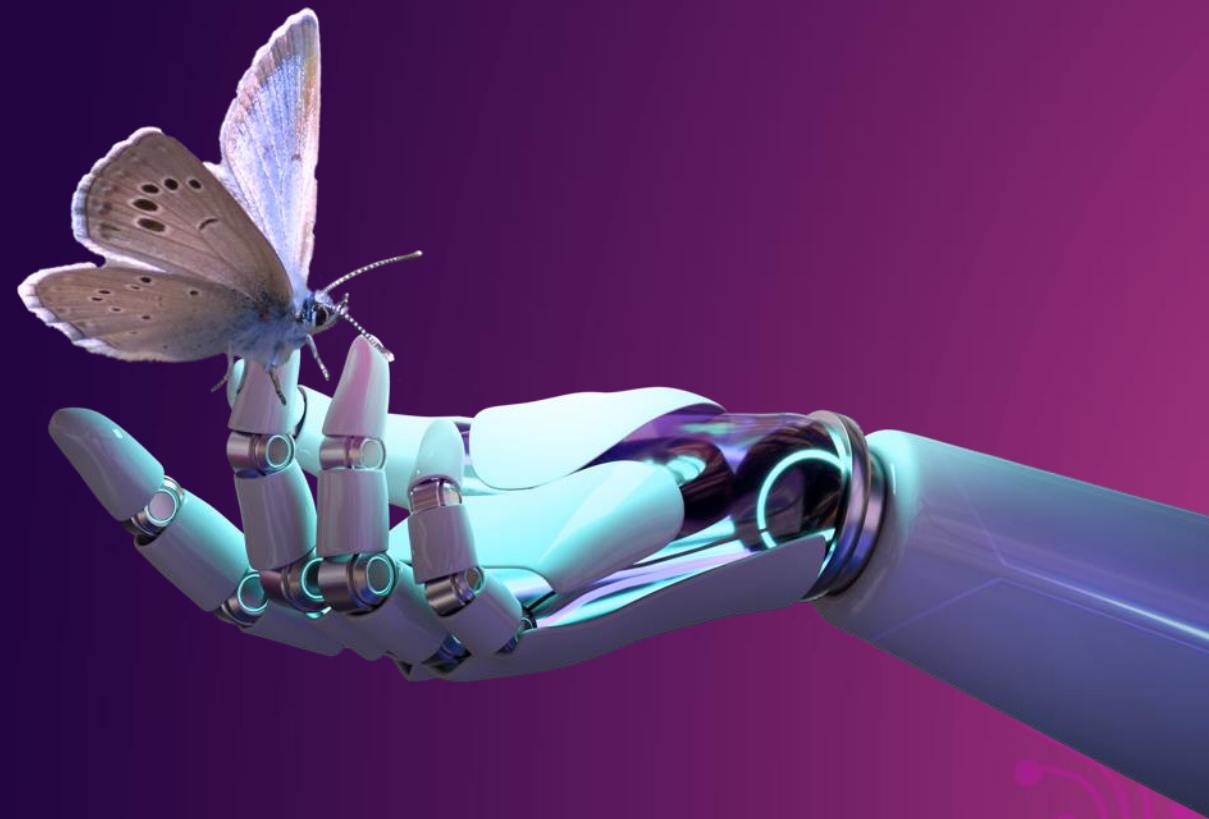




AI THAILAND

เชื่อมระบบนิเวศปัญญาประดิษฐ์
ยกระดับคุณภาพชีวิตคนไทย

Integrate AI ecosystem for Thai better living



<https://www.ai.in.th>



AI Thailand Community