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ITA Expansion - ATCI Perspective

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The Association of Thai ICT Industry
Agenda

- Introduction to ATCI
- Fact about Thailand
- Thailand ICT Industry
- ITA1 Benefits to Thailand
- Ongoing Issues
- The New Government’s Actions
- ATCI ICT Demand Generation Programs
- The Lessons from 2011 Flood Disaster
- The Impacts of 2011 Flood Disaster
- Conclusion
The Association of Thai ICT Industry

- Founded in 1989
- First computer trade and professional association in Thailand
- Thai ICT Industry Voice and Promotion
- 240 members (120 Corporate + 120 TICTA Winners)
- Members: Major International & Local Vendors (HW, SW, Network and IT Services)
- Total IT market share of members over 80%
- Member of ASOCIO, WITSA and APICTA
Fact about Thailand

Population: 67.7 million
Capital: Bangkok
Area: 513,115 sq km (198,115 sq miles)
Major language: Thai
Major religion: Buddhism
Major exports: Automatic Data Processing & Electronic Components, Cars & Automotive Parts, Textile, Jewelry, Rice, Rubber
GDP: USD 332.47 billion
GDP per capita: USD 5,174
# Thailand ICT Industry

<table>
<thead>
<tr>
<th>Service</th>
<th>USD Bill</th>
<th>Mkt Share</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardware</td>
<td>3</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Software</td>
<td>2</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Services</td>
<td>2</td>
<td>10%</td>
<td>19%</td>
</tr>
<tr>
<td>Data Com</td>
<td>1</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>Telecom</td>
<td>12</td>
<td>60%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20</strong></td>
<td><strong>100%</strong></td>
<td><strong>8.5%</strong></td>
</tr>
</tbody>
</table>

% of IT Spending to GDP: 2.4%
ICT Market Penetration

From the population at age 6 yrs up (62.4 million).

No of Computer Users  19.9  Million
No of Internet Users    14.8  Million
No of Mobile Users     41.4  Million

Source: National Statistical Office.
Mobile Subscribers at ending 2011 is 75.35 million

Source: The veedvil.com report
ITA1 Benefits to Thailand

- Thailand participated as a member of ITA in 1996.
- Export & Import value of ITA1 Products in Thailand has been increasing continuously since 2001.
  
  In 2011:
  - ITA1 Export Value became M$ 37,278
  - ITA1 Import Value became M$ 35,102

- ICT workers have increased 37% from 2002 to 424,513 persons in 2010

- Low tariffs of ICT products encourages greater adoption of ICT products & spurring economy
Ongoing Issues

- Social Disparity (Healthcare, Education, Income Distribution).
- Trail in Overall IT Industry Competitiveness
  Thailand ranks 41 out of 64 countries**
  **Economist Intelligence Unit
- Under-invest in IT (Infrastructure, technology, reach, cost).
The New Government’s Actions

More Needs for ICT

- Accelerate Investment in IT Infrastructure (Set up of National Broadcasting & Telecommunications Commission, Open bids for National BB)

- Improve National Productivity
  - IT for Production Processes, Quality Management, Farmer e-cards & Smart Farm Model for Farmers,
  - e-Logistics to set up National Single Window for Importer/Exporter, Customs, Shipping/Freight Forwarder, Airline Cargo/Vessel, Insurance, Bank, etc.)
  - etc.
The New Government’s Actions

- Free Trades for Overall IT Industry Competitiveness
- The New Drives on IT for National Healthcare ($1 Healthcare)
- Free Education Tablets for students (900,000 units in 2012)
- Expansion of Old Age Support (เฉียบพลันสูงอายุ)
- Natural Disaster Prevention (246 projects @ Million US$800)
- AEC 2015 Readiness
Appropriate Time for ITA Expansion

- Affordable HW, SW and Services
- Mitigation of Persisting Issues (IT as a key solutions)
- IT for Better Government Administration and Services (Government Cloud Service)
The Lessons from 2011 Flood Disaster

14 May 2012

WTO ITA Symposium
The Lessons from 2011 Flood Disaster

• The National Call for the Urgency of Better IT Communication Networks, Connectivity, and Data Integration
The Lessons from 2011 Flood Disaster

- Broadband Network Coverage (3G Implementation)
- Data Center & DR Site
- Telework & Mobile Office.
- Cloud Service
  (Gov. & Private)
The Impacts of 2011 Flood Disaster

- A Compelling Reason for ITA Expansion
- Lack of Meteorological, Geographical Data, Analytics and Updates
- Public Knowledge and Relief Activities
- Global Manufacturing Supply Chain - World Auto Industry and Computer (Apple, etc.) Manufacturing disrupted because of Components Shortage
- Threats on Foreign Investments, Tourism, Social well being
- The Will of Crowd Engagement
Conclusion

- ATCI’s Sole Position
- Overall Industries Balances
- Government and Regulations
- Timing
- ATCI supports ITA Expansion and proposed MICT to do in depth study on the impact of ITA to the local industries and to work w/ DTN for country’s position to support the ITA Expansion.
Thank you...