



DIGITAL

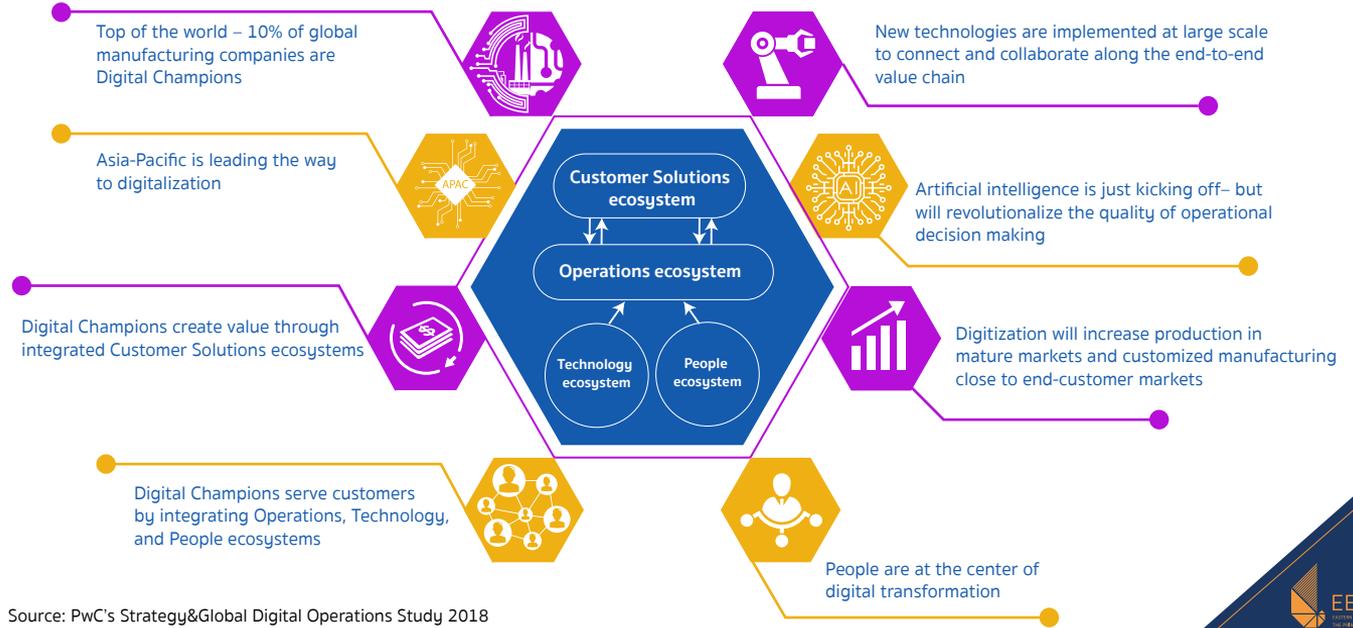


Global Digital Operations

Digital Champions are defined as companies that have adopted digitization to the highest standard by utilizing digital connections and practices in four critical business ecosystems: Customer Solutions, Operations, Technology, and People.

- Global Market
- Industry in Thailand
- Investment Incentives in EEC
- Related Agencies

Eight key findings of the Global Digital Operations



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Application of IIoT and Digitization in Manufacturing

Data-driven services and the cloud will create new business models and generate new revenue streams for manufacturing business. The automotive, aerospace & defense, medical devices, semiconductors and electronics industries will require operational predictive analytics support, creating opportunities for cognitive predictive support platforms.

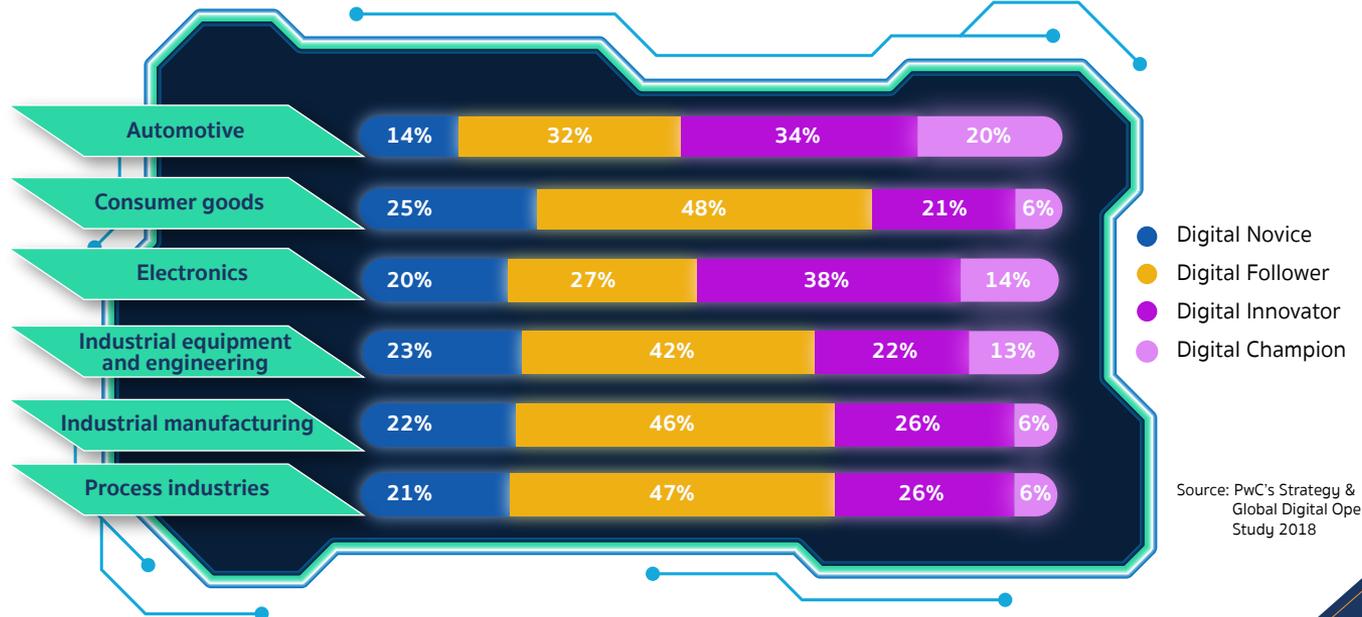
Global Market

Industry in Thailand

Investment Incentives in EEC

Related Agencies

Levels of digital maturity by industry



Source: PwC's Strategy & Global Digital Operations Study 2018

Digital Maturity by Region

According to the PwC study, 19% of Asian (APAC) companies are in the Digital Champion category, followed by the Americas (11%) and European companies (5%). Asian companies are in a more favored position as they are able to set up digital operations, such as factory automation, workforce, and organizational IT networks from a clean slate.

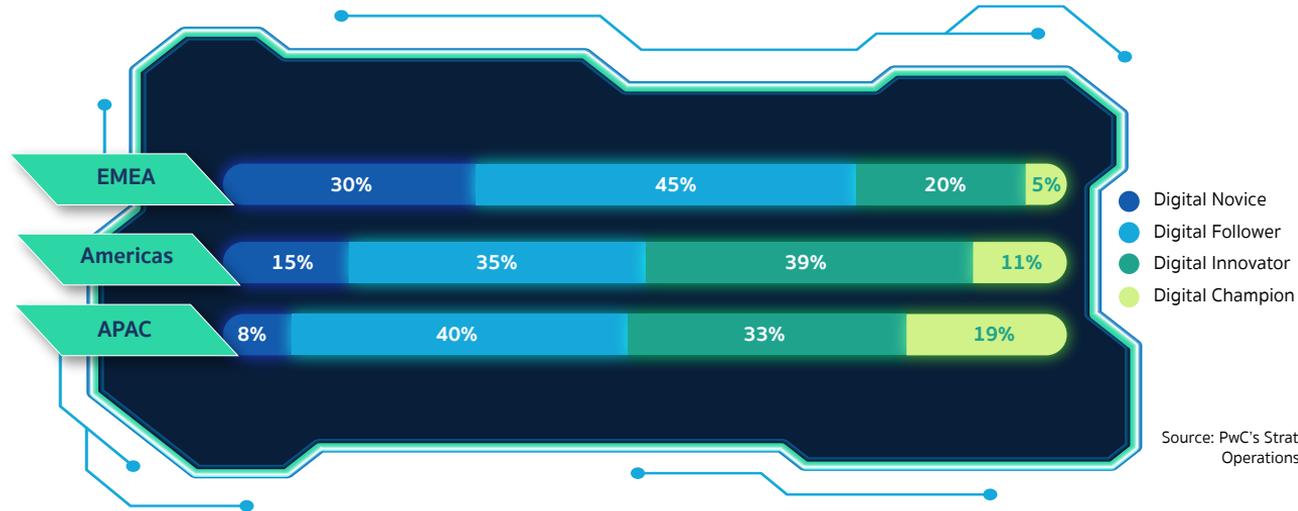
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Levels of digital maturity by geographic region



Source: PwC's Strategy & Global Digital Operations Study 2018

Thailand's Digital Industry Overview

With the second largest digital economy in terms of market value in ASEAN, Thailand has seen a digital revolution affecting processes and activities across almost every business sector and activity.

Thailand's digital economy grew to \$16 bn in 2019 and ranked 1st globally for mobile internet usage.

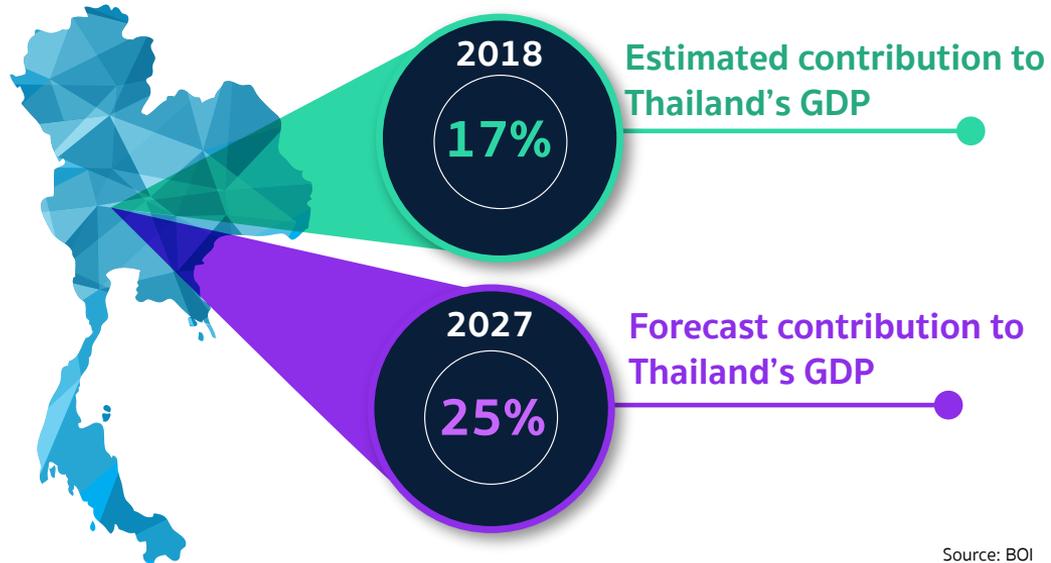
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Digital Contribution

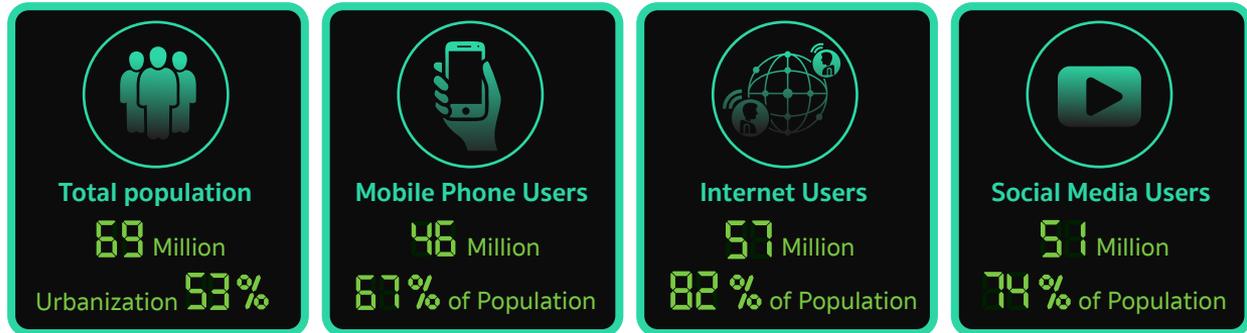


Source: BOI

Thailand's Digital Market Landscape



 **25%** The Digital Economy is expected to contribute 25% to Thailand's GDP by 2027.



Investment Opportunities for the Digital Industry



Source: Ministry of Digital Economy and Society, Electronic Transactions Development Agency (ETDA) and Thailand's Board of Investment (BOI)

Supporting policies

Digital Economy Promotion Master Plan (2018 – 2021)

VISION

Shaping a dynamic digital economy, with digital-ready manpower and greater digital awareness to propel change

Global Market

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Related Agencies

Strategy 1
Build manpower for the digital era

Digital Manpower

Digital Citizen

Strategy 2
Transform economy towards Digital Thailand

Digital Transformation

Digital Industry Promotion

Digital Startup

Strategy 3
Empower communities for digital future

Digitalized Community

Social Digital Innovation

Strategy 4
Build digital innovation ecosystems

Smart City

Big Data & Innovation

Cyber Security

500,000 Digital Manpower

30,000,000 Digital Citizens

25,000 Digitalized Enterprises

10x Average Valuation of Thailand Startups

24,700 Digitalized Community

7 Smart Cities

10% Digital Industry Investment

10% Digital Density Growth

20% Digital Industry GDP Contribution



5% yoy GDP Growth

15% Increasing income-generating For the bottom 40 percent

Investment incentive package for investment projects in the Eastern Economic Corridor (2020-2021)

Global Market

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Investment Incentives in EEC

Related Agencies

Key features	Investment Incentives	Targeted activities			
		Section 8	A1	A2	A3
1. Standard tax package	Tax holidays	10 Years (no cap)	8 Years (no cap)	8 Years	5 Years

Human resource development programs (additional tax incentives)

2. Investment projects which are engaged in human resource development programs	Tax holidays	2 Years (no cap)	-	-	-	
	50% reduction of CIT	-	3 Years	3 Years	3 Years	

Projects located in the four promoted zones for specific industries (EECi, EECd, EECa and EECmd) OR industrial estates and promoted industrial parks

3. Investments located in EECi, EECd, EECa and EECmd	Tax holidays	1 year (no cap)	-	-	-	
	50% reduction of CIT	-	2 Years	2 Years	2 Years	

OR

3. Investments located in industrial estates and promoted industrial parks.	Tax holidays	1 year (no cap)	-	-	1 Year	
	50% reduction of CIT	-	-	-	-	

Remarks:

- A1 : Knowledge-based activities focusing on R&D and design to enhance the country's competitiveness.
- A2 : Infrastructure activities for the country's development, activities using advanced technology to create value-added, with no or very few existing investments in Thailand.
- A3 : High technology activities which are important to the development of the country, with a few investments already existing in Thailand.
- Section 8 : Technology and Innovation Development includes targeted core technology development such as development of biotechnology, nanotechnology, advanced materials technology and digital technology.

New investment promotion measure in EEC

- Starting January 2, 2020

According to the announcement of the Board of Investment No.2/2563, announced on January 15th, 2020,

- Applications must be submitted by the last working day of 2021.

- Projects located in the four promoted zones for specific industries (EECi, EECd, EECa and EECmd) are eligible for the incentives without application deadline.

Global Market

Industry in Thailand

Investment Incentives in EEC

Related Agencies

Digital Government Services

Platform



Online Software



Data Center & Cloud

Examples of Notable Providers



Key Supporting Organizations



Source: BOI

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Successful Thai Startups



Omise: Launched in 2015, Omise is an online payment gateway that provides online stores with simple and cost-effective payment solutions. Within a short span of time, it has flourished as a large-scale enterprise in Asia.



aCommerce: With its headquarters in Thailand, this startup was established in 2013. Currently, aCommerce is known as one of the largest regional e-commerce enablers that provides end-to-end and a la carte e-commerce solutions for brands in Southeast Asia.

Pomelo.

Pomelo Fashion: Pomelo originated from an online clothing store in Thailand. Funded by angel investors, this startup has grown with remarkable speed and, finally, stepped up to establish itself as a leading fashion brand for Asian customers.

Startup Ecosystem:

Startup Accelerators

Global Market

Industry
in Thailand

Investment
Incentives
in EEC

Related
Agencies