PROJECT IMPLEMENTATION PLAN

Reference No.: 651

Date of Issue	30 June 2025
Project Code	24-SN-06-GE-SNP-C-TH01
Title	Development of National AI Strategy to Enhance Industry Productivity
Timing	16 September 2024–12 September 2025
Hosting Country(ies)	Thailand
Venue City(ies)	Bangkok
Modality	Hybrid
Implementing Organization(s)	Thailand Productivity Institute and APO Secretariat
Participating Country(ies)	Thailand
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	Not Applicable
Remarks	This PIP supersedes the one issued on 10 September 2024 (Reference No. 470) to reflect updates to the project timing.

Objectives	Assist the FTPI and Ministry of Industry of Thailand in developing a national AI roadmap and strategy for enhancing the productivity of Thai industries; develop a curriculum and modules on application of generative AI for productivity improvement; and strengthen the FTPI's capacity on AI through the development of AI productivity specialists.
Rationale	The FTPI acknowledges the challenges and benefits of deploying AI in productivity endeavors. An AI strategy will not only bolster Thailand's AI policy but also cultivate a cadre of trainers for national AI readiness. The optimal strategy will comprise raising awareness of AI risks and complexities, developing AI trainers, and integrating foresight.
Background	Recent updates indicated that GPT-5 is expected to reach the intelligence level of a successful college graduate by 2027, posing a significant threat to nearly 80% of knowledge work jobs, potentially impacting 800 million positions globally. Amid this global shift, Thailand's digital transformation under the Thailand 4.0 initiative seeks to transition the country into a value-based economy. To maintain competitiveness, Thailand must have and implement an AI-powered national productivity strategy, which aligns with and supports the Ministry of Industry's National AI Strategy. This plan aims to integrate AI across sectors by enhancing the capacity of the FTPI to develop and maintain AI productivity specialists. This approach will position Thailand as a regional leader in AI, driving economic growth and innovation through the improvement of productivity while prioritizing inclusivity to ensure that the benefits of AI are widely accessible.
Topics	Current-state assessment and diagnosis; visioning and development of KPIs; stakeholder engagement; sectoral analysis; ethical and social considerations; talent and education strategy; infrastructure and data strategy; implementation roadmap; development of curriculum and modules; and pilot testing.
Outcome	The FTPI and Government of Thailand are assisted in developing a national AI strategy for productivity improvement; AI curriculum and modules for productivity specialists are developed and pilot tested; and the FTPI's AI capacity is strengthened.
Qualifications	Not Applicable

Please refer to the implementation procedures circulated with this document for further details.

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