



Thailand National AI Strategy and Action Plan 2022–2027: Key Milestones and Progress

Updated as of June 2026



Outline

- ❖ AI Landscape in Thailand
- ❖ NAIS & Thailand AI Ecosystem
- ❖ Highlighted Activities
- ❖ Next Steps



AI Landscape in Thailand

AI Adoption Trends in Thailand : 2023 & 2024

Proportion of AI Adoption

2023

15.2%

(86 Organizations)

Already Adoption
(already using AI)

56.6%

(320 Organizations)

Under Consideration
(planning to use AI)

28.2%

(159 Organizations)

No Need Now
(no need for AI at present & need support)

Respondents: 565 Organizations

17.8% of organizations are already using AI, & another 73.3% plan to adopt it in the future.

2024

17.8%

(103 Organizations)

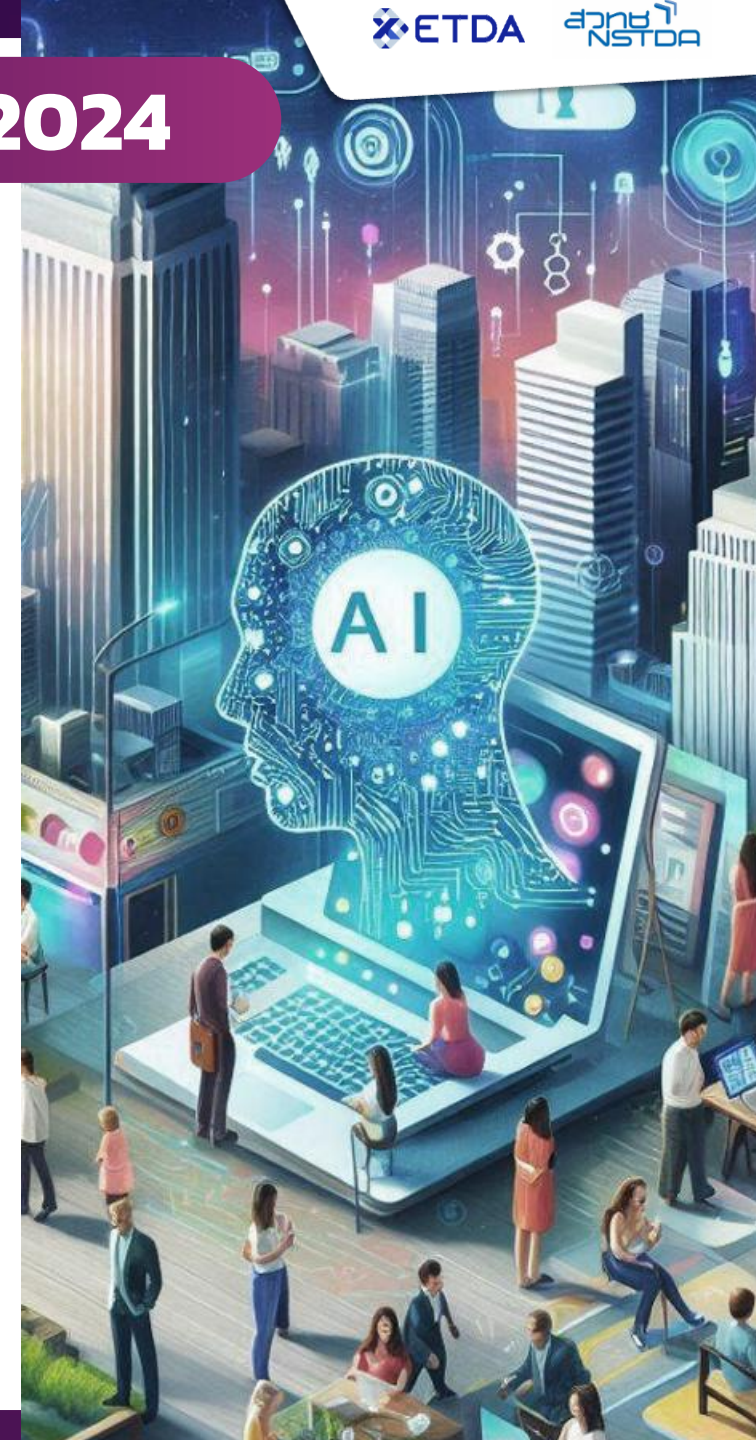
73.3%

(425 Organizations)

8.9%

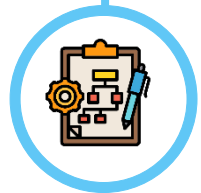
(52 Organizations)

Respondents: 580 Organizations



AI Readiness Measurement : Pillars & Dimensions

5 Pillars, 13 Dimensions, 29 Questions



1 Organization Strategy & Capability

- 1.1 Strategic Alignment
- 1.2 Organization Process and Culture
- 1.3 Business Value



2 Data & Infrastructure

- 2.1 Infrastructure
- 2.2 Data



3 People

- 3.1 People & Awareness
- 3.2 Talent



4 Technology

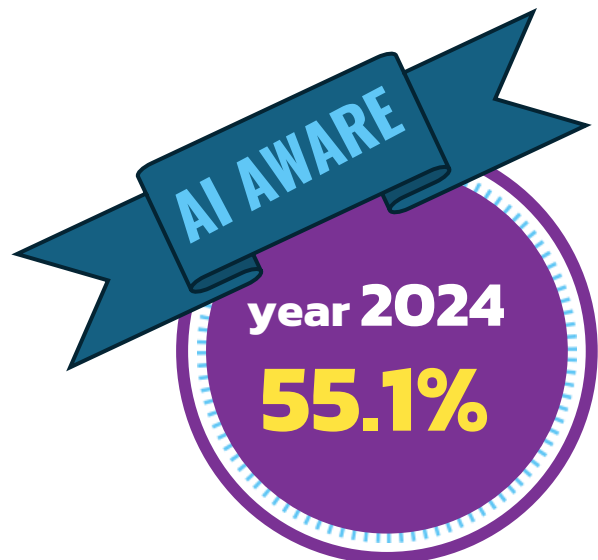
- 4.1 Technology & Platforms
- 4.2 R&D Capabilities



5 Governance

- 5.1 Internal governance structures & measures
- 5.2 Human involvement in AI-augmented decision making
- 5.3 Operations management
- 5.4 Stakeholder interaction and communication

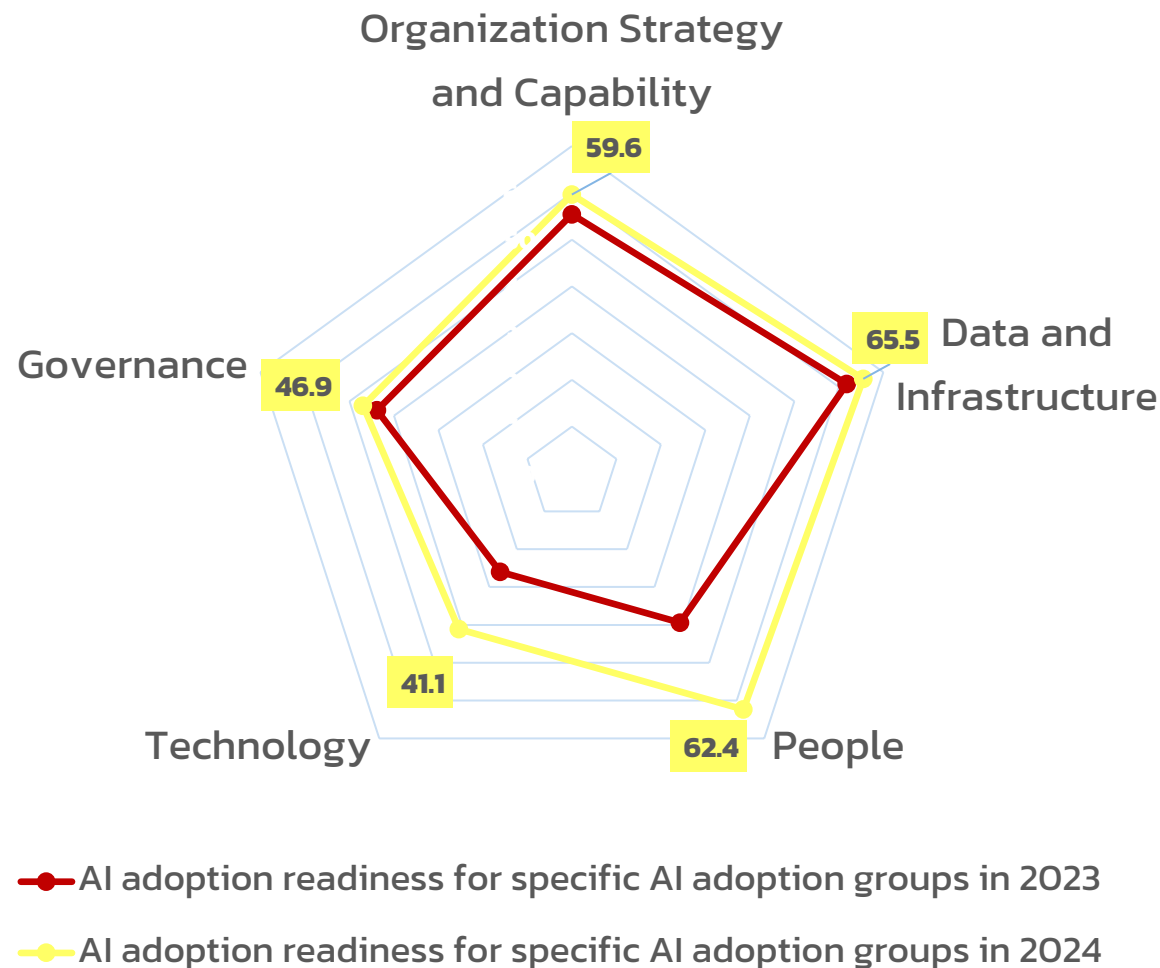
AI Readiness Measurement : Results



The organization is aware and has begun preparation for AI implementation. They can identify areas where AI can be used and understand its potential benefits.



year 2023 = 45.3%



Note: Assessed from organizations already using AI (86 agencies in 2023 and 103 agencies in 2024)

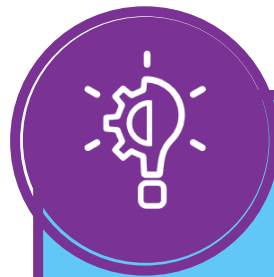
GENERATIVE AI & Employment Policy

No organizations were found to have plans **to lay off all employees** due to the use of GEN AI as a replacement



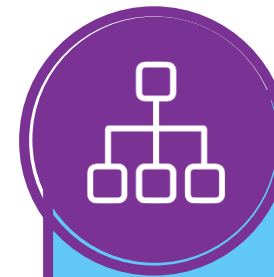
**Policy to
reduce some
positions**

26%



**Policy to not
reduce positions
and increase Gen
AI skills**

40%



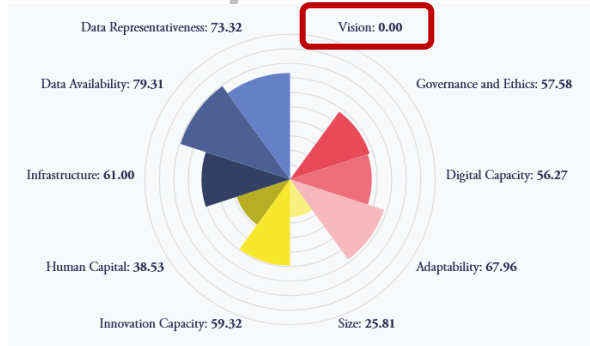
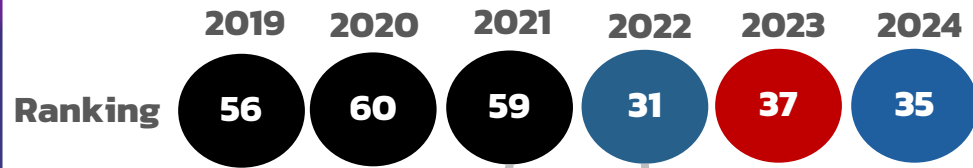
No policy yet

34%



Government AI Readiness Index : Thailand's Status 2019 –2024

Government AI Readiness Index aims to provide valuable insights for effective & responsible AI integration into public services.



Beginning
of TH NAIS

TH Overall in 2024 :

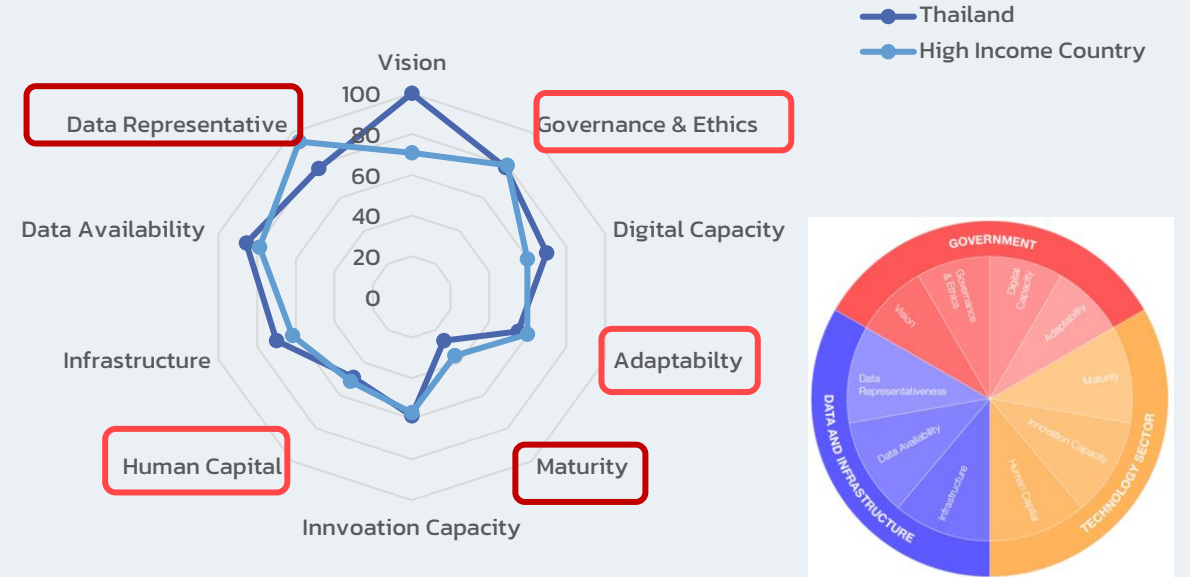
- Technology sector has the lowest score.
- Government sector scores declined from 2023
- Technology and Data & Infrastructure sectors improved.

TH Compared to High-Income Countries in 2024

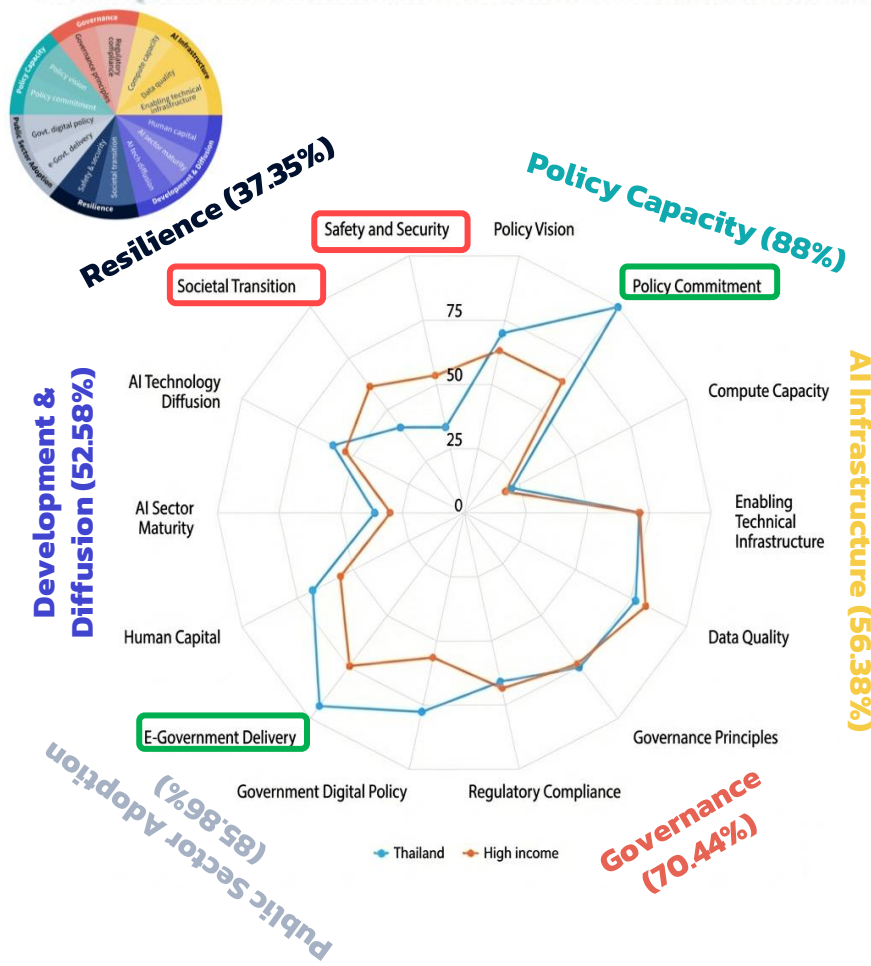
- remains below average level in Human Capital, Data Representation, Maturity, & Adaptability, Governance & Ethics.

Year	Global Position	Overall Score	Government	Technology	Data & Infrastructure
2024	35 (from 188)	66.17 (47.59)	75.78 (47.78)	44.83 (35.35)	77.91 (59.62)
2023	37 (from 193)	63.03 (44.94)	77.21 (45.65)	41.33 (34.08)	70.55 (55.10)

Thailand Government AI Readiness Index 2024



Government AI Readiness Index : Thailand's Status 2025



Thailand's AI Readiness Analysis vs. High-Income Countries (2025)

• OVERVIEW: STRENGTHS & WEAKNESSES •

↑ Strengths (Pillars: Policy Capacity & Public Sector Adoption)

Policy Commitment: 100%
✓ Strong Govt Support

E-government Delivery: 94.03%
Real AI Implementation in Digital Services

Excel with Strong Foundations

↓ Weaknesses (Pillar: Resilience - Lagging)

Safety & Security: 33.33%
HIC Avg (36.49%)
UMIC Avg (44.32%)

Societal Transition: 41.36%

Insufficient Management of Social & Security Challenges

• COMPARISON: 2024 vs. 2025 RESULTS •

↑ Improvements (Pillar: Development & Diffusion)

Human Capital: 68.01% (Up from 2024)

AI Sector Maturity: 36.24% (Up from 2024)

✓ Now Exceeding High-Income Country Averages

↘ Decline (Pillar: Governance - Policy Vision)

Policy Vision (2024): 100%

Policy Vision (2025): 70%

✗ **Reason:** Definition now requires clear, long-term vision for AI's public value—not just a National AI Strategy.

*HIC: High Income Country; UMIC: Upper-Middle Income Country



Real Challenges

- Limited number of experienced human resources



- Small number of inhouse-development businesses

- No data
- Not enough data
- Data fragmented
- Data inaccessible





NAIS & Thailand AI Ecosystem



NAIS : Timeline

NAIS: Thailand National AI Strategy & Action Plan 2022 – 2027

NAIC: National AI Committee

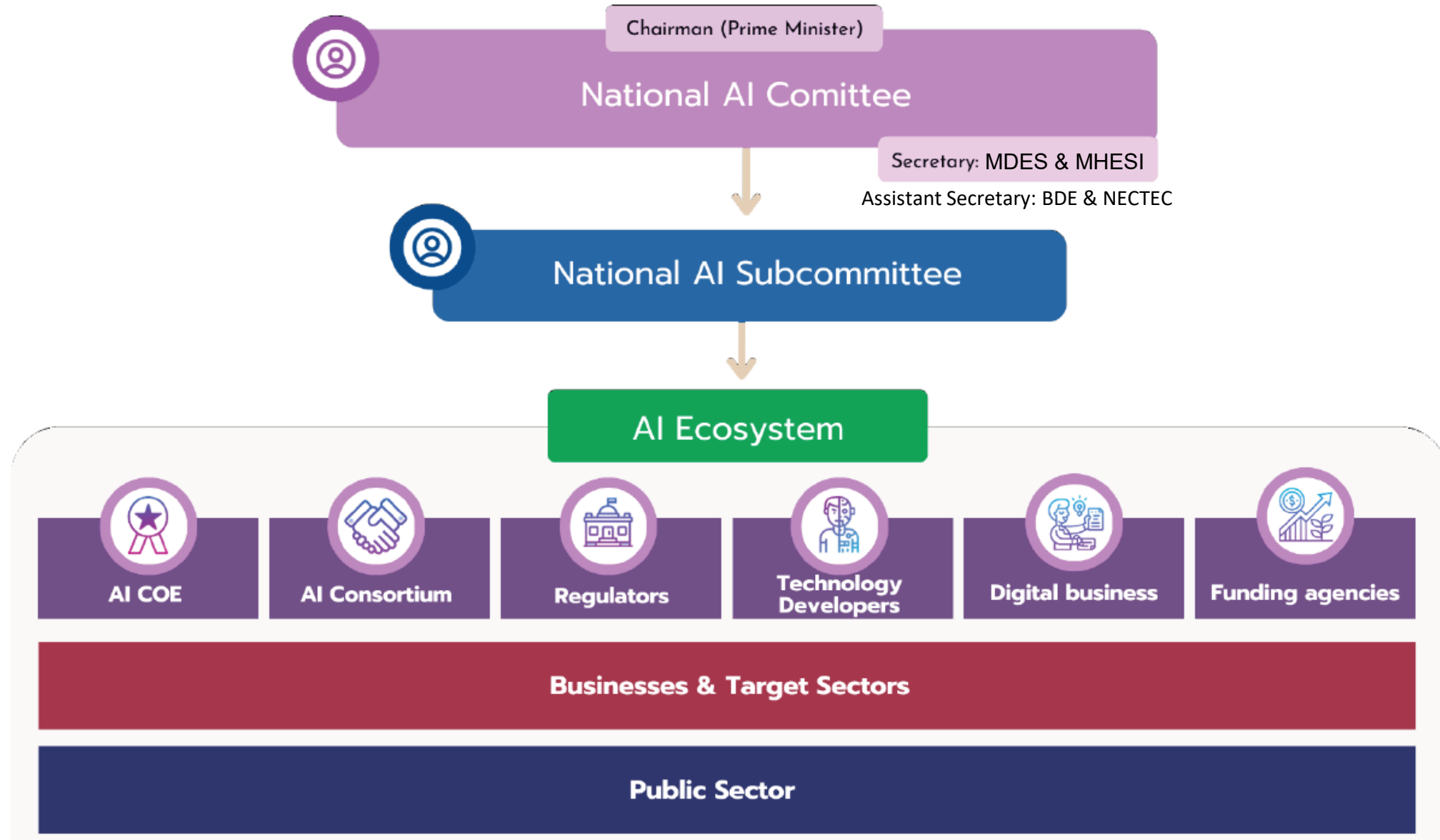


Meeting of the NAIC Secretariat team to prepare for the 4th NAIC meeting





NAIS : Governance Mechanisms





NAIS : 5 Strategies

Integrating AI Ecosystem for Thai Economy and Well-being



STR 2 : Infra

- HPC & Cloud service, AI Services
- 10% increment of investment per year



STR 4 : RDI

- Core tech & sector based tech dev.
- 100 innovative prototypes ready for scaling



STR 3 : Manpower

- 3 levels: profession, engineer, beginner
- 30,000 workforce target



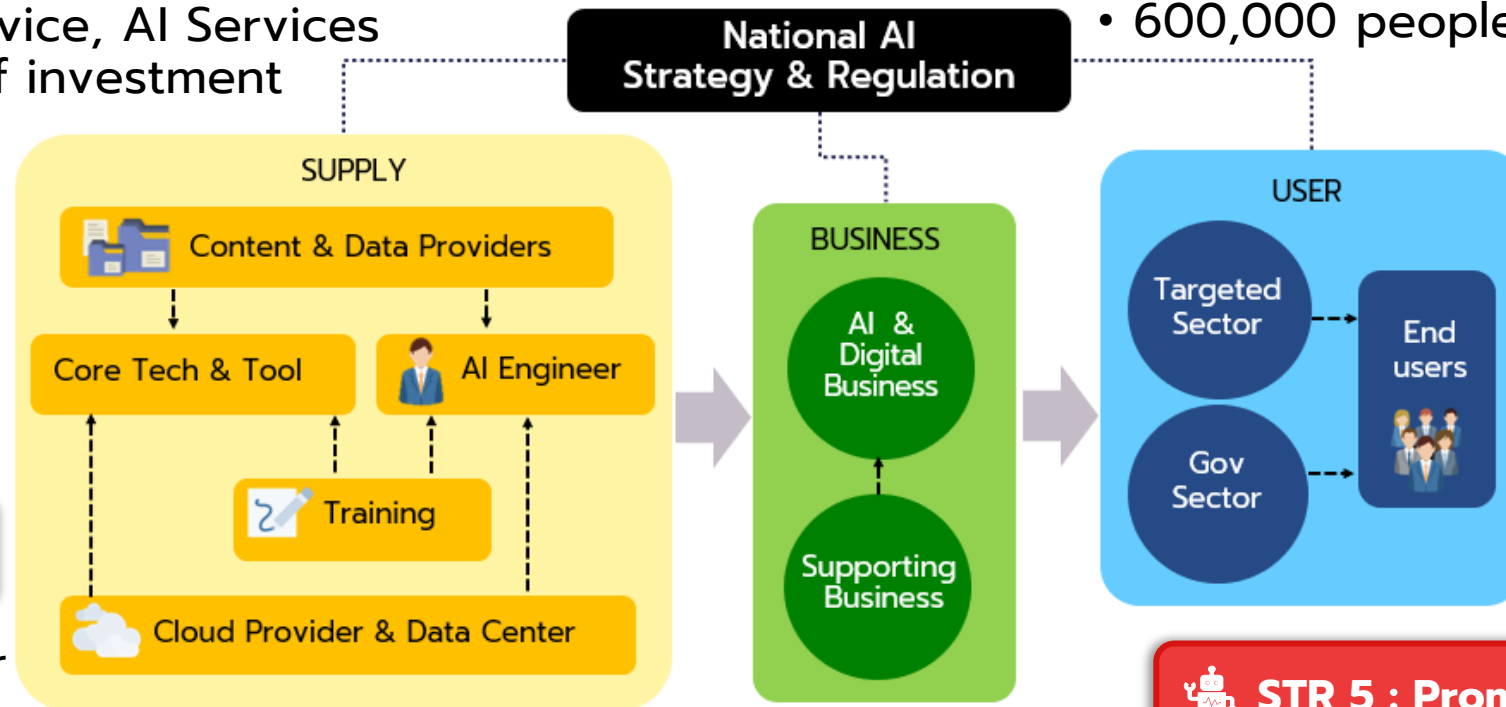
STR 1 : ELSI

- Ethics, Legal, and Social Implication
- 600,000 people with AI realization



STR 5 : Promote

- Incentives and sandboxes for startups, SMEs, and corporates
- 600 AI adopted organizations





NAIS: 10 Target Sectors





NAIS : Action Plan Revision 2026–2027

After the National AI Committee (NAIC)
meeting on 1 May 2025

Thailand will become a leading player in AI and have the best ecosystem in Southeast Asia

AI Ecosystem

READINESS

AI Task force Building	Infrastructure Building	AI Governance
User	Open Source AI Infrastructure	
Professional	Global Tech AI Infrastructure	Regulatory Sandbox
Developer/ Researcher	National Data Bank	Benchmark & Standard Center
National Research Policy	Digitalization / Digital Government - E-office/Paperless - Digital ID - ERP	Governance Framework

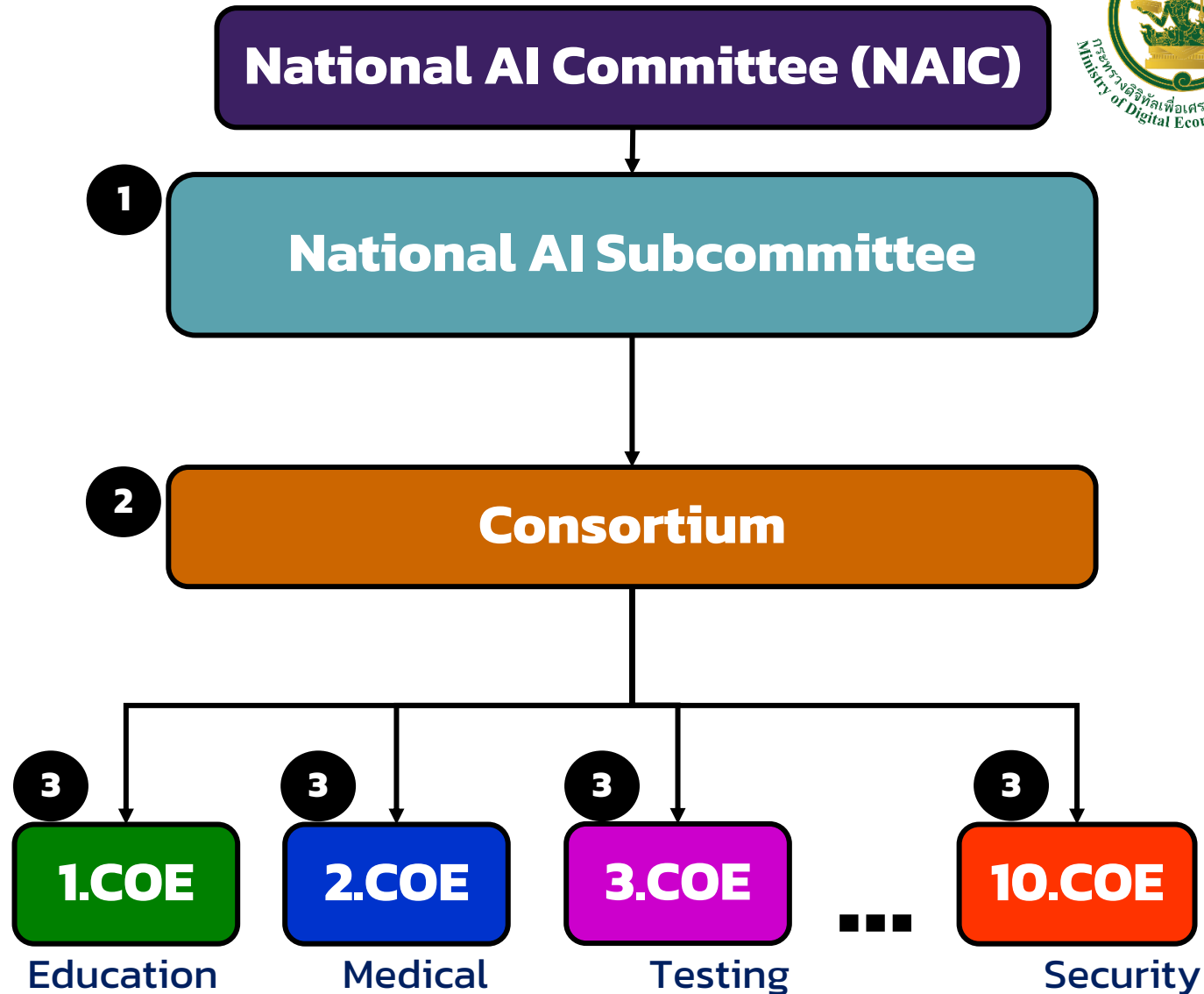
ADOPTION

Sectoral AI	
Public Services	Healthcare
Education Technology	Tourism
Manufacturing	Finance
Safety and Security	Agriculture

Enabling Factors (Incentive Programs, etc.) for Startups, Service Providers, AI Communities

High Speed Internet, Cloud, GPU, Supercomputer, IoT

NAIS : 3 Driving Mechanisms





Key Takeaways from the 2nd & 3rd NAIC Meetings in 2025: **Budget Framework**

Proposed Budget Framework: Total 15,000 Million Baht

1

AI Workforce Development
Government budget not less than 6,000 million baht (No external sponsorship included)

2

Development of Open-source AI Infrastructure, National Data Bank
Worth not less than 2,000 million baht

3

Accelerating implementation through Centers of Excellence for National Development (CoEs)
According to the National AI Program framework, Total budget: 5,250 million baht



Outcome from the 3rd NAIC Meeting

**Total Budget
Framework:
25,000+ MB***

**Note: Approved in principle— may change post-government transition*



Highlighted Activities

Collaborative organization driving Thailand NAIS

Ministry



Government agency



Educational institution



Association/Confederation /Foundation





Outputs and significant outcomes of NAIS between 2023 to 2024

Government AI Readiness Index



In 2023, Thailand ranked **37th** out of 193 countries.

The scores in 3 main areas for 2023 are as follows:

1. Government Sector: 77.21 points
2. Data and Infrastructure: 70.55 points
3. Technology: 41.33 points

Source: Oxford insights

AI Workforce Development



113,438 people

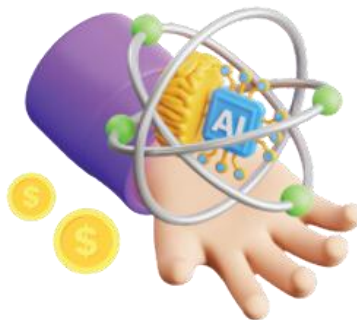
At all levels, through various programs and courses of network agencies.

1,214 people

Through the development of human resources in the form of 14 integrated degree programs offered by the AIEI Institute.

AI-specific programs (all degree levels), a total of 21 programs, with 1,563 students enrolled.

Source : MHESI. <https://info.mhesi.go.th>



Supporting R&D projects in AI

592 projects

Total: 1,043.04 million baht

Funded by NSRF, DE fund & BTFP



Promoting AI Startups

50+ Prototypes of Innovation and Technology from AI



AI Governance

AI Governance Center (AIGC)

By Electronic Transactions Development Agency (ETDA)



Launched in Nov 2022

4 Key Missions: 1) AI Policy & Governance, 2.

Consultation, 3. Knowledge Sharing, and 4. Networking

(More info: <https://www.eta.or.th/th/Our-Service/AIGC/index.aspx>)

AI Governance Practice Center (AIGPC)

In the process of upgrading from AIGC, the aims are to::

1) R&D – Develop AI Ethics & Governance, sandbox environments, and benchmarking frameworks for trustworthy AI, **2) Observatory** – Launch a dynamic AI Observatory tracking incidents, global standards, and regulatory trends, **3) Capacity building** – Empower nations with actionable insights and capacity-building for AI Governance, **4) Expert lists & Network** – Build a trusted network and registry of researchers, policymakers, and experts in AI Ethics & Governance

Example of partners: UNESCO, UNDP, ADB, World Bank, ASEAN & Data.Org

Guidelines



More info: <https://www.eta.or.th/th/Our-Service/AIGC/index.aspx>

(Draft) Law

(Draft) AI Regulation Act (2022)
AI Characteristics ☐ Prohibited AI ☐ High-risk AI ☐ Risk assessment Registration & Obligation for High-risk AI ☐ Publicizing document for Transparency ☐ Method in registration ☐ Representative for foreign service provider ☐ Importer's, Vendor's, provider's, user's Obligation Notification for Transparency ☐ Chatbot ☐ Emotion & Biometrics ☐ Impersonation & Deepfake Compliance ☐ AI Regulatory Funding - Sandbox ☐ service provider Certification ☐ Code of conduct Administrative measure ☐ Risk at National Level case

(Draft) AI Promotion Act (2023)
ETDA's authorities Promoting measure ☐ Sandbox ☐ Data sharing AI Standard ☐ Minimum principle for standard ☐ Entrepreneur certification ☐ Tester certification ☐ Publicizing list of AI affecting to consumer significantly AI Contract standard ☐ Minimum requirement ☐ Publicizing AI Contract ☐ AI Contract by description Risk assessment ☐ strict-surveillance AI ☐ AI endangering health, safety or basic right Secret information

Thailand is consolidating two draft AI laws (AI Regulation Act 2022 and AI Promotion Act 2023), which are now under detailed review by ETDA.

Latest legal status: ETDA is revising the consolidated draft, incorporating feedback from the Committee for the Promotion and Development of Digital Economy and Society and the Department of Intellectual Property, before resubmitting it to the Committee under MDES.



AI Awareness Initiatives

Awareness via online courses, webinars, events; over 48,000 participants

More info: [AI Change Agent Program](#)



AI Governance : **International Collaboration**



UNESCO

- Participated in the **Global Forum on the Ethics of AI 2024**, and Thailand hosted the **Global Forum on the Ethics of AI 2025** (June 24–27, 2025).
- Supported UNESCO's implementation of the **Readiness Assessment Methodology (RAM)**



Hiroshima AI Process

- Thailand joined as a **Founding Member of the Hiroshima AI Process Friends Group** on 2 May 2024.
- Participated in regular online meetings and in-person Friends Group Meetings in Tokyo (2025 & 2026).
- At the Second In-Person Meeting (Mar 2026): presented Thailand's "AI Implementation", **contributed input to the HAIP Friends Group Action Plan 2026**, and identified potential areas for knowledge-sharing on AI in public service.



OECD / GPAI

- Thailand participates in the **OECD Working Party on Artificial Intelligence Governance (AIGO)** and in **GPAI as a participant**, while undergoing the **accession process to become an OECD Member**.
- Currently in the process of adhering to the **OECD Recommendation on AI**.
- Participated in the **"GPAI Innovation Workshop" in Tokyo** (28–29 May 2025).
- Co-hosted the **first co-creation workshop "Building an AI Policy Toolkit: Insights from Southeast Asia" in Bangkok** (6 Aug 2025) and the **"Second Co-Creation Workshop on the OECD AI Policy Toolkit and AI governance dialogue" in Bangkok with the OECD, Japan and the UK** (30 Mar – 1 Apr 2026).



ASEAN

- Thailand supports ASEAN AI collaboration through the **"ASEAN Guide on AI Governance & Ethics"** and the **"Expanded ASEAN Guide on AI Governance & Ethics – Generative AI"**.
- Thailand initiated the regional framework **"ASEAN AI Transition Innovation Framework (AITIF)"** endorsed by **ASEAN Digital Ministers Meeting (ADGMIN)** – developing an AI Literacy Framework, AI Skill Taxonomies, and an AI Readiness Assessment Tool.
- Provided comments on the draft **Agreement on the Establishment of the ASEAN Artificial Intelligence Safety Network**, advancing regional cooperation on safe, transparent, and trustworthy AI.



AI Governance : AI Benchmark and Standard Testing

Establishment of the AI Standard Testing Service Center

Preparation of standards and testing guidelines for AI in 3 groups:

- **2024:** IoT Software
- **2025:** Medical AI
- **2026:** Biometrics

IoT Software

- ISO29119-11
- ISO/IEC DIS25059
- PDPA (Robotic, IoT)

Medical AI Device & Software

- Chest X-Ray
- Mammogram
- Retina Image

Biometrics Software

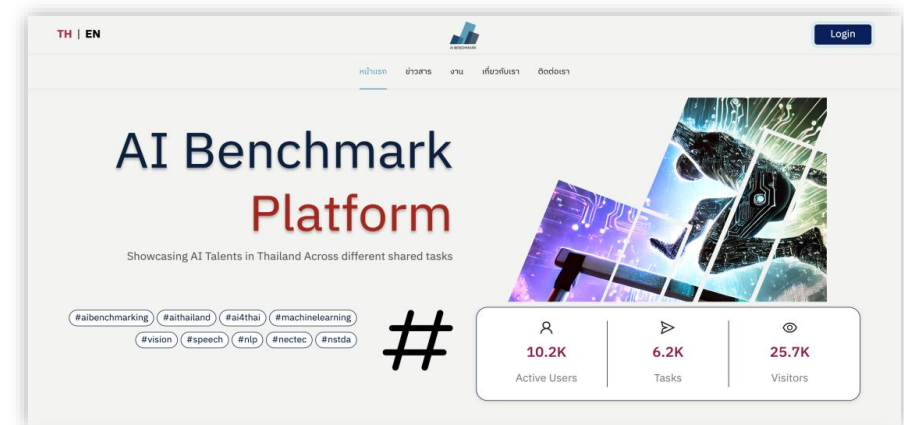
- Face Scan
- Retina Scan
- Fingerprint
- Voice
- Multimodal



AI Performance Testing Competitions

Open data repository and annual testing for 2025:

- (1) E-meeting transcription: 5 hours
- (2) Chatbot: 10,000 sentences
- (3) Thai-Chinese translation: 20,000 sentence pairs
- (4) Red team: Thai culture challenge





AI Infrastructure

Thai AI Service Platform (aiforthai.in.th) established on Government Data Center and Cloud Service (GDCC) – A platform providing ready-to-use AI APIs. Aggregates pre-trained models that are ready for use from both government and private sector partners. According to the resolution of the National AI Committee on Dec 8, 2022, the platform has been allocated resources on GDCC, including; CPU: 240 cores, Memory: 296 GB & HDD: 1,550 GB

- **Over 78 APIs are now available for use**
- **10 million transactions/month** in average.
- Popular services include **speech-to-text & chatbots**



Supercomputer Center

NSTDA has received support from the Science, Research, and Innovation Promotion Fund (SRIP)



Providing LANTA HPC (High-Performance Computing)

services for R&D purposes to both public and private sectors:

- **2022:** Installation completed
- **2023:** 10 pioneering projects launched, including: Thai LLM, Genomic Thailand & PM2.5 prediction
- **2024:** Pay-per-use service to be launched (at 15–60% of market price)

LANTA computational performance ranked #199 Globally (Updated on Nov 2025)

Future Plans:

- Maintain status as the country's Tier 1 service center
- Transition to a hybrid HPC-Quantum computing system



AI Infrastructure

Thai LLM

Thai Foundation LLM

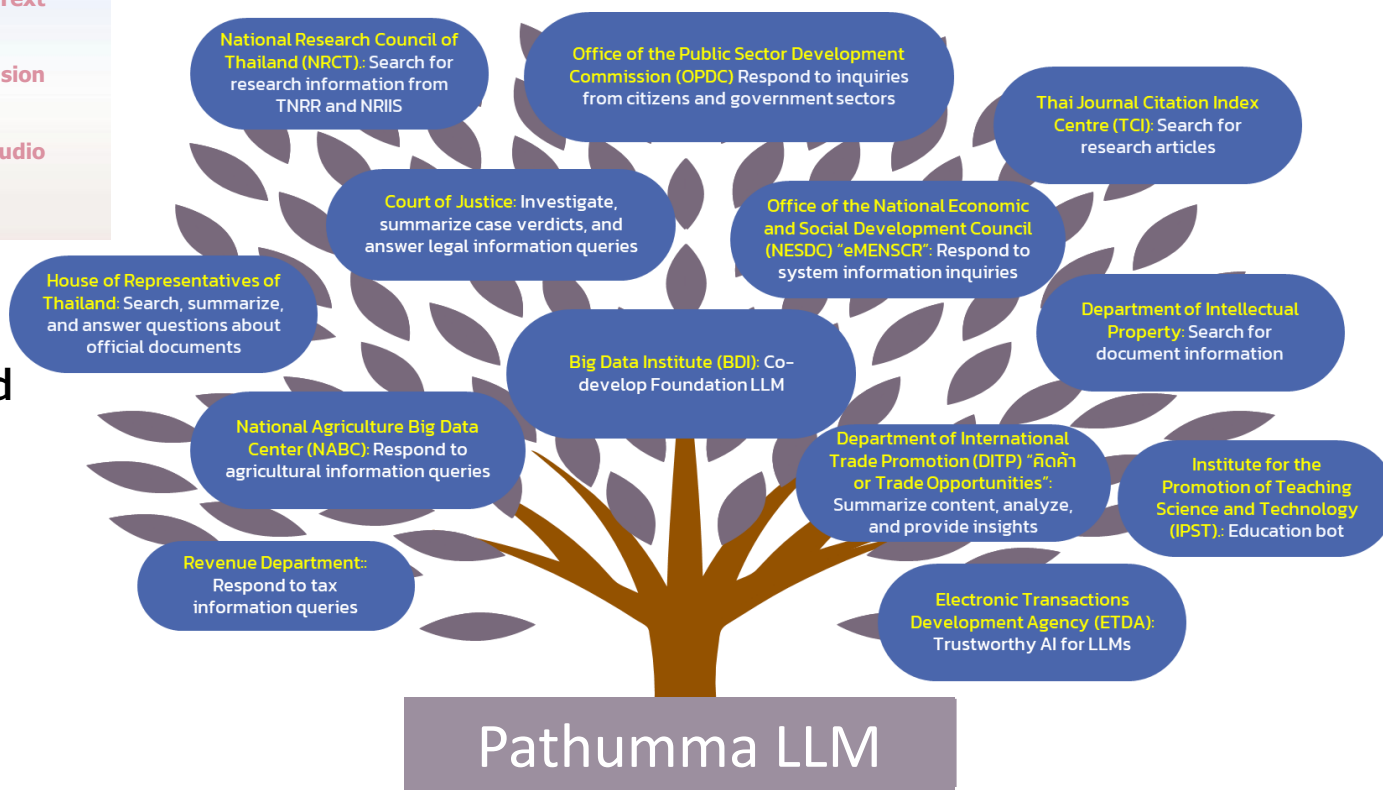
Since 2023, expert organizations both public and private, jointly developed Thai foundation LLM, open-sourced and kept updated every year to foster Thai LLM communities.



Pathumma LLM Fine-tuned for Public Sectors



- Fine-tuning on official data
- 5 organizations under pilot use for automated chatbot
- 20 organizations under discussion
- AI Use Case Inventory for Public Sectors: opdc.ai.in.th





AI Taskforce Building

Level 3: AI Researcher

Researchers and developers on deep AI technology, algorithm, or core engines

Target: 1,000

Level 2: AI Engineer

Developers on AI tools, applications, or service platforms

Target: 9,000

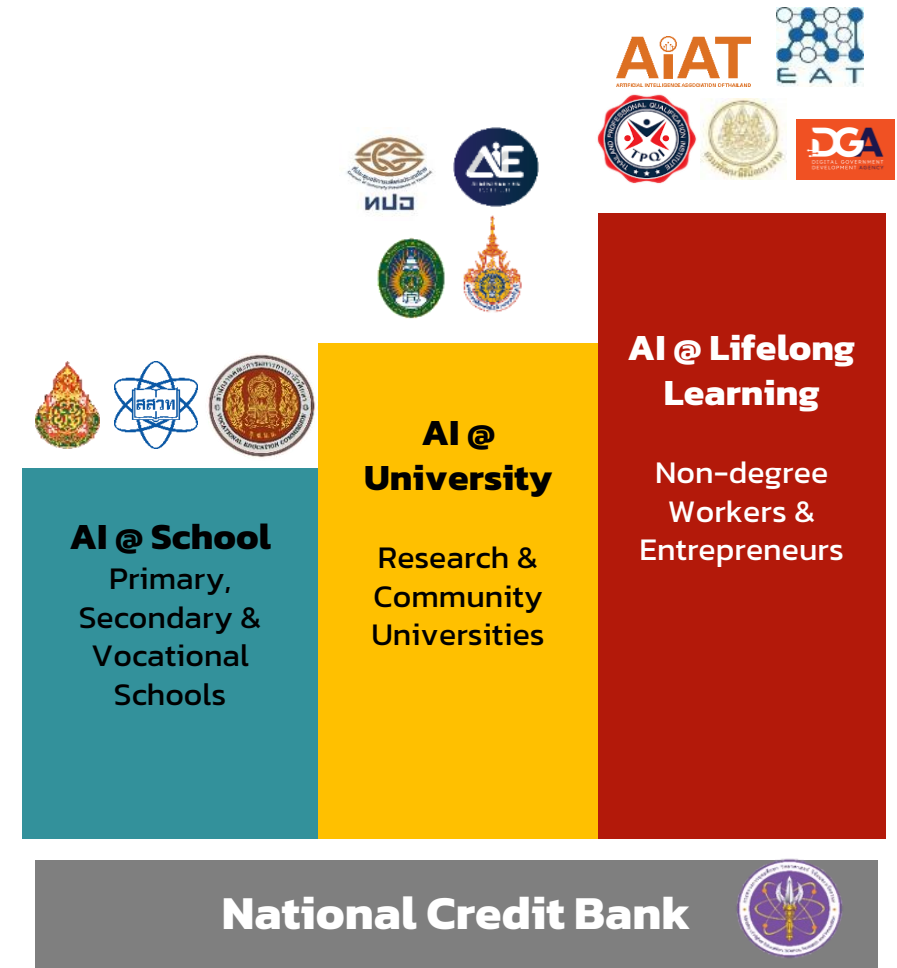
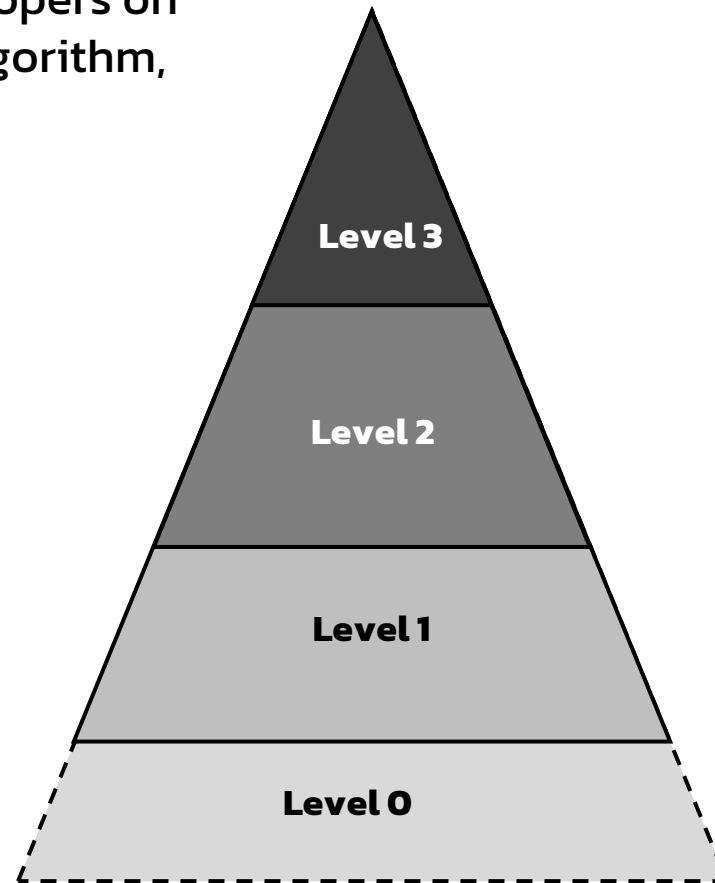
Level 1: AI Beginner

Users of available AI tools or services

Target: 20,000

Level 0: AI Literacy

People with AI literacy





AI Taskforce Building

Basic Education



Incorporation of AI Curriculum

- Train 3,000 teachers from 1,500 schools nationwide (2025–2026).
- Launch AI courses at the primary & secondary levels (5 modules each)
- Implement microcredit collection to allow credit transfer in the future

Higher Education



Announcement on the Use of AI in Teaching Process

- Promote the use of AI in teaching and learning across all curricula
- Provide AI tools for teachers and students
- Develop guidelines for integrating AI into various subjects and giving training
- Establish consultation centers

After School



National AI Engineer Development Bootcamp

- Biggest bootcamp for the public, conducted annually
 - 3 months online courses
 - 3 months hybrid workshops & hackathons
 - 1 month physical bootcamp
 - 2 months internship & awards
- **2021–2024** : 43,000 applicants, 10,000 passed the online phase, 1,000 reached the bootcamp

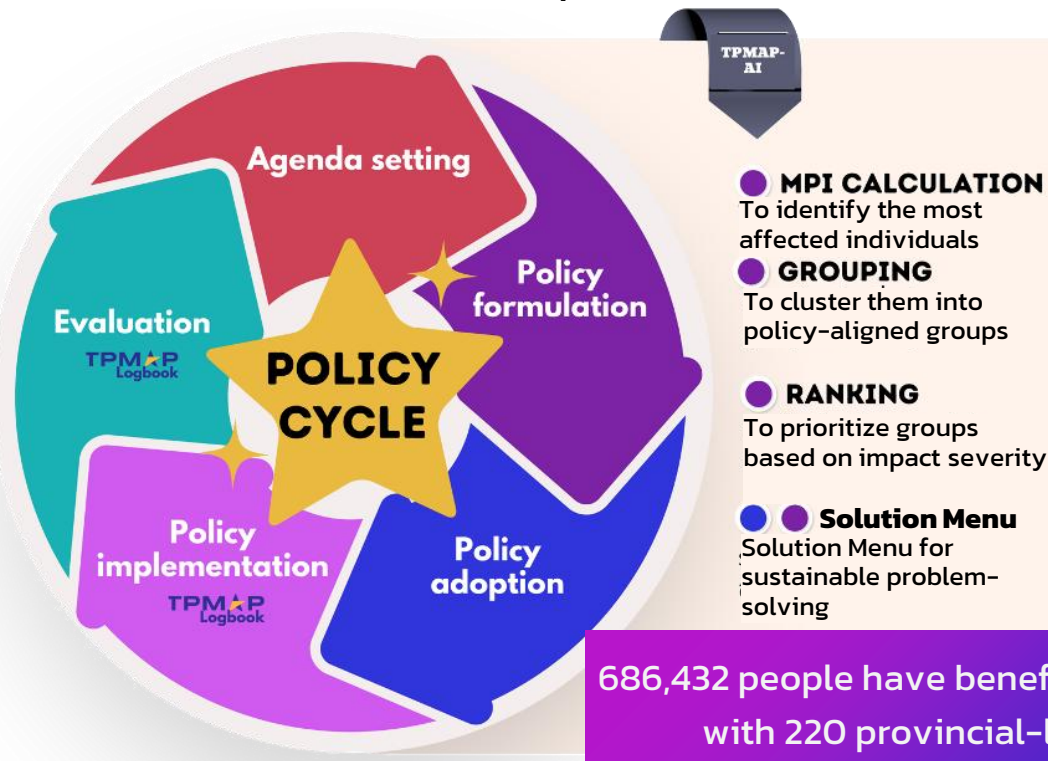


AI R&D to Real-world Adoption



Thailand People Map and Analytics Platform (TPMAP)

Enhanced with 4 capabilities from AI technology

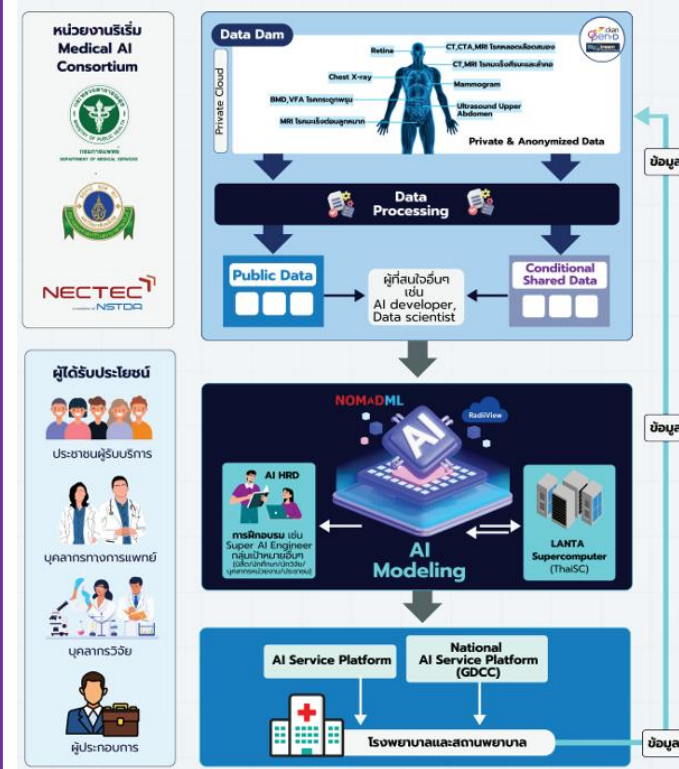


686,432 people have benefited,
with 220 provincial-level
agencies involve

National Economic and Social
Development Council

More info: <https://share.google/tu8JjmdXNps1l45Le>

Medical AI Data Sharing



Funding support by Program Management Unit
for Human Resources & Institutional
Development, Research and Innovation (PMU-B)

8 Member Institutions of the Medical AI Consortium



A collaborative network effort
to accelerate innovation
through a high-quality and
secure data-sharing
infrastructure.

**Over 2.49 million medical
images Covering 7
Disease Categories** – a
database for developing and
training AI models

Tools: Data cleansing, Data
annotation & No-code AI
modeling



Next Steps



Priority tasks for the next steps

- **New Targets for AI Taskforce building:** 10 million AI users, 90,000 professionals, 50,000 developers trained
- **Strategic focus:** investing in Talent development, Infrastructure, Open-source platforms and Industry incentives
- **Establish new subcommittee, consortia, sector-specific task forces, and concept proposals for key industrial sectors.**
- **Flagship initiatives:**
 - **National Data Bank:** unify public and private dataspace with metadata standards, privacy protections, and cross-border rules.
 - **Open-Source AI Community:** powered by OpenThaiGPT and a sovereign-compute fund, with model benchmarking for provenance, impact, and bias.
 - **AI Standards and Benchmark Hub:** expand HPC testbeds, accredit ISO 17025 labs for biometric and medical AI, host annual AI Benchmark Thailand competition.

Already assigning COE leads, in the process of defining vision, and drafting the operational plan.

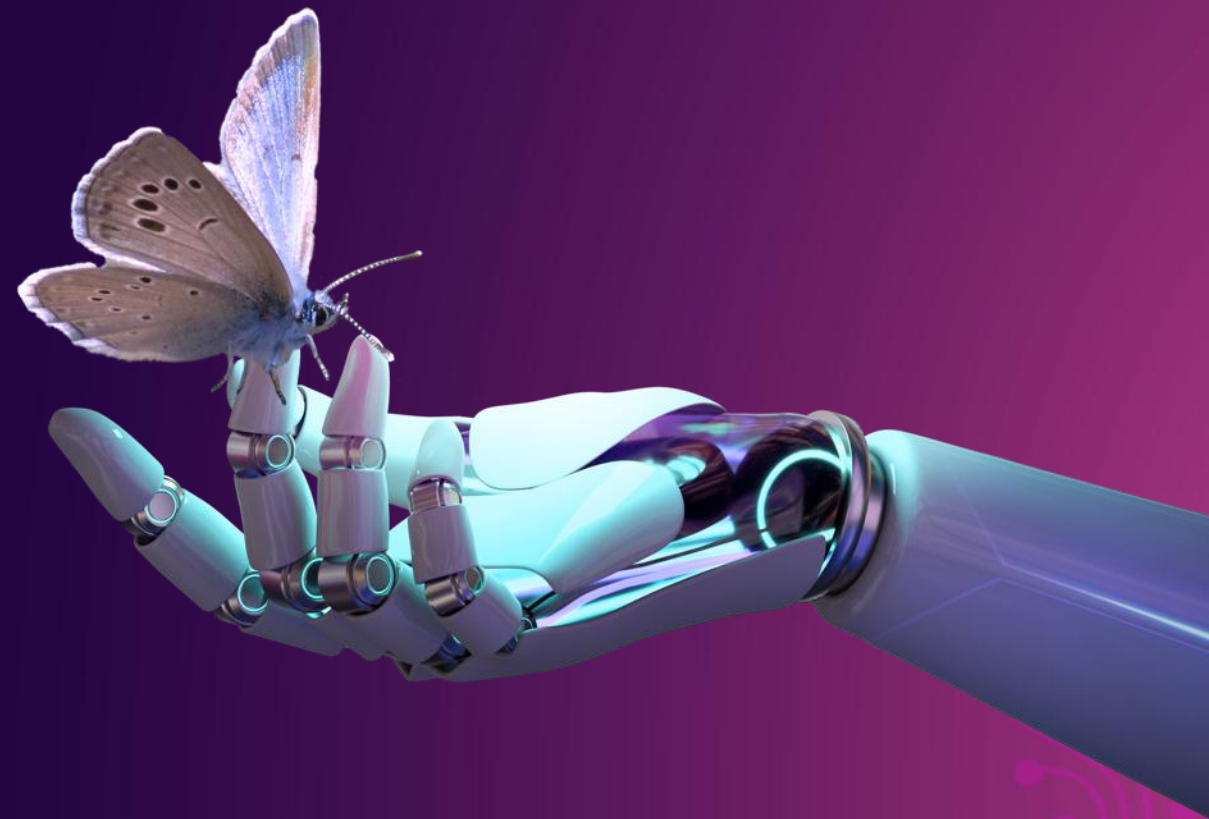
Center of Excellence (CoEs) for National Development		
1	Education	AI Excellence Center for Education
2	Creative	AI Innovation Center for Creative Industry
3	Agriculture	AI Innovation Center for Agriculture
4	Manufacturing	AI Center of Excellence for Manufacturing
5	Medical	AI Center of Excellence for Health and Wellness
6	Tourism	AI Center of Excellence for Tourism
7	ThaiLLM	ThaiLLM Consortium
8	Computing	Government AI Computing Center
9	Benchmark & Testing	AI Product Benchmarking and Testing Center
10	Safety & Security	AI Center of Excellence for Safety and Security



AI THAILAND

เชื่อมระบบนิเวศปัญญาประดิษฐ์
ยกระดับคุณภาพชีวิตคนไทย

Integrate AI ecosystem for Thai better living



<https://www.ai.in.th>



AI Thailand Community