



Course Outline

Annual International Training Course

1. Course Title: Digital Economy and MSME Empowerment: Innovations for Sustainable Growth

2. Duration: 3 Weeks (July 6 – 24, 2026)

3. Background:

Thailand International Cooperation Agency (TICA)

TICA is a national focal point for Thailand's international development cooperation. It was established in 2004 to realize Thailand's aspiration to be a contributor to international development cooperation. Believing that global challenges are best addressed through international cooperation and global partnership, TICA continues to work closely together with its development partners to realize the global development agenda through various capacity-building and human resources development programmes. In response to the recent changes in the global landscape of development cooperation, TICA has strengthened its partnerships to harness the synergy of South-South and Triangular Cooperation to tackle global development challenges, including expediting the implementation of Sustainable Development Goals (SDGs). It also continues to realign our focuses in order to deliver Thailand's commitments as a global reliable partner.

Since 1991, TICA, in collaboration with educational institutions in Thailand, has offered short-term training courses under its Annual International Training Course (AITC) programme. The number of courses offered each year varies between 25 to 35 courses for 20-35 participants per course. AITC not only fosters good and friendly relations which Thailand has already enjoyed with recipient countries across regions, but also helps Thailand to reach out to those countries with which we desire to engage more closely. The courses offered by TICA in 2023-2025 are categorized into 5 themes: Sufficiency Economy Philosophy (SEP), food security, climate change and environmental issues, public health, BCG Model related.

Organization/Institution

The International College, Thaksin University (TSU-IC), was established as a key initiative to promote international education and global engagement under Thaksin University, a public university founded on September 1, 1996, in the southern region of Thailand. Located at Khao Rup Chang, Mueang Songkhla District, Songkhla Province, the College serves as a center for

English-medium academic programs and cross-cultural learning. It offers degree programs such as the Doctor of Philosophy in Sustainable Development, Bachelor of Business Administration (International Program), Bachelor of Education in English, and Bachelor of Arts in English, aiming to equip students with global competencies and professional skills. The International College emphasizes a diverse international learning environment where students from different backgrounds can exchange ideas and knowledge while fostering global citizenship. Its mission aligns with Thaksin University's vision of advancing regional development, preserving southern culture, and enhancing higher education quality through innovation and sustainability. As the main hub for internationalization within the university, TSU-IC strives to build strong academic collaborations, attract international students, and produce graduates who can contribute effectively to both local and global communities.

Program Background

As economies around the world navigate rapid digital transformation, the Digital Economy has emerged as a key driver of inclusive and resilient growth. For developing countries in particular, digital technologies offer significant potential to accelerate entrepreneurship, modernize logistics infrastructure, and promote cross-border trade. Thailand is at the forefront of this regional shift through its Thailand 4.0 policy, which aims to move the country toward a value-based economy fueled by innovation, creativity, and digital integration.

To support this national vision, Thailand has launched a range of strategic initiatives including the Digital Economy and Society Development Plan, promotion of MSMEs and digital startups, and the development of smart logistics networks across the country. The Thailand International Cooperation Agency (TICA), in collaboration with partner institutions like the International College at Thaksin University, plays a crucial role in sharing Thailand's experience and best practices with other countries through South-South and triangular cooperation.

This training program is designed to support those goals by focusing on two interlinked pillars:

- Entrepreneurship and Enterprise Promotion, especially for MSMEs and youth, where participants will gain critical digital development skills, explore online platforms, understand e-commerce ecosystems, and learn to leverage tools such as digital branding, fintech, and startup models
- Supply Chain, Transportation, and Logistics, which highlights how digital transformation can optimize operations, reduce barriers to trade, and improve efficiency and sustainability. Participants will explore innovations such as smart inventory systems, blockchain in trade logistics, digital customs procedures, and green delivery models.

A strategic location for this program is Songkhla Province, a key commercial and logistics center in southern Thailand. Songkhla is home to Hat Yai, one of Thailand's most dynamic economic zones and a gateway to Malaysia and Singapore. Hat Yai and Songkhla collectively

serve as a hub for cross-border trade, regional transport, and MSME development, particularly in the fields of logistics services, halal food production, local creative products, and e-commerce.

Songkhla has also been actively promoting digital upskilling for youth and small entrepreneurs, with government support through the Digital Economy Promotion Agency (depa) and local initiatives under the Ministry of Industry and Ministry of Commerce. These include:

- Startup incubators and business service centers
- Support for digital branding and online market access through platforms like Shopee, Lazada, and ThailandPostMart
- MSME empowerment programs in collaboration with local universities and chambers of commerce

The International College of Thaksin University possesses several key strengths that make it highly suitable as the host institution for this training course. The College offers a multidisciplinary academic environment supported by faculty members with expertise in digital innovation, entrepreneurship, MSME development, logistics, and international development cooperation. Its close collaboration with government agencies, local businesses, and community-based enterprises provides rich opportunities for hands-on learning and real-world engagement. The College is equipped with modern facilities, including innovation labs and digital learning spaces, that foster practical skill development. In addition, it has experience in hosting international training programs, including those supported by TICA and other development partners, ensuring effective coordination and delivery.

The International College also plays a proactive role in regional development by integrating global trends with local needs, promoting sustainable practices aligned with Thailand's Bio-Circular-Green (BCG) model and the UN Sustainable Development Goals (SDGs). Its strategic location in Songkhla—a hub for digital economy initiatives and cross-border commerce—further reinforces its capability to deliver impactful and relevant training for international participants.

4. Objectives:

The training course aims to enhance participants' understanding of digital economy trends and equip them with practical skills to promote sustainable economic development through entrepreneurship, innovation, and modern logistics systems. Specifically, the course seeks to:

- To enhance knowledge and understanding of the digital economy by introducing participants to key concepts, policies, and global trends related to entrepreneurship, MSME development, and logistics transformation.
- To build practical skills in digital innovation and enterprise promotion, including the use of technology for e-commerce, startup incubation, digital branding, and value-added product development.
- To strengthen competencies in digital supply chain and logistics management, with exposure to real-world applications and smart systems that improve operational efficiency and sustainability.

- To promote international cooperation and local-global integration by showcasing successful Thai models—particularly in Songkhla Province—and encouraging regional partnerships aligned with the BCG Economy Model and SDGs.

5. Course Contents:

The following table outlines the 15-day (3-week) training schedule, integrating theory, practical workshops, and site visits.

5.1 Theory

- Thailand 4.0 and BCG model
- SDGs alignment and national digital strategies
- MSMEs' roles and digital transformation trends
- Thailand and Regional digital economy policies
- Local enterprise development models
- IoT, AI, FinTech, and mobile app solutions for MSMEs
- Blockchain, tracking systems, e-logistics, smart inventory, and cold chain management
- BCG economic concepts
- Circular economy, eco-packaging, and green certification
- TCDC, Depa, OTOP programs
- Startup funding and ecosystem building

5.2 Workshop

- Platforms: Shopee, Lazada, Line OA
- E-market strategies and online branding
- Canva for design
- Business model canvas
- Storytelling and pitch preparation
- Visits to heritage businesses, local food producers, handicrafts, and street art entrepreneurs
- Design-thinking workshop
- Linking digital innovation with local culture and knowledge
- Visit to logistics centers and customs checkpoints
- Observe digital logistics systems in real-world contexts
- Storytelling, visual design, and public speaking practice
- Visits to innovative parks, incubators, and creative hubs
- Mentorship and feedback for final presentations
- Group presentations, evaluation, feedback, and certificate ceremony

6. Participants' Criteria:

Applicants must fulfill the following requirements:

- Be nominated by their respective governments;

- Education: Hold at least a Bachelor's degree in economics, business administration, information technology, logistics, development studies, or any related field;
- Professional Experience: Have at least two years of experience in government agencies, MSME development, entrepreneurship promotion, digital transformation, trade facilitation, logistics, community development sectors, or equivalents;
- Relevant Roles: Be government officials, policy makers, project officers, business developers, or NGO staff involved in enterprise development, digital innovation, or economic policy implementation;
- Language: proficiency in English (speaking, reading and writing);
- Commitment: Be in good health, with the ability to actively participate in site visits, workshops, and discussions throughout the 3-week program.

7. Attendance and Evaluation

Participants who complete the training will receive a certificate based on:

- Real-time class attendance (not less than 80%)
- Interactive class participation
- Presentation and report
- Evaluation

8. Venue:

Internation College, Thaksin University, Songkhla Campus

9. Expected Results:

Upon successful completion of the program, the following outcomes are expected:

- Gain comprehensive knowledge of the digital economy framework, with a clear understanding of how innovation, technology, and entrepreneurship drive economic growth—especially in the context of MSME development and digital logistics.
- Enhance practical skills in using digital tools, platforms, and business models to support e-commerce, community-based enterprises, and inclusive economic ecosystems.
- Understand and apply successful Thai models, particularly from Songkhla Province, that demonstrate integrated approaches to digital transformation, creative economy, and regional economic development.
- Develop action plans or pilot ideas for implementation in their respective countries, focusing on enterprise promotion, sustainable tourism, digital value chains, or logistics innovation.
- Strengthen regional cooperation and build long-term networks among fellow professionals, fostering collaboration on digital economy projects aligned with the SDGs and Bio-Circular-Green (BCG) economy principles.

10. Organization/ Institution:

- **Implementing Agency:**

International College, Thaksin University, Songkhla Campus,
140 Kanchanawarit Road, Khao Rup Chang, Mueang Songkhla, Songkhla 90000 South
of Thailand.

Contact no. (+66) 74-317600 (+66) 74-317696

Email: international.ic@tsu.ac.th

- **Contact Person:**

Mr. Abdunfatah Masamae, Vice Dean, International College,

Contact no. (+66) 74-317696 ext. 2908

Email: abdunfatah.m@tsu.ac.th

11. Expenditure/Funding:

Thailand International Cooperation Agency (TICA)

Government Complex, Building B (South Zone), 8th Floor,

Chaengwattana Rd. Laksi District, Bangkok 10210 THAILAND

Website: <https://tica-thaigov.mfa.go.th/en/index>

Email: aitc@mfa.go.th

Schedule for the Training Programme:

Day	Time	Activities	Potential Instructor
Day 1	08.30 - 10.00	Registration and welcoming remarks	The secretariat
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Course orientation	TSU-IC trainer
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Lecture: Introduction to Thailand's Digital Economy	TSU-IC trainer
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Lecture: National strategies	TSU-IC trainer
Day 2	08.30 - 10.00	Lecture: Digital Economy	TSU-IC trainer
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Lecture: Digital Economy (cont.)	TSU-IC trainer
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Lecture: MSMEs in regional	TSU-IC trainer
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Lecture: MSMEs in regional (cont.)	TSU-IC trainer
Day 3	08.30 - 10.00	Lecture: E-commerce Ecosystem	TSU-IC trainer
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Workshop: Digital Economy (cont.)	TSU-IC trainer
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Lecture: Digital Business Models	TSU-IC trainer
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Workshop: Digital Business Models (cont.)	TSU-IC trainer
Day 4	08.30 - 10.00	Lecture: Youth Entrepreneurship	TSU-IC trainer
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Workshop: Youth Entrepreneurship (cont.)	TSU-IC trainer
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Lecture: Innovation Tools	TSU-IC trainer
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Workshop: Innovation Tools (cont.)	TSU-IC trainer
Day 5	08.30 - 10.00	Site visit: Old Town Songkhla: Local Creative MSMEs	TSU-IC trainer/Invited local speaker
	10.00 - 10.15	Break	The secretariat

Day	Time	Activities	Potential Instructor
	10.15 - 12.00	Site visit: Old Town Songkhla: Local Creative MSMEs	TSU-IC trainer/Invited local speaker
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Site visit: Old Town Songkhla: Cultural Tourism	TSU-IC trainer/Invited local speaker
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Site visit: Old Town Songkhla: Cultural Tourism	TSU-IC trainer/Invited local speaker
Weekend			
Day 6	08.30 - 10.00	Lecture: Smart Business	TSU-IC trainer
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Lecture: Smart Business (cont.)	TSU-IC trainer
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Lecture: Technology in the Digital Era	TSU-IC trainer
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Lecture: Technology in the Digital Era (cont.)	TSU-IC trainer
Day 7	08.30 - 10.00	Lecture & Case Study: Supply Chain	TSU-IC trainer
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Lecture & Case Study: Supply Chain (cont.)	TSU-IC trainer
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Lecture & Case Study: Logistics Digitalization	TSU-IC trainer
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Lecture & Case Study: Logistics Digitalization (cont.)	TSU-IC trainer
Day 8	08.30 - 10.00	Group Work: Community Based Economy	TSU-IC trainer
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Group Work: Community Based Economy (cont.)	TSU-IC trainer
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Lecture & Mentoring: Inclusive Innovation Design	TSU-IC trainer
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Lecture & Mentoring: Inclusive Innovation Design (cont.)	TSU-IC trainer

Day	Time	Activities	Potential Instructor
Day 9	08.30 - 10.00	Site visit: Logistics Hub	TSU-IC trainer/Invited local speaker
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Site visit: Logistics Hub (cont.)	TSU-IC trainer/Invited local speaker
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Site visit: Cross-Border Trade	TSU-IC trainer/Invited local speaker
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Site visit: Cross-Border Trade (cont.)	TSU-IC trainer/Invited local speaker
Day 10	08.30 - 10.00	Workshop: Digital Presentation	TSU-IC trainer/Invited speaker
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Workshop: Digital Presentation (cont.)	TSU-IC trainer/Invited speaker
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Workshop: Pitching Techniques	TSU-IC trainer/Invited speaker
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Workshop: Pitching Techniques (cont.)	TSU-IC trainer/Invited speaker
Weekend			
Day 11	08.30 - 10.00	Lecture: Sustainability Economy (cont.)	TSU-IC trainer
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Lecture: Sustainability Economy (cont.)	TSU-IC trainer
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Lecture: Green Economy in Digital Enterprises	TSU-IC trainer
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Lecture: Green Economy in Digital Enterprises (cont.)	TSU-IC trainer
Day 12	08.30 - 10.00	Panel & Lecture: Policy Support	TSU-IC trainer
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Panel & Lecture: Policy Support (cont.)	TSU-IC trainer
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Panel & Lecture: Startups, and Digital Ecosystems in Thailand	TSU-IC trainer

Day	Time	Activities	Potential Instructor
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Panel & Lecture: Startups, and Digital Ecosystems in Thailand (cont.)	TSU-IC trainer
Day 13	08.30 - 10.00	Site visit: Innovation	TSU-IC trainer/Invited local speaker
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Site visit: Innovation (cont.)	TSU-IC trainer/Invited local speaker
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Site visit: Design Hubs	TSU-IC trainer/Invited local speaker
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Site visit: Design Hubs (cont.)	TSU-IC trainer/Invited local speaker
Day 14	08.30 - 10.00	Group work: Final Project Development & Peer Feedback	TSU-IC trainer
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Group work: Final Project Development & Peer Feedback (cont.)	TSU-IC trainer
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Group work: Final Project Development & Peer Feedback (cont.)	TSU-IC trainer
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Group work: Final Project Development & Peer Feedback (cont.)	TSU-IC trainer
Day 15	08.30 - 10.00	Group work: Final Project Development & Peer Feedback (cont.)	TSU-IC trainer/Invited local speaker
	10.00 - 10.15	Break	The secretariat
	10.15 - 12.00	Group work: Final Project Development & Peer Feedback (cont.)	TSU-IC trainer/Invited local speaker
	12.00 - 13.00	Lunch	The secretariat
	13.00 - 14.45	Feedback Capturing and Certificate delivery	The secretariat
	14.45 - 15.00	Break	The secretariat
	15.00 - 17.00	Closing ceremony	The secretariat