

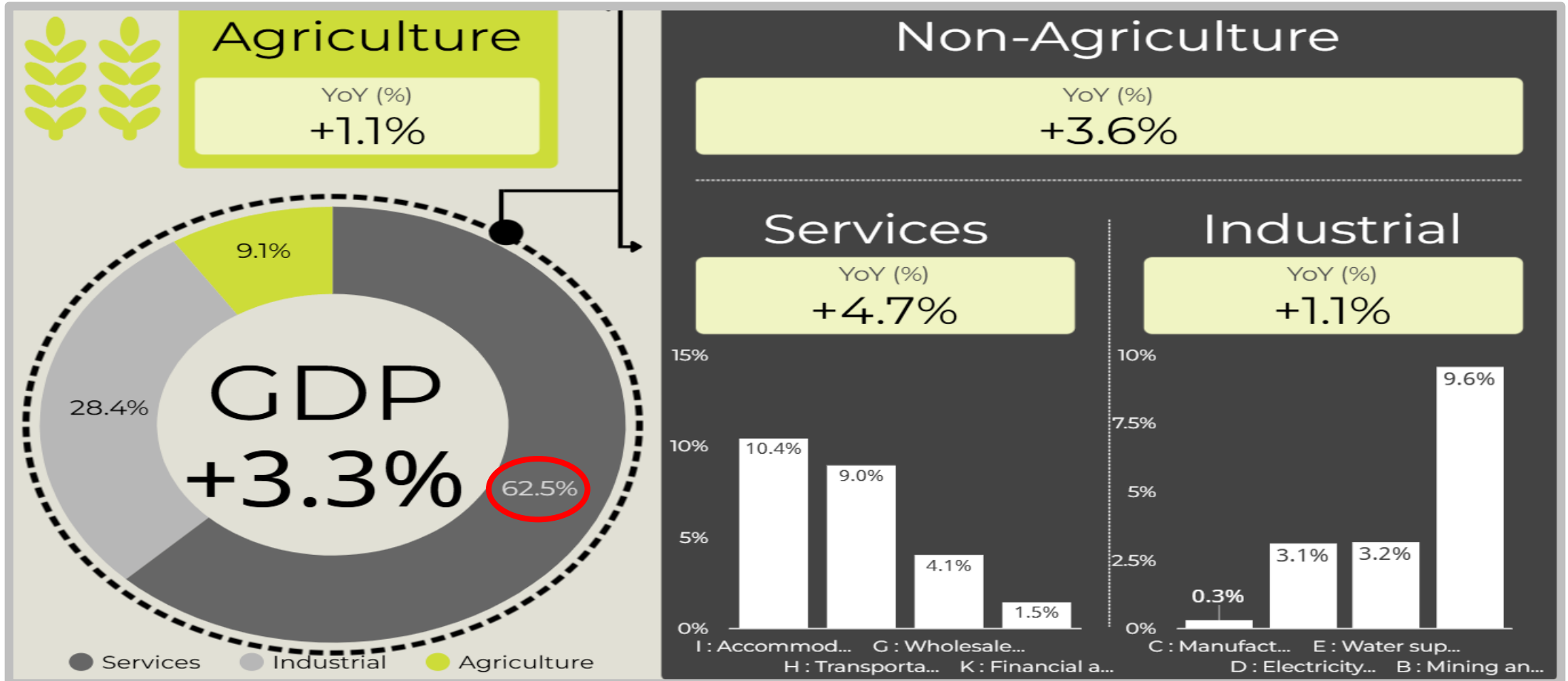
The background features a stylized illustration of global trade and logistics. It includes a large cargo ship with colorful containers, a red and white airplane in flight, a city skyline with various skyscrapers, a yellow delivery truck, a person on a red scooter carrying boxes, and a stack of cardboard boxes. A faint world map is visible in the background. The text is overlaid on the left side of the image.

Moving Up the Value Chain – the Role of Services and Digital Trade for Productivity Growth and Economic Integration

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Roles of Services and Digital Trade through Thailand's Perspective



Flagship National Frameworks

Underpinning Thailand's Services and Digital Trade Agenda

Three-level of the development plans

- 1 National Strategy (2018-2037)
- 2 National Economic and Social Development Plan (2023-2027)
- 3 Thailand 4.0 Strategy
- 4 Thailand Digital Economy and Society Development Plan (2018-2037)

1st Level

National Strategy (2018-2037)
“a developed country with security, prosperity and sustainability in accordance with the Sufficiency Economy Philosophy”

2nd Level

Master Plans under the National Strategy

National Security Policy and Plan

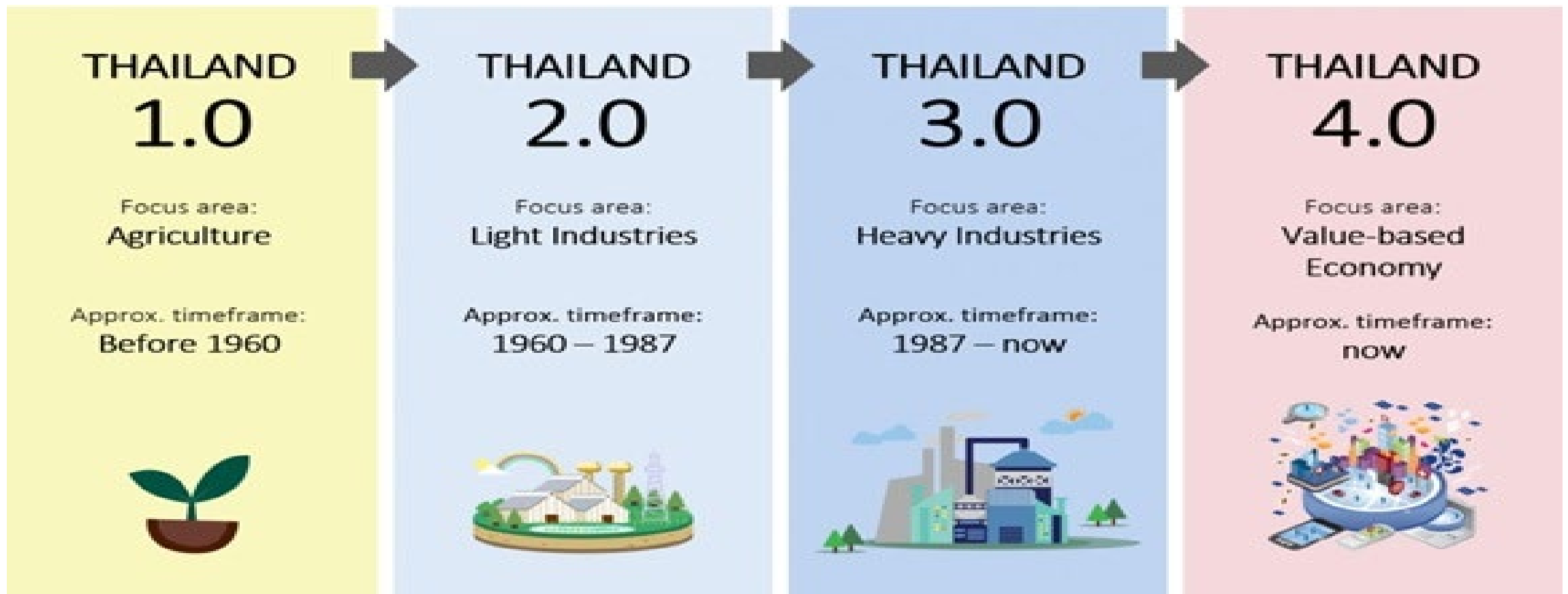
National Economic and Social Development Plan (2023-2027)

3rd Level

Action Plans

Ministerial 5-year and 1-year Action Plans

Other



The 13th National Economic and Social Development Plan (2023-2027)

**“Progressive Society
with Sustainable Value-
Creating Economy”**

Development Target

- Restructuring the manufacturing and service sectors towards an innovation-based economy

Development Milestones

- a sustainable quality-oriented tourist destination.
- a high-value medical and wellness hub.



First S Curve

Industries to upgrade with innovation

1. **Next-Generation Automotive**
2. Smart Electronics
3. High-End & Wellness Tourism
4. Agriculture & Biotechnology
5. Food for the Future



New S-Curve

Emerging high-potential industries

1. **Robotics**
2. Aviation & Logistics
3. Biofuels & Biochemicals
4. Digital Industry (AI, IoT, Cloud)
5. Integrated Medical Services (Medical Hub)



BCG

- BCG = Bio – Circular – Green Economy

Target Sectors:

- Agriculture & Food
- Bioenergy & Biochemicals
- Medical & Wellness
- Sustainable Tourism & Creative Economy

 National Strategy:

- BCG part of national plan (2021–2027)

Examples of Thailand's commitment under Thailand 4.0, driven by S-Curve, New S-Curve, and BCG policies, focus on creating a value-based, innovation-led economy

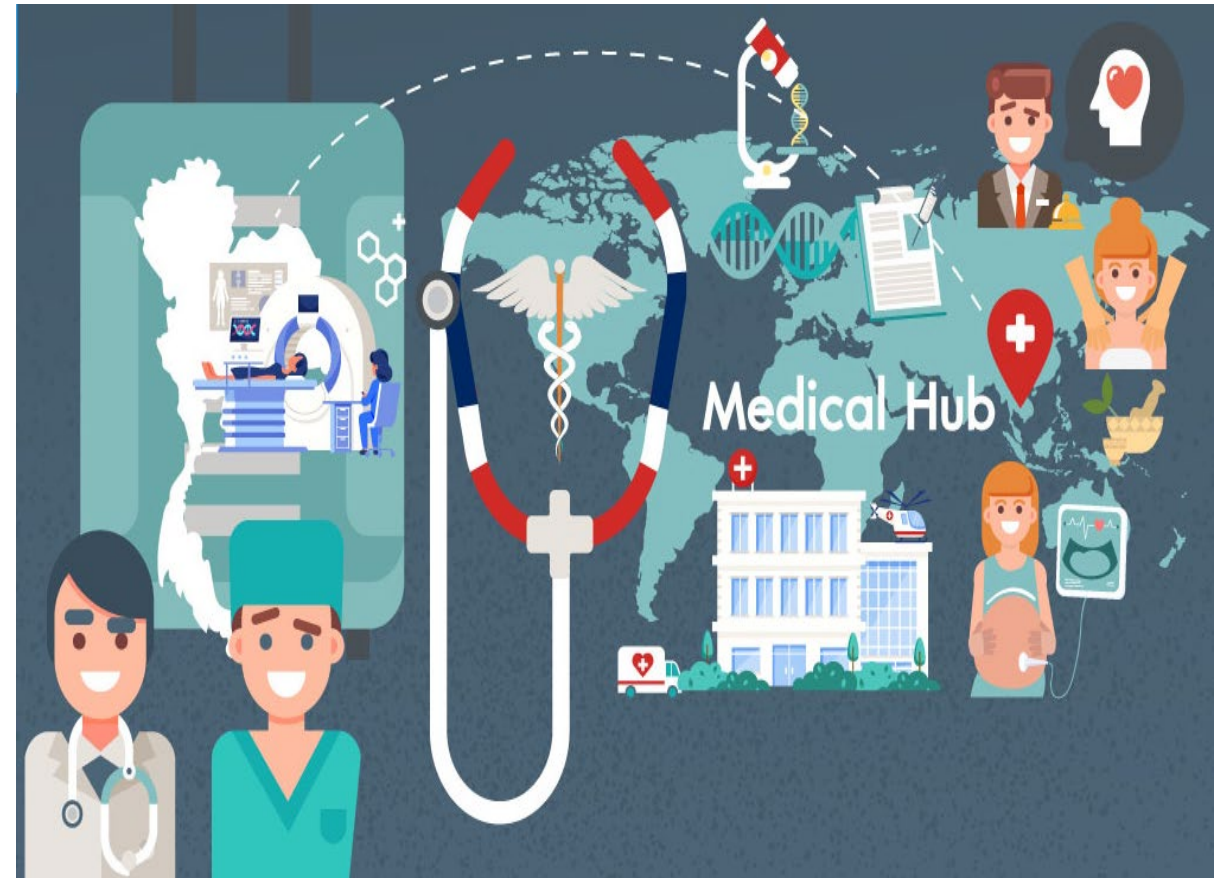
Upgrading AANZFTA

Higher Education Services:
Engineering and industrial faculty: Robotics and Biotechnology (conducted in English language)

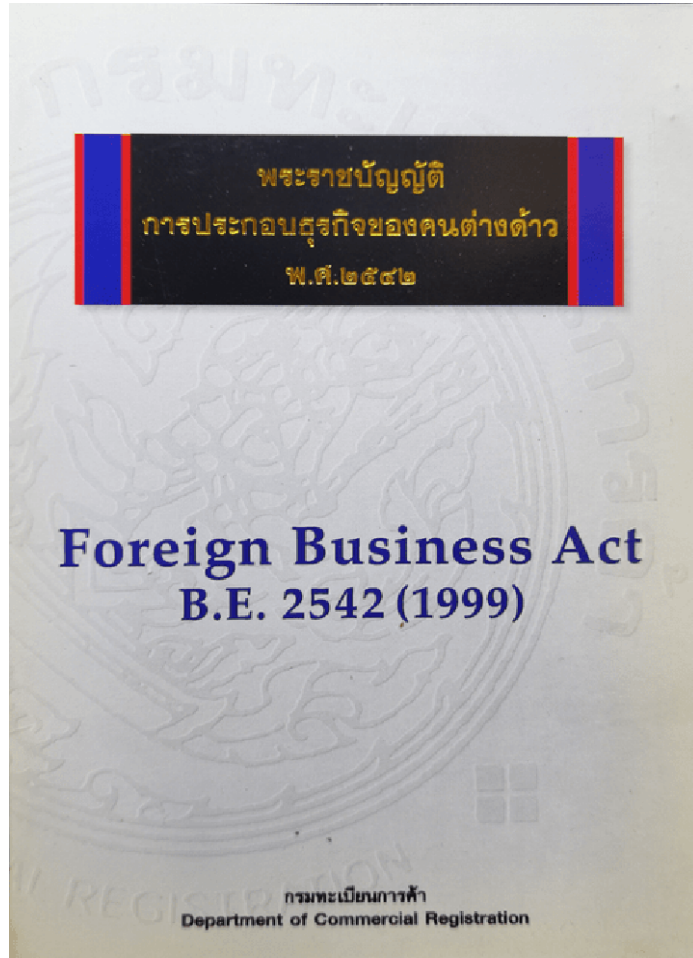
EFTA

Other Business Service:
Electricity transmission and distribution services
: Charging Station

Potential Areas for Cooperation



Challenges



Legal & Regulatory Framework



Enhance laws & regulations to provide a secure, predictable and innovation friendly environment for Digital Trade

1. PDPA Act
2. Cybersecurity Act
3. Electronic Transaction Act
4. Thailand's National Digital ID (NDID)
5. National Cloud First Policy

Digital Infrastructure



A robust digital infrastructure backbone to support digital trade

1. Robust Connectivity and International Bandwidth
2. Mobile Connectivity & Internet Penetration
3. Reliable Power Supply and Renewable Energy Growth
4. Strategic Location and Regional Hub Potential
5. Digitalization of Trade facilitation

FDI promotion and International cooperation



The Thai government is undertaking strategic investments, providing targeted incentives, and actively participating in digital trade agreements to advance digital commerce and attract foreign direct investment (FDI).

With the legal and regulatory framework enhancing, digital infrastructure readiness, and government investment promotion measures, Thailand has attracted foreign direct investment (FDI) in the data centre sector amounting to USD 22.88 billion.