Thailand E-Commerce Strategies
in relationship with
National Economic & Social Development Plan
and
National ICT Strategies

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Joint UNCTAD-UNESCAP Asia-Pacific Regional Conference on
“Electronic Commerce Strategies for Development”
United Nations Conference Center, Bangkok
20 – 22 November 2002
Thailand ICT Strategies and Practices

Aligning national ICT policies, strategies and work programs with The 9th National Economic and Social Development Plan
Timeline of **IT2010 National IT Policy** and National ICT Master Plan

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<th>Year</th>
<th>Ninth National Economic and Social Development Plan 2001-2006</th>
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**IT2010 Policy (2001-2010)**

- **National ICT Master Plan 2001-2006**
- **Establishment of the Ministry of Information and Communications Technology**
- **Comprehensive Action Plan 2003-2004**

Timeline Reference:
- Ninth National Economic and Social Development Plan 2001-2006
- Tenth National Economic and Social Development Plan 2007-2012

ECRC Electronic Commerce Resources Center 20 Nov 2002
Guiding Principle

Sufficiency Economy

“Through his caring leadership, His Majesty has earned the abiding love and profound respect of his people, and through his thinking he has laid the foundation for and inspired his country’s development strategy. His Majesty’s philosophy of a "sufficiency economy" now lies at the heart of Thailand’s development thinking, and indeed it will serve as the blueprint for the country’s next economic and social development plan.”

“The "sufficiency economy" philosophy centres on the concept of moderation and self-reliance. It sets out to shield the country from external shocks, and discourages exploitation of others. Its values include honesty and integrity. It seeks to achieve balance and justice.”

National IT Policy Framework: **IT2010**
Towards the Knowledge-based & Sustainable Economy/Society

- **Promote Innovation**
- **Build Human Capital**
- **Strengthen Information Infrastructure & Industry**
- **Knowledge Based Economy**

Endorsed by National IT Committee in Oct 2001
www.nitc.go.th
ICT Development Program for 2001-2006

Source: NITC Meeting presentation June 11, 2001
Critical Success Factors - I

“Information over Technology”

Emphasis on investment in content, information, knowledge

- ICT for development does not depend on the equipment and the line-speed or the money we have, but on how we good we can translate data into information and knowledge and apply it for the benefits of social & economic development
Critical Success Factors-II

“Qualified Human Capital”

Educational reform and upgrade of workers for sustainable development in order to increase the share of Knowledge Workers
“Reduce Digital Divide”

not only information infrastructure but also literacy divide, cultural divide, management divide
E-Commerce Policy Framework

**Vision:** EC for Entrepreneurs Competitiveness
EC for Exports of Trade & Services, EC for Domestic Consumption

**E-Commerce As the National Trade Strategy**

- Promote the EC deployment among business sectors, esp. SMEs
- Build Trust & Confidence
- Government renovates & creates market
- Create an environment for fair competition and protect consumers

**Collaborate proactively with EC-related international forum**

EC Strategy is integrated within IT 2010.

Public hearing and government endorsed in 2000
Strategic Areas of EC Development

- Payment
- Taxation
- International
- Standard Issues
- Info Resources
- R&D
- Prime Movers e.g., ISPs, Marketplaces, SME’s, Sectoral Industries
- Manpower
- Internet
- Telecom Infrastructure
- Consumer Protection
- IPR
- Authorization and Certification
- E-transaction Law
- Privacy Law

Electronic Commerce Strategies
SchoolNet Access is available free of charge to schools nationwide. Phone call is USD 0.10 per call everywhere.

Targeting 5,000 Schools by the end of 2002.
E-Commerce for Rural Development
Community-access centers - Pilot Projects

- E-Mail
- Telephone/Fax
- E-Commerce of Local Products
- E-Education
- Printing Services
- E-Tourism
- News Services
E-Commerce Maturity Model
Three levels of Development

1. i-Commerce
   Products Information available on the web,
   Buying and selling on the usual (analog) channel
   e.g. telephone, and fax

2. t-Commerce
   Ordering the products online
   (online transaction),
   E-Payment could be available online.

3. c-Commerce
   Integrating Collaborating with
   the back office information systems,
   and collaboration with business partners through networks
National Payment Infrastructure

PAYMENT 2004: A Road Map for Thai Payment Systems

Implementation Plan

AGENDA 1: industry Payment Body
AGENDA 2: National Payment Data
AGENDA 3: Payment Legislation
AGENDA 4: Infrastructure and Standards
AGENDA 5: Cross Border Connection

Key Drivers: BOT Strategic Objectives, Industry Requirements, International Best Practices

Information available at www.bot.go.th
ICT & E-Commerce Strategies

**Developed Countries**
- Broadband Access
- Regional Networks
- Market Exchange
- Cross Border Certification
- Security
- Intellectual Property

**Developing Countries**
- Human Capacity Building
- Basic Access
- Low Cost PC & SW
- Local Language
- Portal Site
- Government Facilitation
Conclusion – Key Factors

- e-Leaderships, e-Champions (and e-success stories)
- National IT Policy Framework and Implementation Mechanisms
- Development of Cyberlaws
- Addressing Digital Divide
- Building People’s Capabilities
- Developing Contents & Tools*
- Enhancing SME Entrepreneurship

* e.g. Web-based Machine Translation, ParSit
UNCTAD E-Commerce Strategies
An outline for discussion

Thaweesak Koanantakool

Joint UNCTAD-UNESCO Asia-Pacific Regional Conference on “Electronic Commerce Strategies for Development”
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UNCTAD 2002 Discussion – Priority areas for WSIS

Concerns of developing countries and LDC

- Basic Telecommunications
- Basic Access to the Internet
- Human Capacity Building
- Affordable Access Devices (PCs, PDA)
- National ICT Policy and Plan
- Threat of Liberalization
- Appropriate Software (Legal, compact, low cost)
- Local Language enabled on Computers
- Creation of Local Contents
- Portal Sites
- e-Government -- Government Facilitation
- Standards in manufacturing, safety, health
- IT-Laws (e-Transaction, e-Signature, Computer Crime, Data Protection)
- Security -- Information/System/Network
- Authentication and Certification, PKI
- Broadband Access (Corporate, home)
- IT-Manpower development
- Regional Networking Collaboration
- Opportunities from Liberalization and Regionalization
- e-Marketplaces
- e-Payment infrastructure
- Consumer Protection
- Cross Border Certification
- Intellectual Property rights Protection
- Privacy

Concerns of developed countries and industrial leaders

- Wireless Local Loop
- Domestic Internet Exchange
- Regional Training Center
- Low Cost PC Program
- Rural Empowerment
- Open Source solutions
- Machine Translation
- Digital Archive
- E-Learning
- UNCITRAL Model Laws
- World PKI Forum
- WIPO

20 Nov 2002

Electronic Commerce Resource Center

www.ecommerce.or.th

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Thank you

For more information

www.ecommerce.or.th
www.nitc.go.th
www.nectec.or.th

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