

SOFTWARE INDUSTRY

MOVE TO MAKE THAILAND THE 'GATEWAY TO GLOBAL MARKET'

Software Park will help businesses earn more overseas, aim to achieve Bt3 bn in 3 years

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THE NATION

Software Park Thailand aims to become the "Gateway to Global Market" and expects the software industry to be worth Bt3 billion in the next three years.

Software Park Thailand director Chalermopol Tuchinda said that the software value comes from two main sources - the 200 new start-up software companies, which will be supported in the next three years, and the existing software companies. The Bt3 billion revenue is from both the domestic and global markets.

"We are now aiming to increase software revenue from abroad. We have already collaborated with software incubation service providers in three countries - Indonesia, Malaysia and Philippines. We also aim to tap Europe and Japan. In the local software industry, over the past three years, the survival rate of incubates at the park is 52 per cent. It is quite a high rate," said Chalermopol.

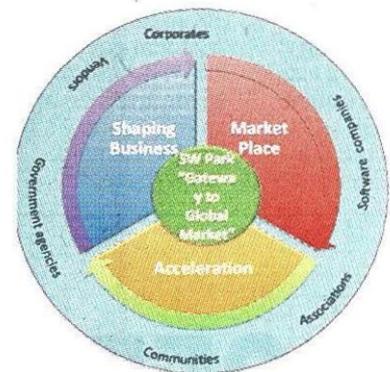


CHALERMPOL: Collaborations with three countries.

The park's latest direction is to tap potential new overseas markets.

Meanwhile, the park continues to maintain its strengths like providing facilities, assistance, incubation, technology standardisation, training, networking, and local marketing.

In the next three years, the park aims to increase the number of



new software companies with CMMi certification to more than 15. It also aims to develop software developers' skill with cloud computing and mobile technology. The park plans to develop 150 new middle-management personnel in the software business.

Chalermopol said that to achieve the park's goal of becoming the "gateway to global market", the park will deploy key strategies in three areas: shaping business; acceleration; and market place.

Shaping business: the park will focus on assisting local software businesses with business models, networking, venture capital partnership, as well as advice and coaching.

Acceleration pillar: the park will support the knowledge and training of management, software design, service and support.

Market place: the park will provide space and facilities, as well as linkage and business matching, technology platform and government linkage.

“Cloud computing is both a threat and an opportunity for the local software business. It appears to be a threat in the enterprise software market segment, while it offers opportunities for local software to go global with the lower cost of operation and expansion,” said Chalernpol.

He insisted that the park would continue to work with all stakeholders in the software industry, including communities, corporates, associations, government agencies, software companies, and software vendors.

Thaweesak Koanantakool, director of the National Science and Technology Development Agency, as the parent organisation of Software Park Thailand, said that the theme for the year is: ‘Software Park as the Gateway to the Global Market’.

With this thrust, the park aims to support the big communities beyond the software industry, including tourism, healthcare, and agriculture industries; to develop software competencies; and to encourage local software businesses.

“Software Park Thailand’s direction is to address the government’s country strategy, in line with technology change, regionalisation and globalisation,” said Thaweesak.

Software Park Thailand was established in 1997. The park has been providing services, facilities and assistance to Thailand’s software businesses. Chalernpol is the fourth director of the park.