



## PROJECT IMPLEMENTATION PLAN

Reference No.: 470

<b>Date of Issue</b>	10 September 2024
<b>Project Code</b>	24-SN-06-GE-SNP-C-TH01
<b>Title</b>	Development of National AI Strategy to Enhance Industry Productivity
<b>Timing</b>	16 September 2024–14 March 2025
<b>Hosting Country(ies)</b>	Thailand
<b>Venue City(ies)</b>	Bangkok
<b>Modality</b>	Hybrid
<b>Implementing Organization(s)</b>	Thailand Productivity Institute and APO Secretariat
<b>Participating Country(ies)</b>	Thailand
<b>Overseas Participants</b>	Not Applicable
<b>Local Participants</b>	Not Applicable
<b>Closing Date</b>	Not Applicable
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	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.
<b>Rationale</b>	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.
<b>Background</b>	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.
<b>Topics</b>	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.
<b>Outcome</b>	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.
<b>Qualifications</b>	Not Applicable

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



Dr. Indra Pradana Singawinata  
Secretary-General