"The Association of Thai ICT Industry"

"สมาคมอุตสาหกรรมเทคโนโลยีสารสนเทศไทย"

http://atci.or.th

19 May 2012
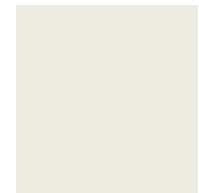
Agenda

- **Introduction to ATCI**
- **Contributions to the Industry**
- **Fact about Thailand**
- **Thailand ICT Industry**
- **ATCI Activities Plan 2012**
- **ATCI ICT Demand Generation Program**
- **On-Going Industry Promotion**

About ATCI
(The Association of Thai ICT Industry)

- **Founded in 1989**
- **First computing trade and professional association in Thailand**
- **Thai ICT Industry Voice and Promotion**
- **240 members (120 Corporate +120 TICTA)**
- **Members consist of major vendors in HW, SW, Network and Services**
- **Total IT market share of members over 80%**
- **Member of ASOCIO, WITSA and APICTA**

Main Objectives

- **To promote information and communication technology industry in Thailand**
- **To encourage the use of ICT to strengthen national economy and enrich society**
- **To facilitate national competitiveness through regional trade and cooperation**
- **To promote and develop IT HR to be able to compete in the global market**

Global & Regional Network

ATCI is the member of :

- **ASOCIO** (Asian-Oceanian Computing Industry Organization) consists of members that are the national IT & Services vendor association in 22 economies in Asia Oceania Region

- **WITSA** (World Information Technology Services Alliance) consists of members that are the national IT & Services vendor association in 73 economies worldwide

- **APICTA** (Asia Pacific ICT Alliance) has members in 16 economies in Asia Oceania Region

Contributions to Industry

- **Introducing Thailand's first IT Trade Exhibition, 1991**
- **Engaging in lowering of computer import duties**
- **Encouraging Thailand to have National IT Policy**
- **Donation of used PC to rural schools**
- **Encouraging Thailand to protect SW thru Copyright**
- **Supporting establishment of SIPA**
- **Conducting Thailand IT Market Outlook since 1993**
- **Introducing Thailand ICT Awards (TICTA) to uplift Thai SW capability and competing in APICTA**
- **Introducing Industry Sector Summit to mass migrate SME to IT based businesses**
- **Recommending ICT City**
- **Initiating Asian-Oceanian Regional Ministerial Dialogue at ASOCIO General Assembly and Symposium in Chiang Mai 2002**

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

	Value USD Bill	Mkt Share	Growth
Hardware	3	15%	9%
Software	2	10%	7%
Services	2	10%	19%
Data Com	1	5%	11%
Telecom	12	60%	7%
Total	20	100%	8.5%

% 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

Personal Computer (PC)
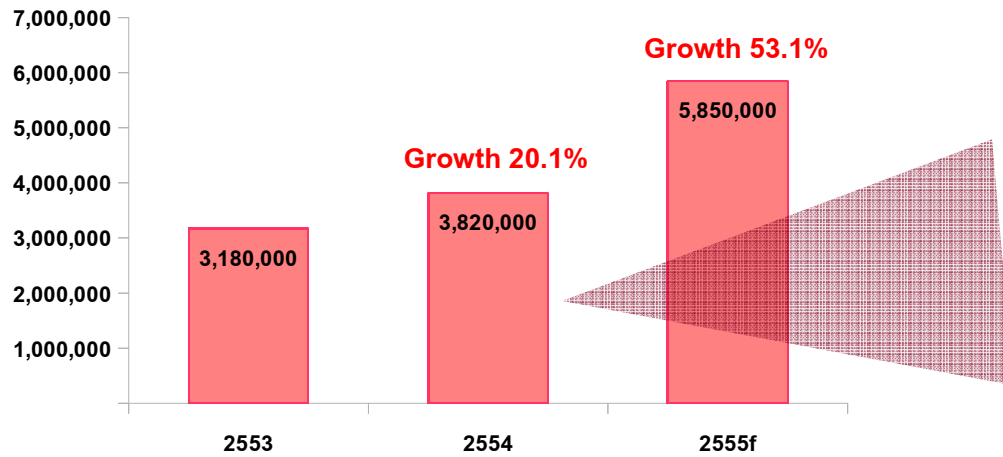
Quantity in 2011 by type of PC

Quantity (Units)

Growth 53.1%

Growth 20.1%

7,000,000	
6,000,000	5,850,000
5,000,000	
4,000,000	3,820,000
3,000,000	3,180,000
2,000,000	
1,000,000	

2553   2554   2555f

Tablet PC
480,000
12 %

Desktop
1,320,000
35%

Notebook/Netbook
2,020,000
53%
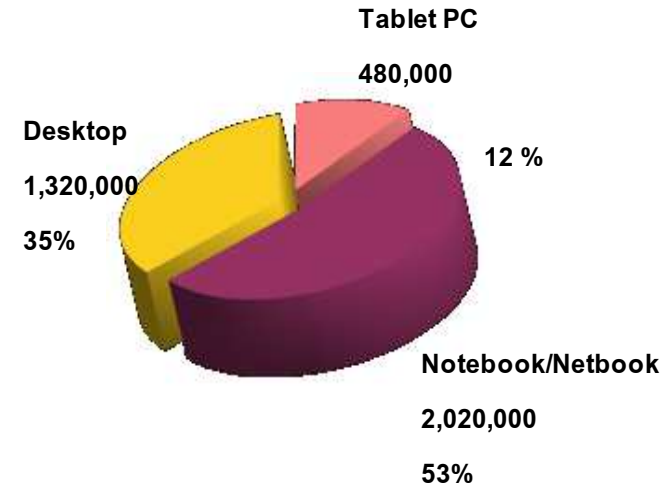
MK Value in 2011 by type of PC

Value in Mil.Bht

Growth 25.2 %

Growth 20.7%

100,000	
80,000	82,800
60,000	66,120
40,000	54,780
20,000	

2553   2554   2555f

Tablet PC
8,640
13%

Desktop
21,120
32%

มูลค่า (ล้าน
บาท)

Notebook/Netbook
36,360
55%
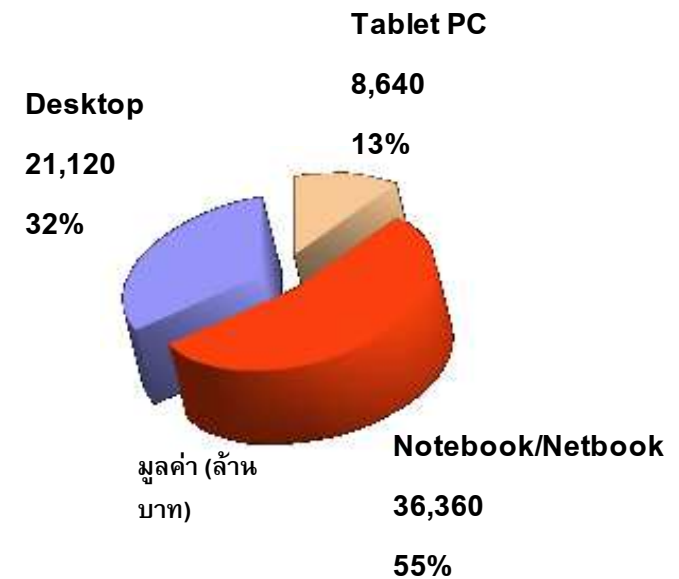
PC: Tablet

- In 2011 the number of Tablet PC sold in Thailand was bout 480,000 units for the total market value of Million USD 280

- In 2012 we forecast that there will be a big growth of Tablet PC to 2,400,000 units for the total market value of Million USD 800

Tablet PC

Started to collect data

in 2011

In 2012
One Tablet PC Per Child
for 900,000 units
Avg.Price is USD 90 /
Unit (Gov.Project)

ATCI Activities Plan 2012

1) Thailand ICT Award (TICTA 2012)

2) IT for Manufacturing Conference w/ TICTA Solutions Showcase, June 23rd (Manufacturing Expo 2012)

3) ICT Demand Generation Programs (All Year Round)

  1) Educatio   2) Government   3) Industry

4) Business Matching w/ Overseas Prospects (KIAT, KIA, HKTDC, MIJS, etc)

5) ICT Market Survey 2011 & MK Outlook 2012

ATCI Activities Plan 2012

6) **Alignment with ICT International standards /Agreements: WTO, ITA, Customs Duty, Gov't Procurement Terms & Conditions, AEC 2015**

7) **Catching up with the Global Trends**

    WTO Symposium - 15th Anniversary of ITA (Geneva, May 14-15),

    ASOCIO Plenary Meeting (Nepal, May 18-20),

    ASOCIO Annual ICT Summit (Colombo, Nov. 15-19),

    WCIT (Montreal,   Oct. 22-24)

8) **ATCI Anti Corruption Campaign**

2012 ICT Demand Generation Program

Education Sector	Government Sector	Industry Sector

Education Sector

- Education ICT Forum 2012 **"eEducation to AEC"**
- 15-16 August 2012
- Target audiences : Management from education sectors, Dean, Professors, Instructors, Advisors, ICT Vendors and Gov.CEO around 3,000 people
- IT Solutions Providers

- Gadgets to U 2012 **"Open The APPs World"**
- 10 events (2 days event) during February – July 2012 at the leading universities
- Target audiences : Students & Professors including university staffs for more than 50,000 people
- Application and Gadgets and IT Application Providers

Government Sector

- eGovernment Forum 2010 **"eGovernment to AEC"**
- 21-22 June 2012
- Executives and specialists in IT including users and advisors from government and private sector more than 1,000 people
- Desktop, Notebooks, Printing and Imaging Products, Presentation Equipments, Software Application

- Aor Bor Tor Summit 2010 **"ICT to improve Local Government Service"**
- Organize in **9 major cities** during March-October 2012
- Executives & official from local government (provinces, districts and sub-districts) throughout the country 5,000 people
- All IT Products, Software Application, Office Automation

Industry Sector
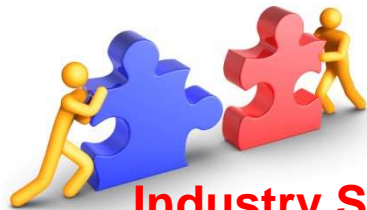
- Industrial Park Summit 2012 **" Green Solution, Green Production"**
- **3 (1 day) events** during Jun – July 2012 at the leading Industrial Parks in each region. Target 2,000 audiences
- Vertical Software, Collaboration, Consulting, CRM, Database, Collection and Management, e-Business/e-Commerce, e-Procurement, e-Security,Enterprise Commerce Management, ERP, Flow Management, Forecasting, Infrastructure & Integration Technology

Industry Sector Summit 2012

- **2 (1 day) events, each event focus 3 major industries**
- First event on 18 July 2012
  - Healthcare Sector
  - Tourism Sector
  - Food Processing Sector
- Second event on 22 August 2012
  - Logistics Sector
  - Retail Sector
  - Chemical & Energy Sector
- Target audiences from mgmt & operation people from the key industries around 3,000

Request Official Support
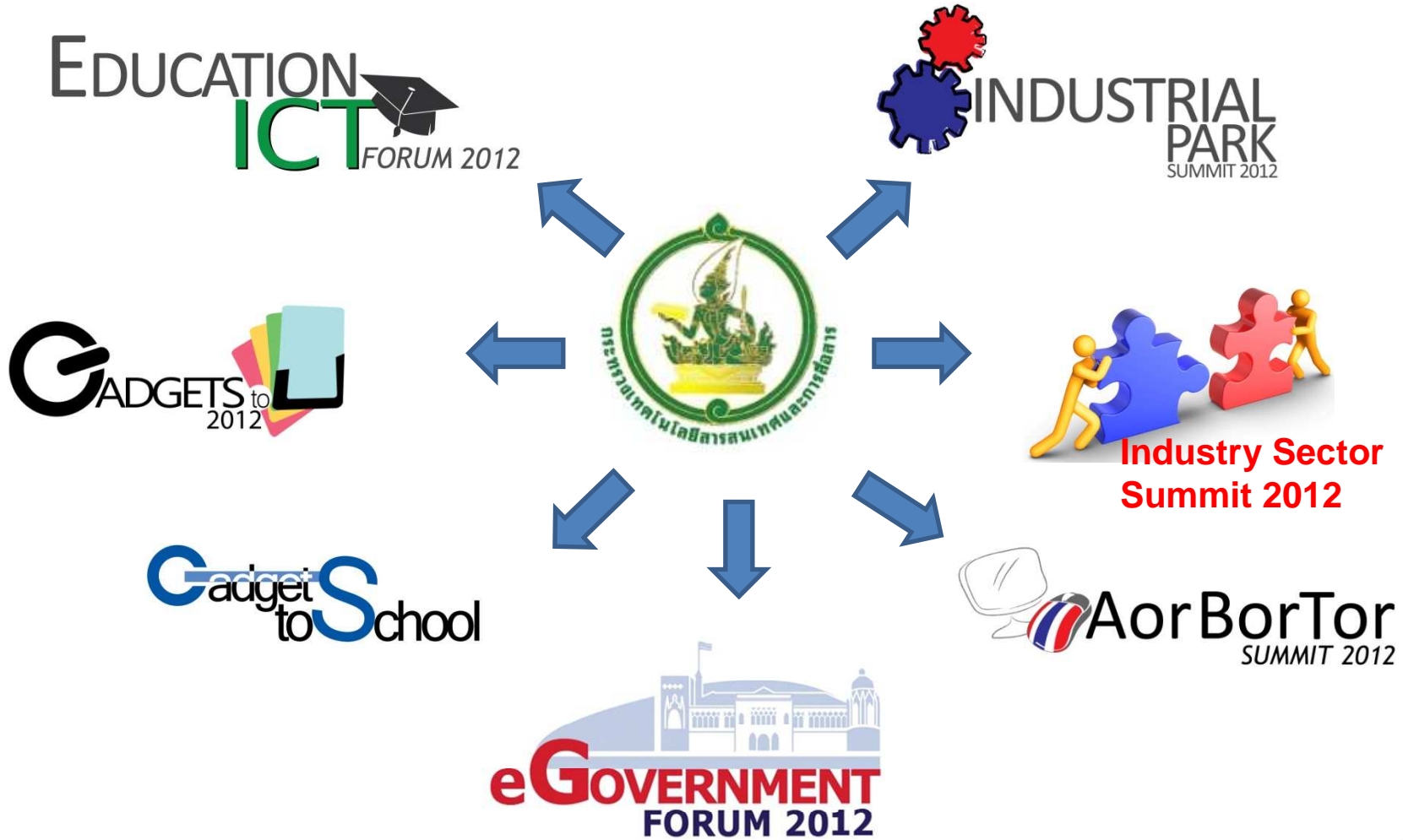
On-going Industry Promotion

- **Generate Demand for Local SW Market (ADGP)**
- **Promote Local IP (SW Products) thru TICTA**
- **Promote Local SW Companies thru BM, ASOCIO**
- **Develop Local HR thru SSME, etc**
- **Guide to Gov. about policy and tax incentives**
- **Use ATCI network (ASOCIO, WITSA, APICTA, etc.) to promote export market**

Thank you