SMART CITY Thailand

กระทรวงดิจิทัล เพื่อเศรษฐกิจและสังคม

depa

สำนักงานเมืองอัจฉริยะประเทศไทย SMART CITY Thailand OFFICE

Business matching opportunities

Dr. Passakon Prathombutr

SEVP of depa

Upper Northern Provincial Cluster Office

Center Northeastern Provincial Cluster Office

Lower Northern Provincial Cluster Office

Lower Northeastern Provincial Cluster Office

HQ

Eastern Provincial Cluster Office

Upper Southern Provincial Cluster Office

Lower Southern Provincial Cluster Office

Head Quarter & 8 Cluster Offices

Reinforcement

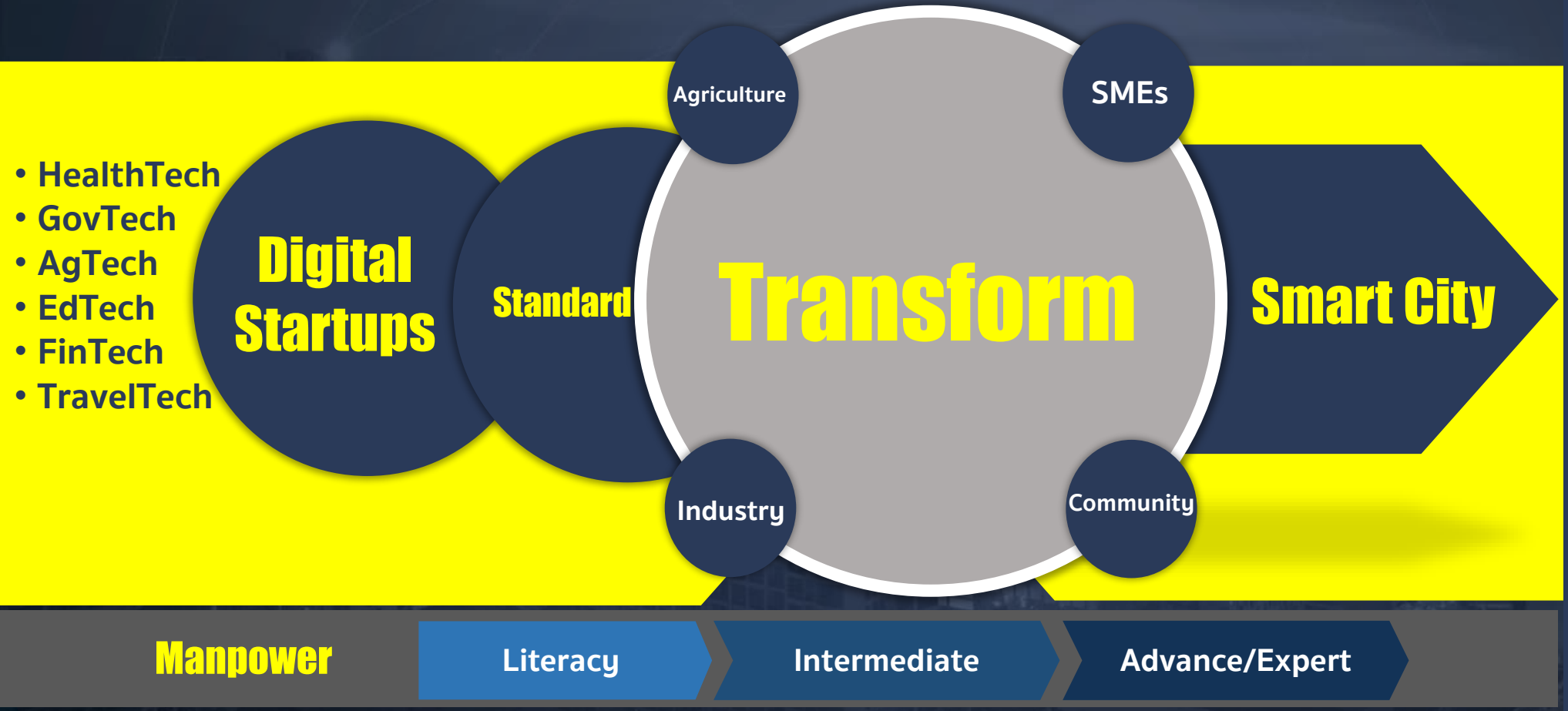
Promote Digital Industry & Innovation

Transform

Transform Businesses and Create New Growth Engines

Ecosystem

Enabling Digital Ecosystem



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Mechanisms

Digital Thailand

- Employment Rate
- Purchasing Power
- Quality of Life
- Strong Community
- Civil Society

Sustainable Economic Growth

Thailand's Smart City Mechanisms

2,2xx

Submit the Smart City Proposal

Proposal's Components

- Vision
- Infra Plan
- Data Platform
- Solutions
- Management Model

Candidate Cities
(Provinces, Municipalities, Landowners)

108

Nominate the Smart Cities

Smart City 'Incubation zone'

- Training
- Technological Matching
- Smart City Ambassadors
- Thailand Digital Catalog

Smart City Thailand Office

36

Endorsed Smart Cities Thailand

- Tax incentives from Board of Investment
- DE Fund
- Priority on the Annual Budget
- Sandbox

- National Steering Committee
- National Sub-Committee (Smart City's Project Management)

5 requirements in the proposal

01 Vision & Goals

- Defining or setting Smart city area, goals, objectives, types and characteristics of smart cities based on Citizen centric approach.

02 Infrastructure Plan

- Having Smart city infrastructure action plan for both digital and physical infrastructures such as 5G, transport, energy, utilities, or others that related to the goals.

03 City Data & Security

- Providing City Data Platform (CDP) including data catalog, data exchange and data governance with cybersecurity.

04 7 Dimensions of Smart City Solutions

- Providing smart city solutions related to the proposed vision and goals and covering all compulsory services

05 Management for Sustainability

- Having project management plan and process that creates participation to achieve operational sustainability.

The Criteria for Evaluation 7 Dimensions of Smart City

Smart ENERGY

Increase the efficiency of energy usage and the use of clean energy **≥ 1% annually ***

Smart ECONOMY

Raise the citizens' annual income per capita **≥ 250,000 bath ***

Smart LIVING

The livability index **≥ 80% annually ***

Smart ENVIRONMENT

- Air, Water Quality, and Waste Management meet the environmental standard
- **CO_2** Emission Reduction **≥ 1% annually ***

Smart PEOPLE

Percentage of citizens gaining Digital Literacy Skills **≥ 70% annually ***

Smart GOVERNANCE

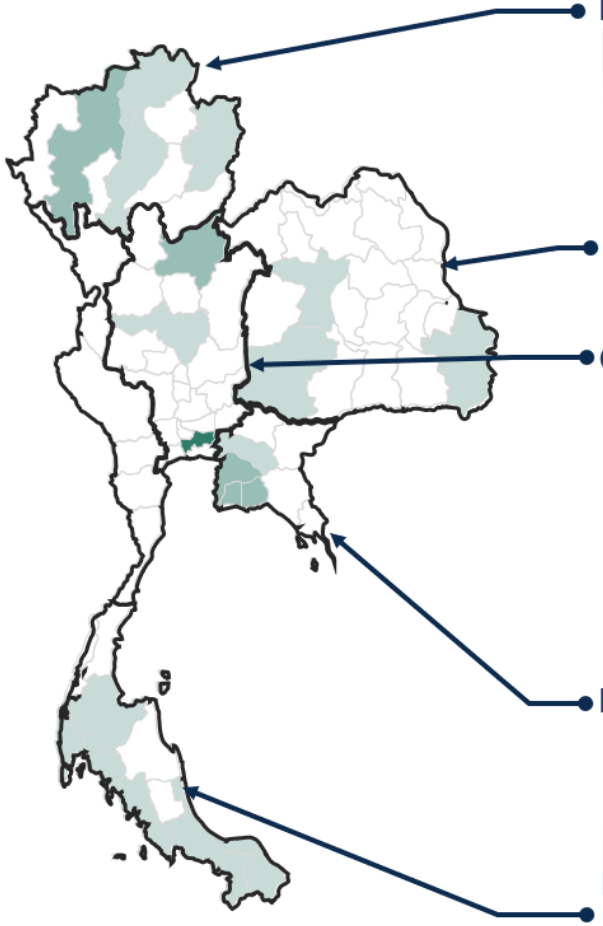
- Percentage of accessibility of citizens to informative online contents ≥ 60% *
- Percentage of citizens involvement in the public development services ≥ 60%*

Smart MOBILITY

- Percentage of commutes' satisfactory ≥ 60% *
- The number of casualties ≤ 12 people/ 100,000 citizens *

* Or depends on the goal/context of the city to express how the city can be developed to be the Smart City

36 Smart Cities approved by the committee



Current City

New City

2021

Northern
1. Chiang Mai Smart Municipality
2. Chiang Mai Smart University
3. Mae Moh Livable City, Lampang

Northeastern
4. Khon Kaen Smart City

Central
5. Khlong Phadung Krung Kasem Smart City, BKK
6. Rama 4 Smart City, BKK
7. Samyan Smart City, BKK
8. Makkasan Smart City, BKK
9. Nakhon Sawan Smart City

Eastern
10. Chachoengsao Smart City
11. Saensuk Smart City, Chonburi
12. Wangchan Valley, Rayong

Southern
13. Phuket Smart City
14. Sri Trang Smart City, Trang
15. Yala Smart Municipality

2022

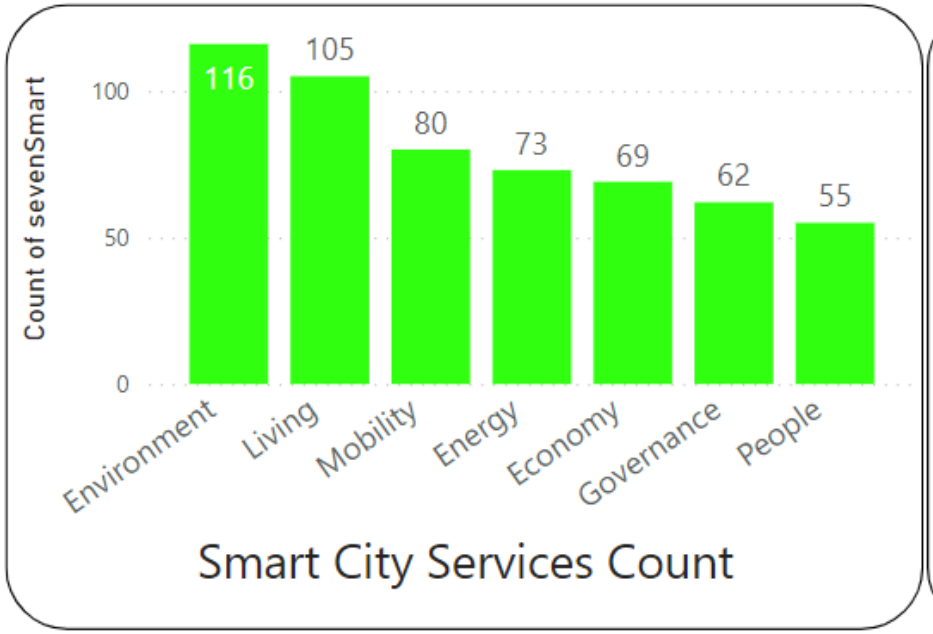
16. Chiang Rai Smart Municipality
17. Nan Smart Municipality
18. Korat Smart City, Nakorn Ratchasima
19. Ubon Ratchathani Smart City
20. Phitsanulok Smart City
21. Phitsanulok Smart Municipality
22. Rayong Smart City : Smart and Livable
23. Khao Khansong Model, Chonburi
24. Krabi Smart City
25. Phang-nga Smart City
26. Satun Smart City
27. Koh Samui Municipality Smart and Sustainable
28. Hat Yai Green Smart City, Songkhla
29. Pattani Smart Municipality
30. Narathiwat Smart Municipality

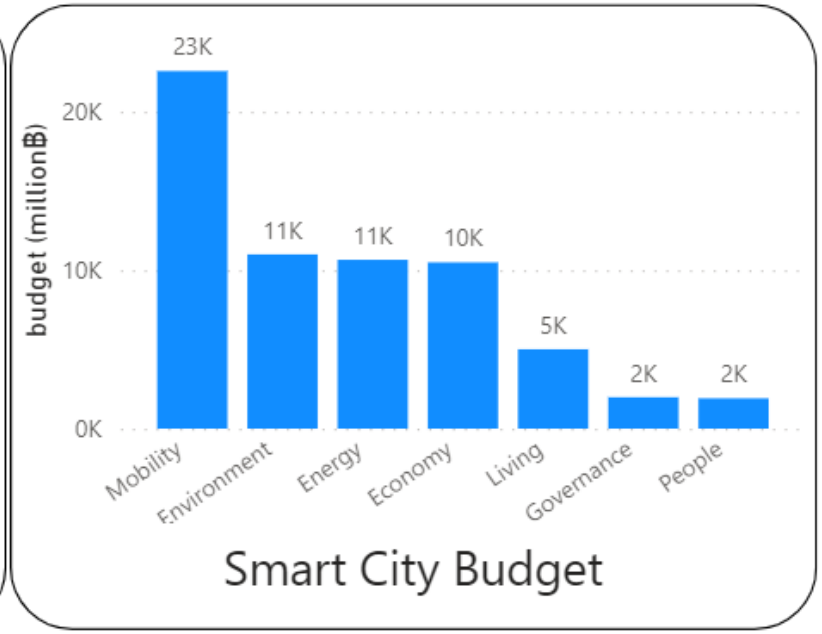
2023

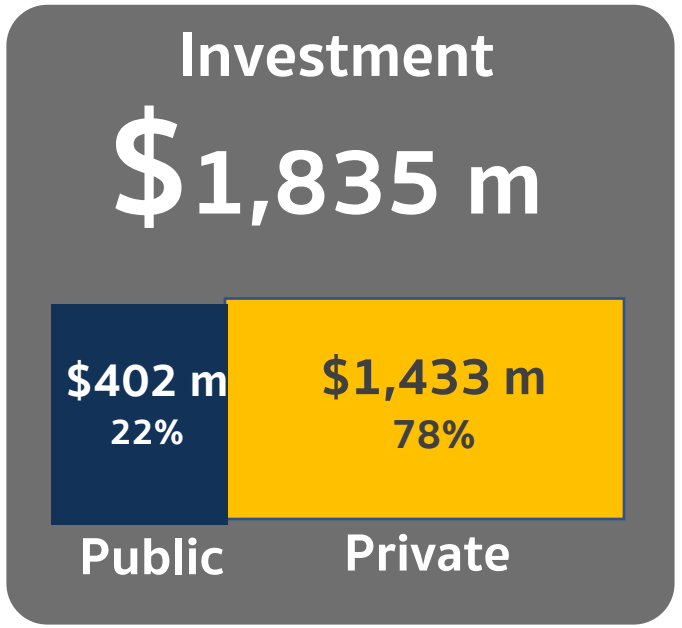
31. Buakkhang Chiang Mai
32. Lampang
33. Samut Prakan
34. Thepparat, Chachoengsao
35. Nikhom Phatthana, Rayong
36. Nakhon Si Thammarat

Data as in August 2022

Data analytic based on 30 smart city proposals in 2022







Required Smart City Solutions

Smart Living

Monitoring
Infrastructure
Ecosystem Wellness
Marketing
Security Safety
Urban Design

Smart Mobility

Multimodal
Electric Vehicle
Delivery
Infrastructure
Parking
Public Transportation
Traffic Management
Urban Design

Smart People

Online Learning
Infrastructure
Ecosystem
Lifelong Learning
Participation
Training

Smart Economy

Marketing
Infrastructure
Ecosystem
Management Information System MIS
Transaction

Smart Energy

Energy Management System EMS
Electric Vehicle
HVAC Renewable Energy
Infrastructure
Power Plant
Smart Grid
Smart Meter
Water Management

Smart Environment

Participation
Management GHG
Energy Management System EMS
Ecosystem Water Management
Air Purification Tower
Electric Vehicle
Infrastructure
Marketing Waste Management
Monitoring
Renewable Energy
Urban Design

Smart Governance

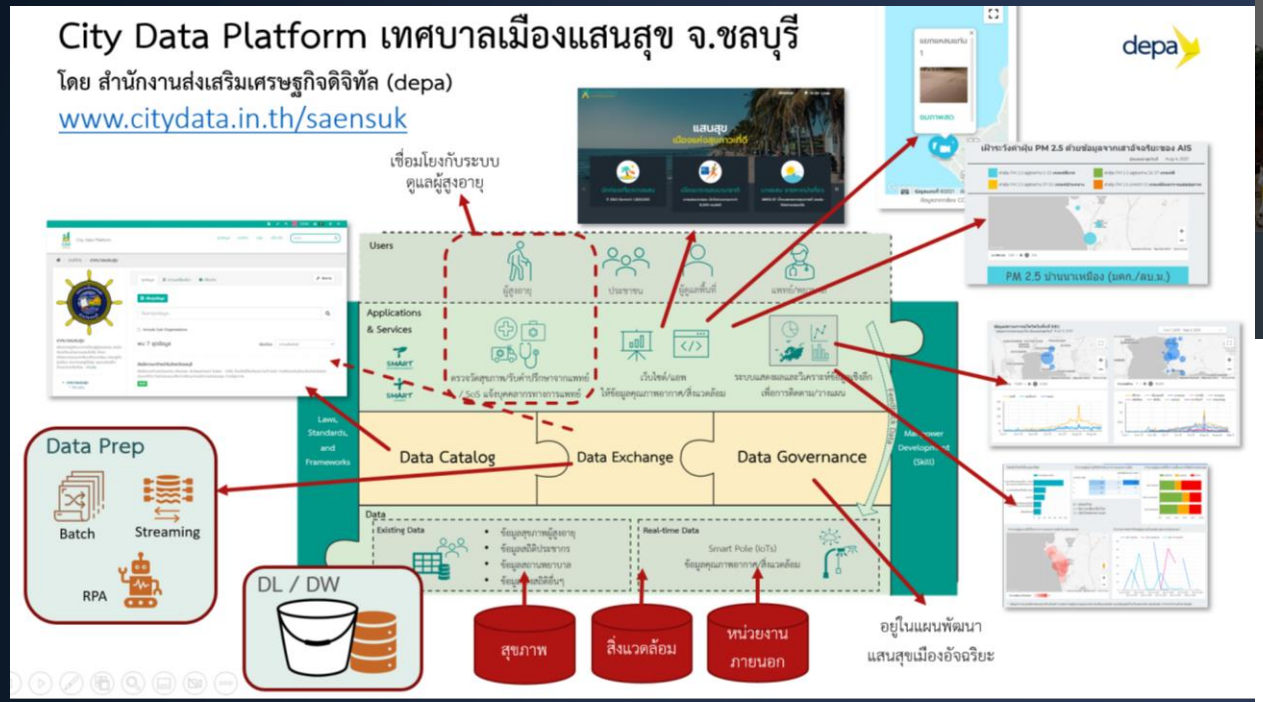
Operations Management
Administration
Participation

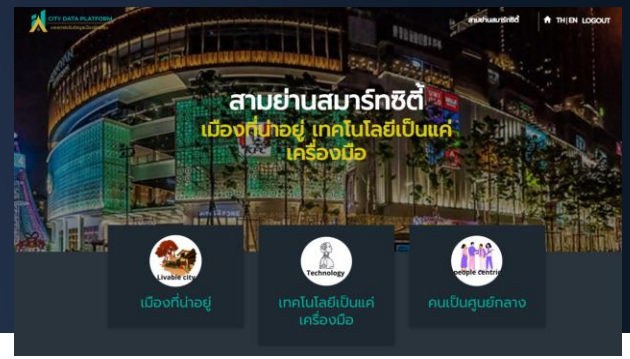
City Data Platform @Citydata.in.th

City Data Platform เทศบาลเมืองแสนสุข จ.ชลบุรี

โดย สำนักงานส่งเสริมเศรษฐกิจดิจิทัล (depa)

www.citydata.in.th/saensuk

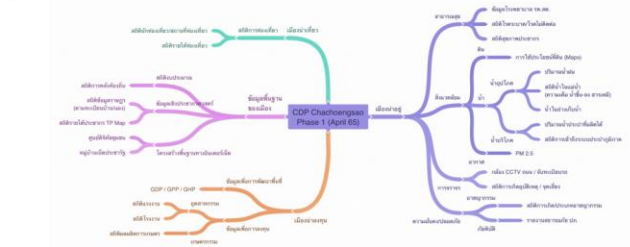




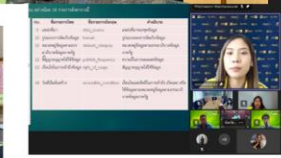
City Data Platform จังหวัดฉะเชิงเทรา

โดย สำนักงานส่งเสริมเศรษฐกิจดิจิทัล (depa) ร่วมกับจังหวัดฉะเชิงเทรา

www.citydata.in.th/chachoengsao



Data Catalog - 73 ชุด
Dashboard - 32 ชุด



BOI incentives

Criteria for Granting Promotion Incentives

1 Basic Incentives

Smart city area/system development

Activity Group	Incentives: Exemption of corporate income tax	Exemption of import duties on machinery	Exemption of import duties on raw materials used in R&D	Exemption of import duties on raw materials used in production for export	Non-tax incentives**
Technology and Innovation Development	10 years, no cap	✓	✓	✓	✓
A1	8 years, no cap	✓	✓	✓	✓
A2	8 years	✓	✓	✓	✓
A3	5 years	✓	✓	✓	✓
A4	3 years	✓	✓	✓	✓
B1	— *	✓	—	✓	✓
B2	—	—	—	✓	✓

Thailand Digital Catalog

Gateway to government market

The Thai cabinet approved the Thailand Digital Catalog on December 13, 2022

Thailand Digital Catalog

Product/ service	Hardware and Embedded Software	Software
Standard	dSURE, dSURE, dSURE	ISO 27001, ISO 20000, ISO 29110, CMMI
Privilege	❶ Access to **public procurement** both national and local levels; **Additional scores** in public procurement; BOI privileges in **smart city areas**; Access to **gov. Supporting measures**	❷ Registered as "Tax 200% entrepreneurs"

Thai digital providers
Supply

Demand
clients in industries

Public Sector	❶ Digital Providers **registered on Thailand Digital Catalog** → **Qualified** Products/service + **Procurement Standard Price** → Access to digital products and services **certified by the Comptroller General's Department**	
Private Sector	Hardware and Embedded Software **300% of tax deduction at the budget of 300,000 THB** (proposed as policy recommendation)	❷ Software **200% of tax deduction at the budget of 100,000 THB** (existing privilege per the 200% tax reduction program)
Individual	Access to qualified products and services **Certified with standards on safety and quality at reasonable price**	

depa Digital Startup Investment Portfolio (Market value: 144 mil. USD)

S3 Growth Stage

HEALTH
ARINCARE e-Pharmacy Platform, OOCA It's Okay., health at home

TRAVEL
HAUP, Aqua, Drivemate

EDUCATION
GLOBISH, School Bright, open durian, FutureSkill, Vonder, MARVELOUS STUDIO, tockto, Beyond Training, KIDDEEPASS

AGRI-FOOD
IncreBio

GOVERNMENT
iTAX

FINANCE
ZTRUS, noburo, Refinn

LIFESTYLE
THE MONK STUDIOS, URBNIQUE, REVOLUTION INDUSTRY, DALA, PARTY, HOTEL DEMENTIA

SERVICE
ENRES, Onedee.ai, FIXZY, QUEQ, Foodie, VIABUS, Event Banana, THAI-HAND, ZWIZ.AI, 24 SOLUTION GROUP (THAILAND), wisible, DAY WORK, HORGANICE, HYBRID AERATOR, MANA

S2 Early Stage

HEALTH
PHARM CARE, EVERYDAY DOCTOR, PharmaSafe, H4H, Me meal, sensing, HUNSTER, SURAZENSE

EDUCATION
kru, archi, Quizmo, FOX FOX, Kid Space, ED SY, BEARLAB, WE, MINDSET MAKERS, fellowie, CLASSWIN, SCHOONEY, Upgrading your school to DIGITAL, EDUKEY, Abi., THE MASTER ACADEMY, Kochii.me Esports Academy, SATI, LĂOSHĪ, BearCON, QUEST, SMARTLEARNING

AGRI-FOOD
KoMoMi, SMART THINK, KKSF, INTSCENT

GOVERNMENT
InDistinct Company Limited

TRAVEL
rent connected, VECABO, Locanation, SNEAK, JORD SABU, Mamy Booking, SMART TRAVEL GLOBAL, parkberry, HOTELHUB, CDA

FINANCE
ESPREE, SIQNAL, Web3 Notification Protocol, SOMJAI LOAN, ebizkit

LIFESTYLE
Trash Lucky, PinSoTa, WEARSWAP, SWOP BUDDY, TANGMO, We Chef, 7EVIL, MATCHDAY

SERVICE
WESERVE, graffity, washway, Vulcan Coalition, AUTOPAIR, findTEMP, EATLAB., enscribe, VERILY VISION, OZT Robotics, nested, DEVCURATE, JusThat (Worth it), Wang, POK POK, SPORTLYZE, NEXTStore, Radars Point, Logisty

Thailand

Digital Valley Landscape

D0
depa and Smart City
Offices
(1,500 sq.m.)

D2
Digital
Co-Creation and Innovation
Center
(40,000 sq.m.)

D4
Digital
Go Global
Center
(20,000 sq.m.)

to Bangkok

D1
Digital
Knowledge Exchange
Center
(4,500 sq.m.)

D3
Digital
Edutainment
Complex
(20,000 sq.m.)

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Offerings from depa
The hub for Smart City Development

Collaborating with local government to undertake the sandbox or pilot program for PoC or deployment.

depa tools: Thailand Digital Catalog, Smart Visa, Thailand Digital Valley, Access to City Data Platform, Local Smart City training programs and events.

Collaborating with local SMEs and startups in depa port.

thank you
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Thailand
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