

# 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 9<sup>th</sup> National Economic and Social  
Development Plan

# Timeline of IT2010 National IT Policy and National ICT Master Plan



IT2000 Policy (1996-2000)



IT2010 Policy (2001-2010)

National ICT Master Plan 2001-2006



Establishment of the Ministry of Information and Communications Technology

Comprehensive Action Plan 2003-2004

# Sufficiency Economy

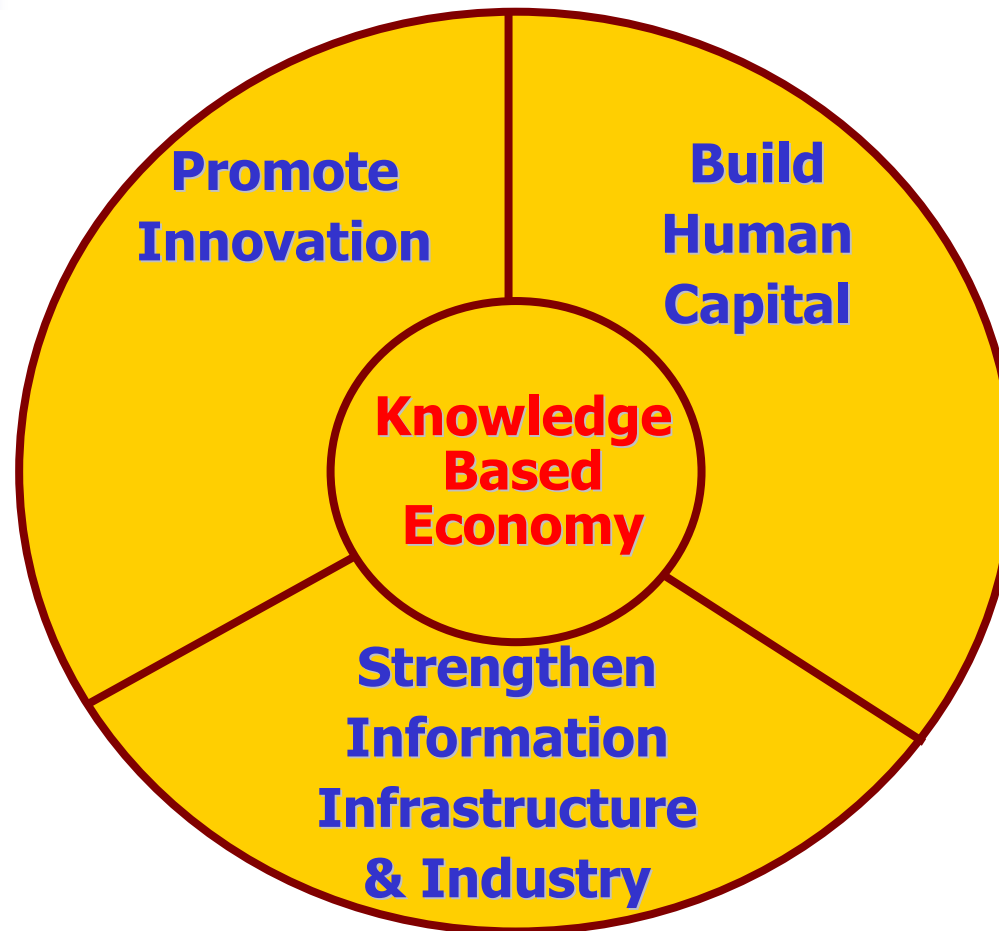
“Through his caring leadership, His Majesty has earned the abiding love and profound respect of his people, and through his thinking he has laid the foundation for and inspired his country’s development strategy. His Majesty’s philosophy of a "sufficiency economy" now lies at the heart of Thailand’s 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**.”

Source: UNCTAD X Conference Statement, [Expression of appreciation to His Majesty the King of Thailand](http://www.unctad-10.org/pdfs/ux_td388.en.pdf), Bangkok 12-19 Feb 2000. [http://www.unctad-10.org/pdfs/ux\\_td388.en.pdf](http://www.unctad-10.org/pdfs/ux_td388.en.pdf)

# National IT Policy Framework: **IT2010**

Towards the Knowledge-based & Sustainable Economy/Society



endorsed by  
National IT Committee  
in Oct 2001  
[www.nitc.go.th](http://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

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## “Qualified Human Capital”

Educational reform and upgrade of workers for sustainable development in order to increase the share of Knowledge Workers





# Critical Success Factors- III

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## “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

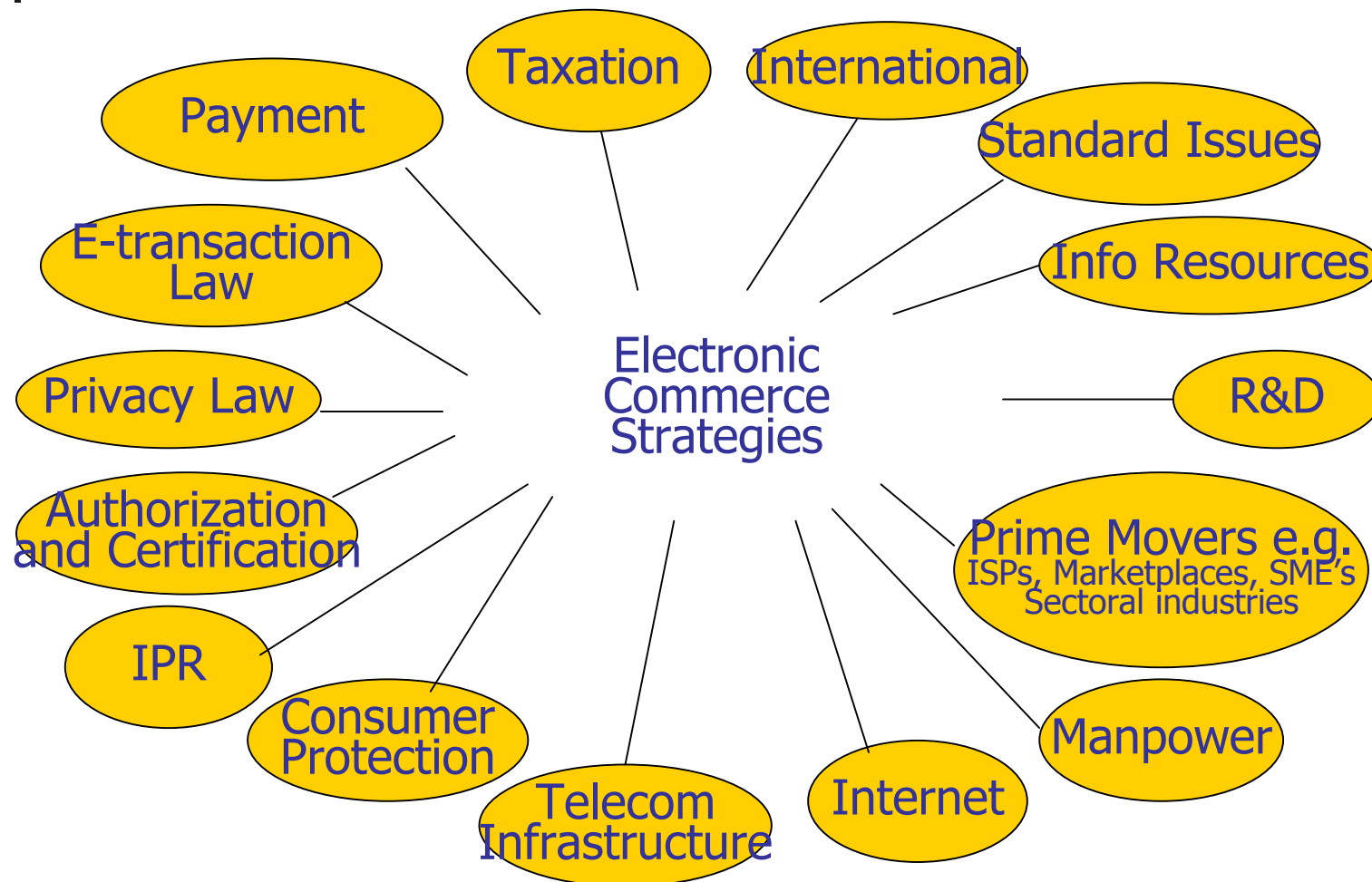
Create an  
**environment** for fair  
competition and  
protect consumers

Public hearing  
and government  
endorsed in 2000

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

EC Strategy  
is integrated  
within IT 2010.

# Strategic Areas of EC Development



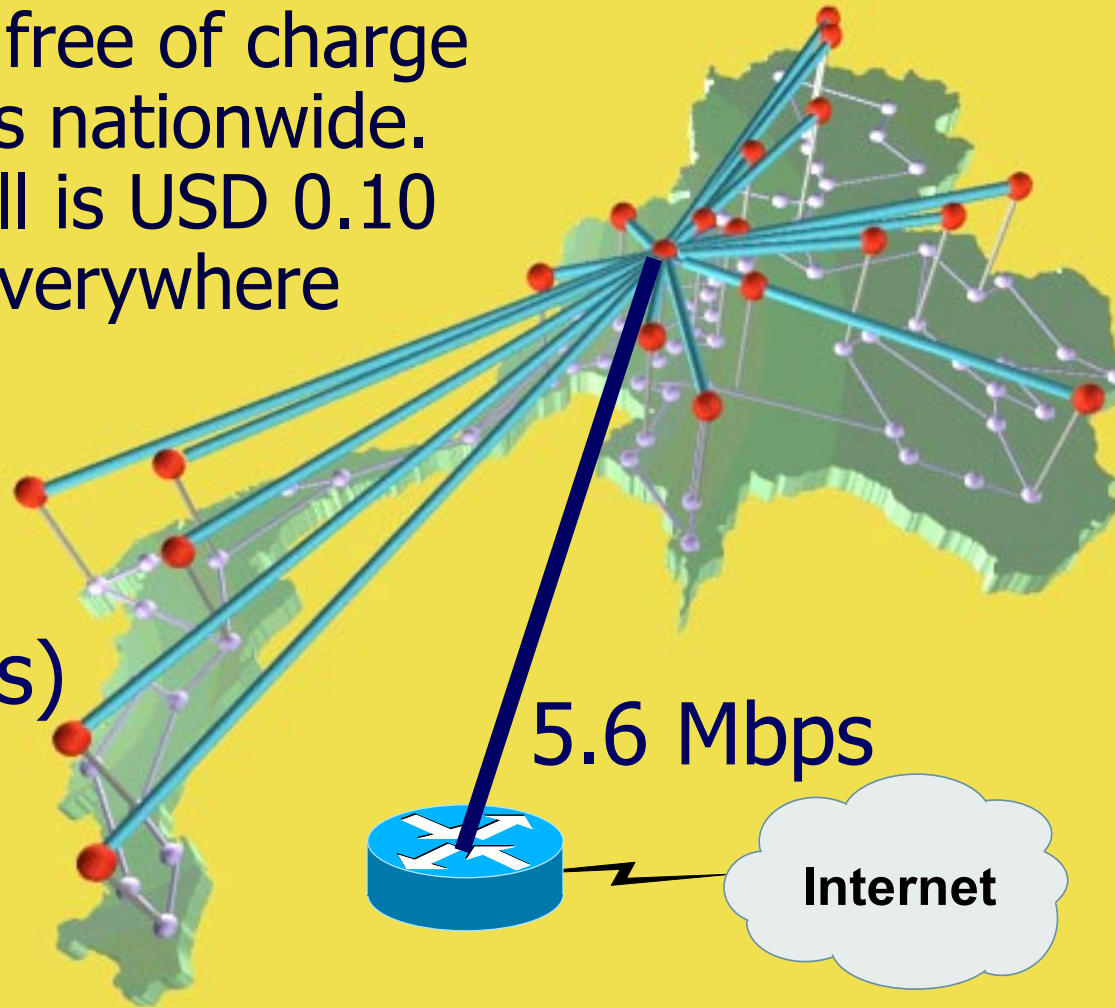
## Narrowing the Digital Divide

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

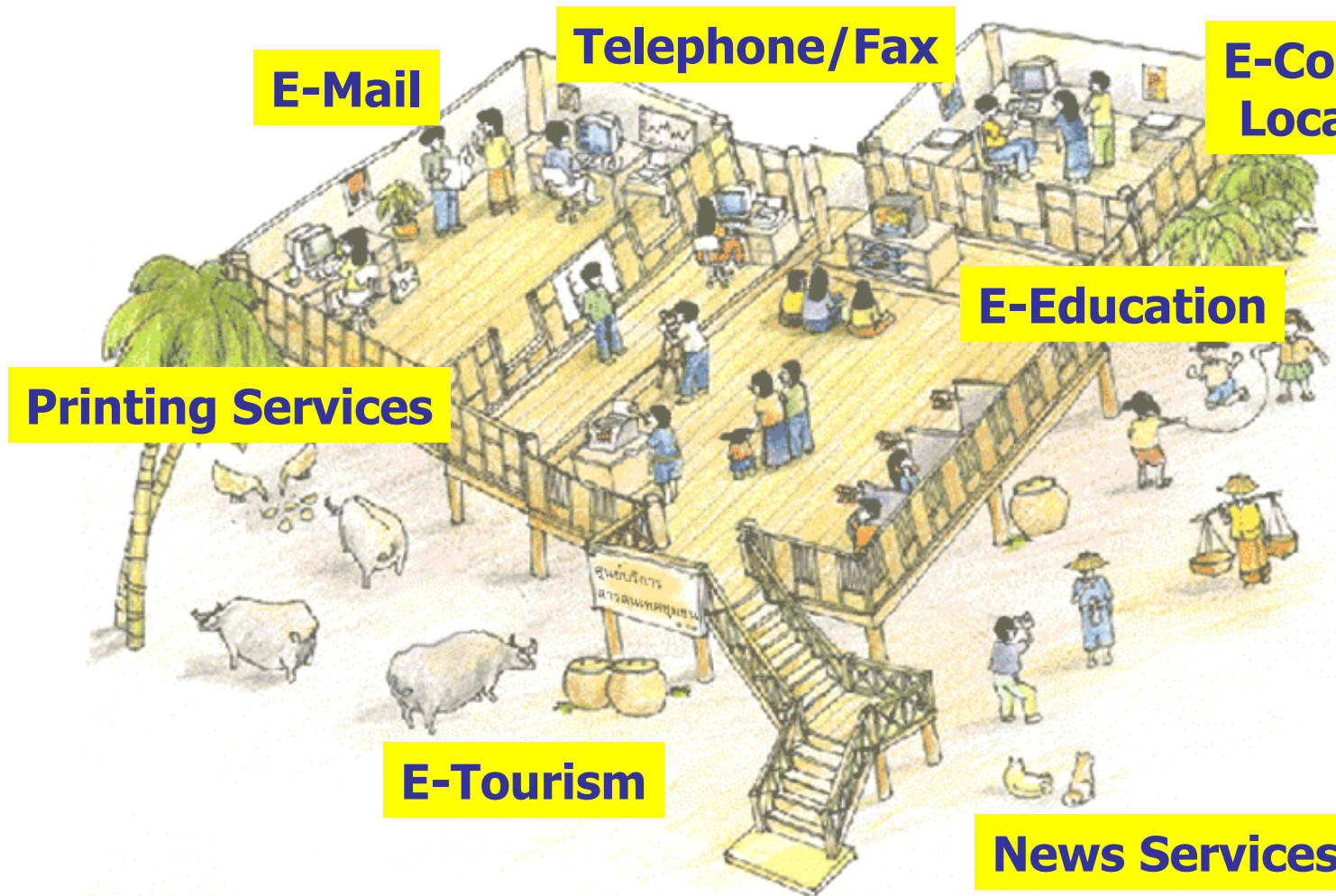
2 Mbps (20 links)

5.6 Mbps



# E-Commerce for Rural Development

## Community-access centers - Pilot Projects





# E-Commerce Maturity Model

## Three levels of Development

### 3. c-Commerce

Integrating *Collaborating* with the back office information systems, and *collaboration* with business partners through networks

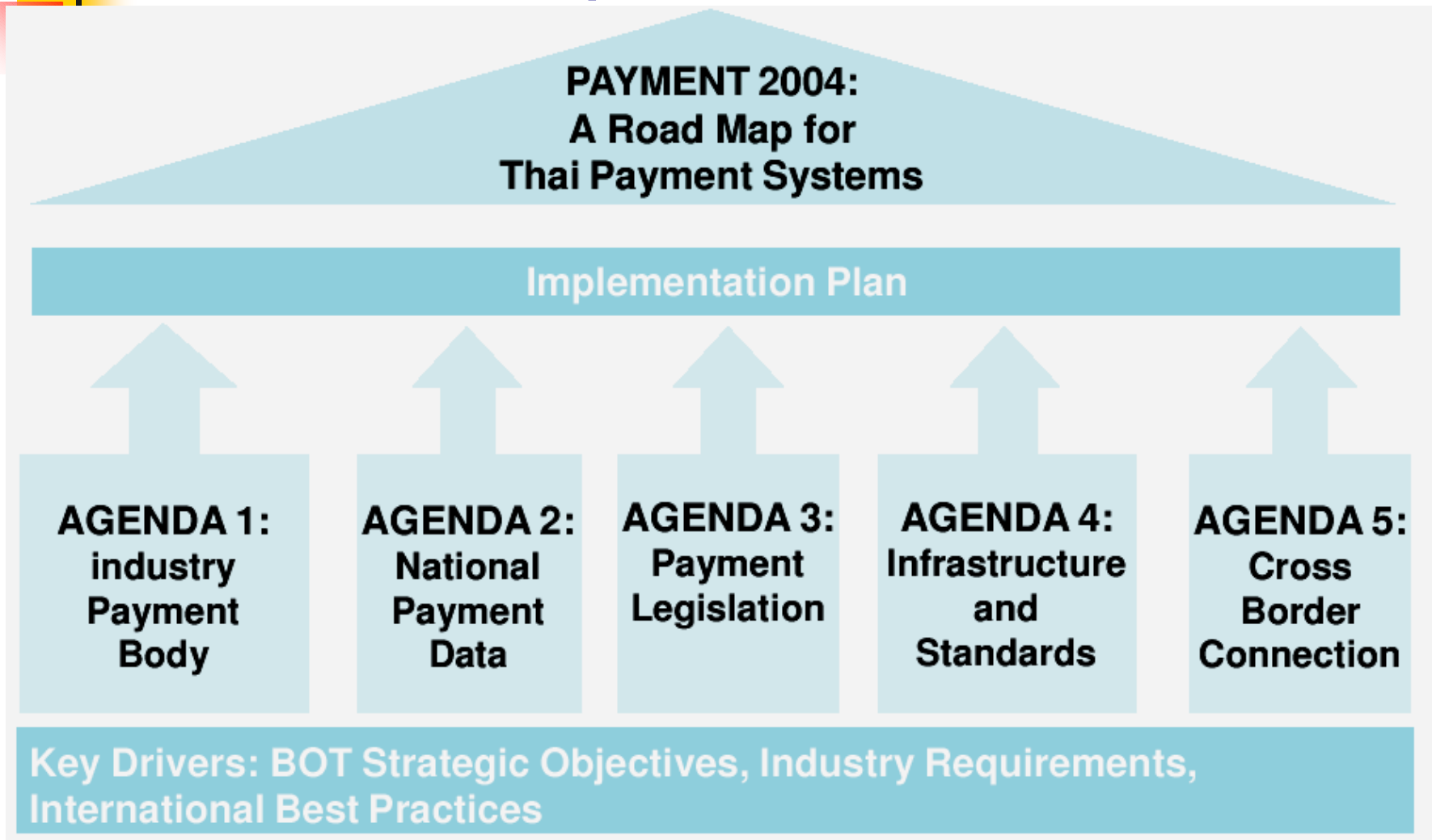
### 2. t-Commerce

Ordering the products online (online *transaction*), E-Payment could be available online.

### 1. i-Commerce

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

# National Payment Infrastructure



Information available at [www.bot.go.th](http://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

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# UNCTAD 2002 Discussion

## – Priority areas for WSIS

Concerns of  
developing  
countries  
and LDC

Concerns of  
developed  
countries  
And  
industrial  
leaders

- **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**

**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



# Thank you

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For more information

[www.ecommerce.or.th](http://www.ecommerce.or.th)

[www.nitc.go.th](http://www.nitc.go.th)

[www.nectec.or.th](http://www.nectec.or.th)

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