



**NIA**  
สำนักงานนวัตกรรมแห่งชาติ

GROOM • GRANT • GROWTH • GLOBAL

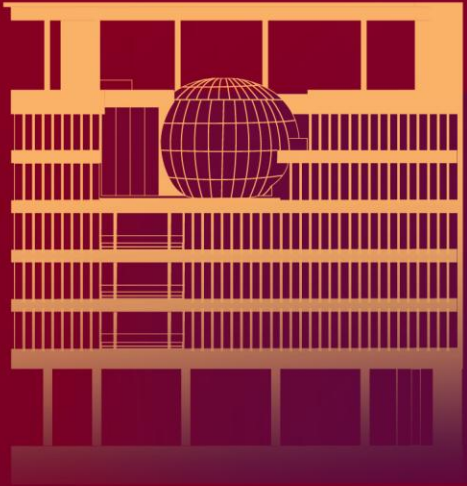
# Thailand as ASEAN Digital and Technology Hub: Existing and Future Collaboration with Ireland

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NIA...LEADING THAILAND TO INNOVATION NATION



# NATIONAL INNOVATION AGENCY

(PUBLIC ORGANIZATION)

National Innovation Agency (Public Organization) or NIA, under the Ministry of Higher Education, Science, Research and Innovation (MHESI), is the primary agency with a mission to strengthen Thailand's national innovation system. NIA promotes and supports innovation-based enterprises through funding, education, and providing opportunities to access and utilize innovation infrastructure, including supporting Thai innovation businesses in reaching global markets.

## ✦ VISION

KEY AGENCY IN ENHANCING  
NATIONAL INNOVATION SYSTEM  
TOWARDS SUSTAINABLE VALUES

## ✦ MISSION

- ✦ **To Strengthen** Thailand's National Innovation System
- ✦ **To Create** Opportunities and Increase Access to Innovation Infrastructure
- ✦ **To Upgrade** Skills And Innovation Capabilities

# NIA FOCAL CONDUCTOR

## LEADING THAILAND TO INNOVATION NATION



[www.nia.or.th](http://www.nia.or.th)

National Innovation Agency  
(Public Organization) or NIA,  
73/2 Rama VI Road,  
Rajdhevee, Bangkok 10400, Thailand





**NIA**  
NATIONAL INNOVATION AGENCY

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## GROOM

- Collaborate with private sector to expand IBE
- Promote Startup Act



## GRANT

- Venture Capital (VC):  
Direct investment,  
Fund of Fund
- Impact Investment



## GROWTH

- NIA Accelerator
- Market Expansion



## GLOBAL

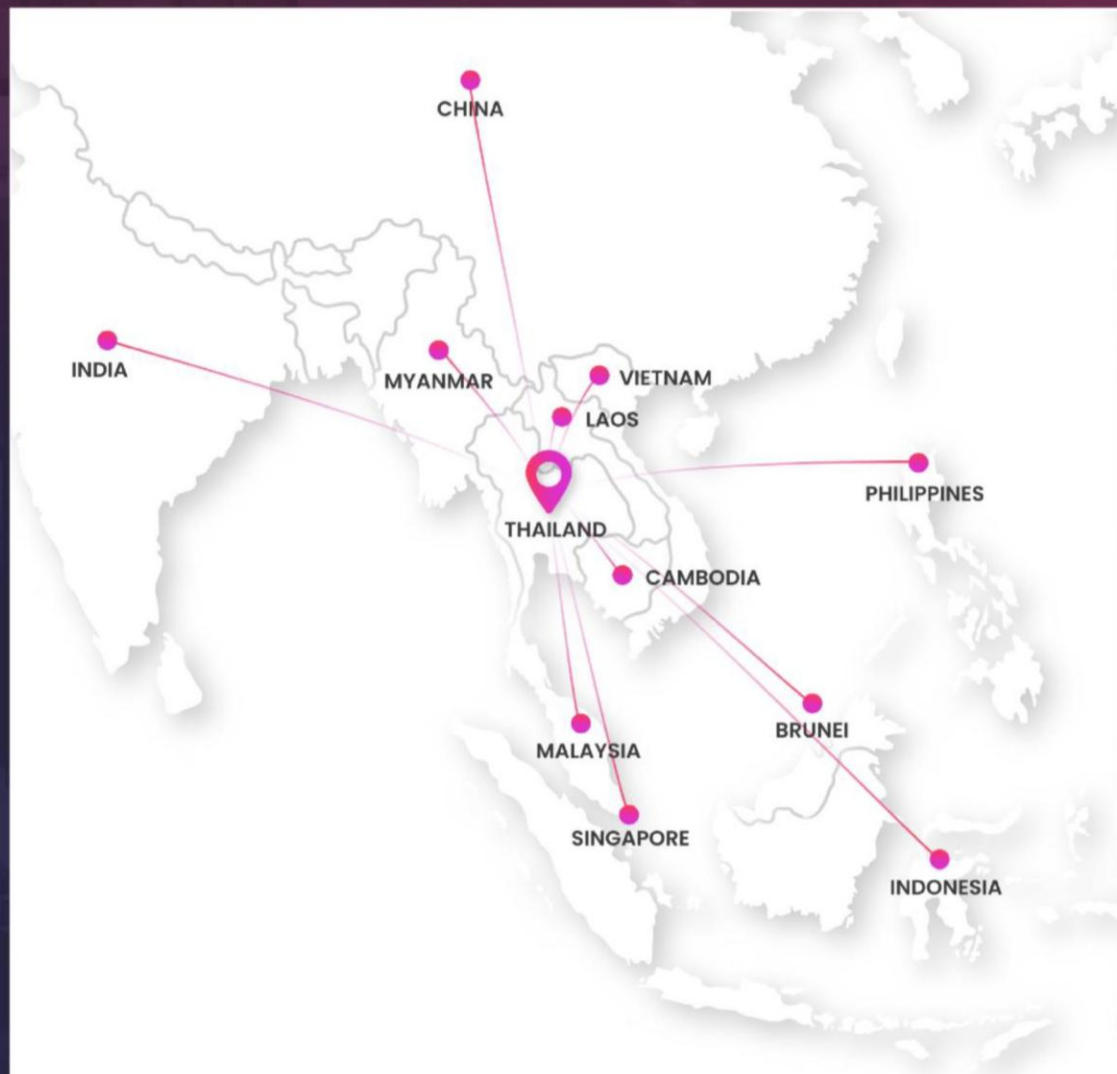
- Landing Program
- Global Collaboration



## INNOVATION THAILAND ALLIANCE

INNOVATIVE ORGANIZATION

DIGITAL TRANSFORMATION



- Thailand is **ASEAN's second largest economy and friendliest business location**, as developing into a regional hub for advanced sectors and smart industries with the series of new incentives.
- **Thailand's central location provides easy access to neighboring countries in Asia**, and the broader Asia-Pacific region for optimal business and travel connectivity.
- Thailand is **vibrant in culture and rich in natural beauty as one of the most attractive destinations for tourists and expats in the world**, where anyone can achieve a high quality of life on a very affordable budget.
- **Thailand has invested heavily in digital infrastructure**, providing the fastest fixed internet speeds in the world, as well as the highest online penetration rates anywhere.
- **Thailand has become an increasingly attractive market for smart, innovative entrepreneurs** in the digital and creative industries.





FEB  
2025

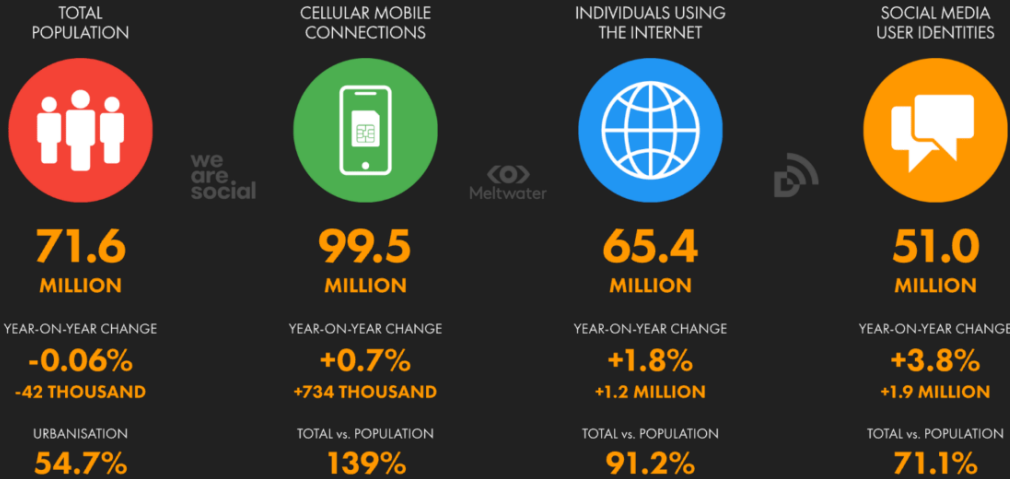
## THAILAND

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



THAILAND



**SOURCES:** U.N. GOVERNMENT AUTHORITIES, GSMA INTELLIGENCE, ITU, EUROSTAT, CHINIC, KANTAR & JAMAI PLATFORM RESOURCES, OCED, BETA RESEARCH CENTER, KERDS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "N/A", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE NOTES ON DATA.

we are social  
Meltwater

13

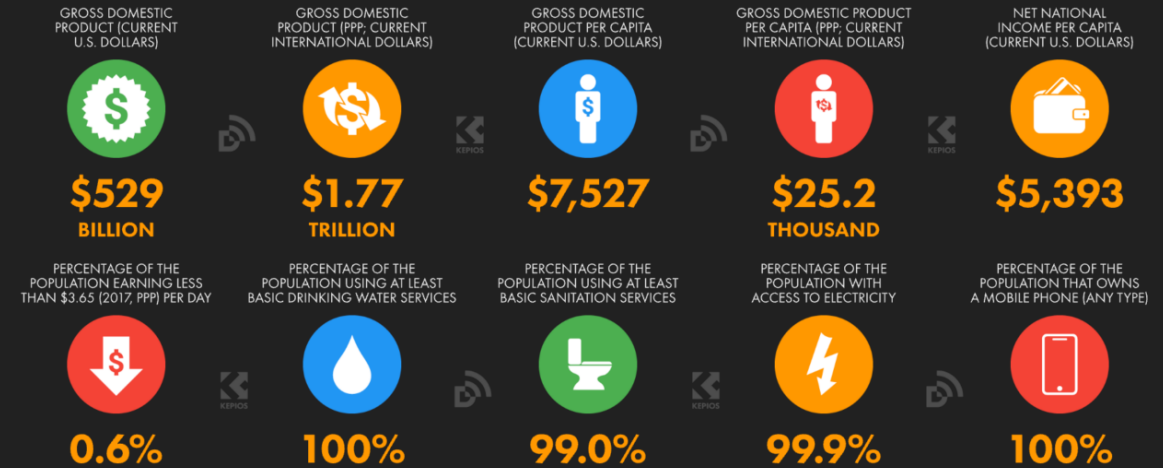
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2025

## FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP



THAILAND



**SOURCES:** IMF, WORLD BANK (BOTH LATEST PUBLISHED DATA UP TO 2024). **DEFINITIONS:** "\$3.65 (2017, PPP)" REFLECTS LOCAL "PURCHASING POWER PARITY", BASED ON THE WORLD BANK'S 2017 EXCHANGE RATE. "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE. PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. "BASIC SANITATION": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES UP TO 2024. DATA MAY NOT ALL BE FROM THE SAME YEAR. VALUE FOR MOBILE PHONE OWNERSHIP MAY NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

we are social  
Meltwater

20

- Thailand's population is projected to decline slightly.
- Internet usage and social media adoption continue to grow.
- Mobile connections exceed the total population (139%), showing that many people own more than one device.
- Social media users are growing faster than overall internet users, highlighting its central role in Thai digital life.

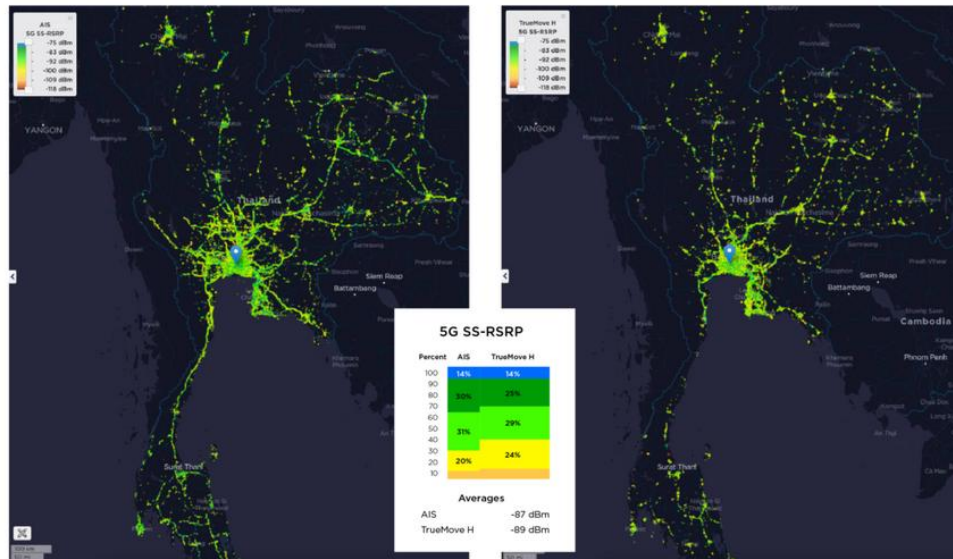
- Every Thai citizen owns a mobile phone, showing widespread access to technology.
- Thailand has a large and growing economy with a GDP of over USD 500 billion.
- GDP per capita is at an upper-middle-income level.
- The poverty rate is very low: only 0.6% of the population lives on less than USD 3.65 per day
- Access to basic services is high: most people have reliable access to drinking water, sanitation, and electricity.



## Thailand's Opportunities in Digital Infrastructure

- **5G everywhere:** Thailand's 5G now covers almost the whole country, from Bangkok to many provinces.
- **Strong base:** This helps Thailand build smart cities, new digital services, and connect with other countries.


Thailand 5G Signal Strength (SS-RSRP) | AIS vs. TrueMove H  
Cell Analytics™ | Q4 2021



OOKLA

## Ranking Of Fixed Broadband Internet Speeds

Speedtest Global Index (July 2025)

		Mbps			Mbps		
1		Singapore	386.96	11		Romania	252.05
2		Chile	332.41	12		Israel	251.57
3		Hong Kong(SAR)	324.97	13		Vietnam	250.45
4		UAE	318.42	14		Taiwan	248.13
5		France	310.66	15		Switzerland	247.43
6		Macau (SAR)	289.97	16		Denmark	245.67
7		USA	285.39	17		Spain	241.75
8		Iceland	271.01	18		Canada	233.07
9		South Korea	259.62	19		Kuwait	229.63
10		Thailand	256.15	20		China	224.61

Source : Ookla Speedtest Global Index

- **Fast internet:** Thailand is 10th fastest in the world for broadband speed (256.15 Mbps).
- **Top in SEA:** Ranked 2nd in Southeast Asia, just behind Singapore.
- **Great for business:** Thailand's strong internet makes it a good place for data centers, online trade, and global partnerships.





# Technology Companies Applying for BOI Promotion to Invest in Data Centers in Thailand

“Over the past three years, Thailand’s data center capacity has grown by more than 54%, ranking third in ASEAN after Singapore and Malaysia. From 2024 to 2027, the country is expected to attract approximately 260 billion baht in data center investment.”

Table 1: Technology Companies Applying for BOI Promotion to Invest in Data Centers in Thailand

Providers	Country	Value of investment (THB, mn)
Amazon Web Services (AWS)	US	200,000 (by 2037)
TikTok's subsidiaries	CN	126,790
Quartz Computing Co. (Google)	US	32,760
Microsoft	US	Not yet disclosed
GDS	CN	28,000
Equinix	US	16,500
NextDC	AU	13,700
CtrlS	IN	5,000
STT GDC	SG	4,500
Evolution Data Center	SG	4,000
Alibaba Cloud	CN	4,000
Siam AI	TH	3,250
Huawei Technologies	CN	3,000
Supernap (Switch)	US	3,000
Telehouse	JP	2,700
One Asia	HK	2,000



## Startup Ecosystem



# Global Startup Ecosystem Index 2025

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### Regional Ranking

4<sup>th</sup><sup>0</sup>

In South East Asia

### Global Ranking

53<sup>rd</sup><sup>+1</sup>

Worldwide

Thailand shows a mild recovery from the last two years' decline.

- Thailand climbs one spot to 53rd, with a growth rate of 13%.
  - Thailand has three cities in the top 1000, with two of them (Bangkok and Chiang Mai) experiencing a decline.
  - In Southeast Asia, Thailand maintains its position at 4th.
  - Thailand's startup ecosystem is highly centralized around Bangkok, which has a score more than 30 times higher than second-ranked Phuket.
  - Thailand ranks 3rd in Blockchain in Southeast Asia.
  - Bangkok drops one position to rank 81st with a growth rate of over 15%.
  - In Southeast Asia, Bangkok remains stable at 4th.
  - Both Bangkok and Phuket have a relatively low growth rate, but Phuket grows faster with a growth rate exceeding 25%.
  - Bangkok is 3rd in Southeast Asia in the Blockchain subindustry.
- Startup Ecosystem Overview







# THAILAND STARTUP 2024 WRAPPED

## อัตราการเติบโต

สตาร์ทอัพไทยเติบโตสะสมจาก  
ปี 2021 – 2024 **เพิ่มขึ้น 3.3%**  
(เมื่อเทียบกับประเทศอื่นในภูมิภาคเอเชียตะวันออกเฉียงใต้)

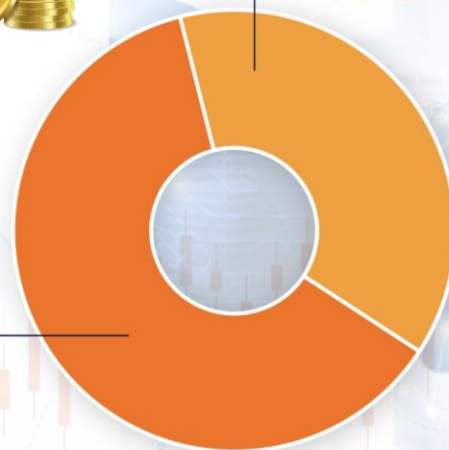
สตาร์ทอัพไทยระดับ Seed  
**เติบโตถึง 4%**  
(เมื่อเทียบกับปี 2024 กับปี 2023)

## จำนวนสตาร์ทอัพ

All Startups 2,100 ราย



ระยะ Pre-seed  
**700 ราย**



ระยะ Go-to market  
หรือ Growth

Active Startups  
**ราว 800 ราย**

และส่วนมากอยู่ในกลุ่ม FinTech  
และ Business Solution

As of early 2025, Thailand now has ~2,100 active startups, with 700 in pre-seed and 1,400 in growth/go-to-market stages, growing at 3.3% annually (2021–2024). Seed-stage funding grew 4% year-on-year in 2024





# 3 UNICORN STARTUPS IN THAILAND

The logo for Flash Express, featuring the word "FLASH" in a bold, black, sans-serif font with a yellow lightning bolt symbol integrated into the letter "A", and the word "EXPRESS" in a smaller, black, sans-serif font below it.

**FLASH**  
EXPRESS

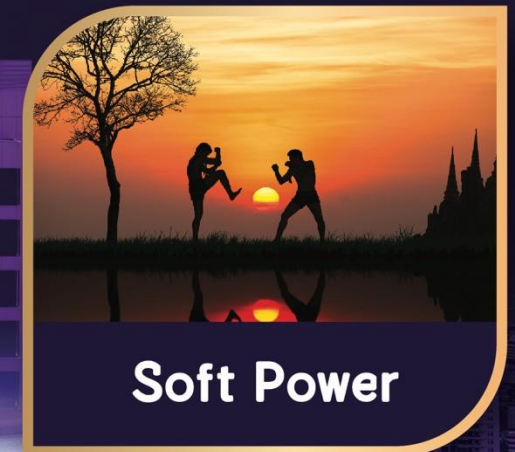
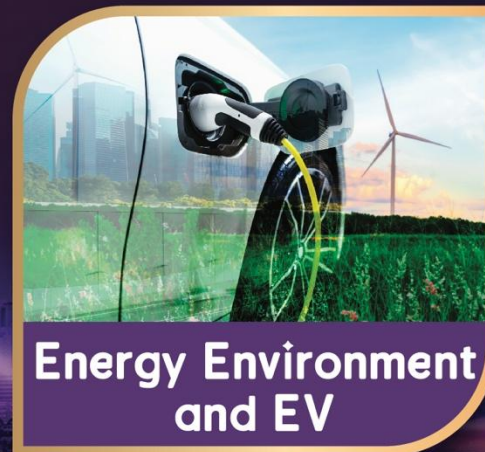
The logo for Ascend Money, featuring the word "ascend" in a red, lowercase, sans-serif font and the word "money" in a grey, lowercase, sans-serif font below it.

**ascend**  
money





# High - Potential Technology Sector







# ACCELERATOR PROGRAMS

Accelerator Programs to Boost Innovation Business Growth in Targeted Industries

## AGRICULTURE

**AGROWTH**  
AGTECH ACCELERATOR

AgTech  
Accelerator Program



## FOOD

**Thai Kitchen**

FoodTech  
Accelerator Program

**SPACE** **Thai Kitchen**  
FoodTech Accelerator Program



## MEDICAL, HEALTH & WELLNESS

**SPEAR**  
HEALTHTECH ACCELERATION

MedTech and HealthTech  
Accelerator Program



## ENERGY & ENVIRONMENT

**CLIMATE X**  
CLIMATE TECH ACCELERATOR

ClimateTech  
Accelerator Program

**CLIMATE X** **FUTURE MOVE**  
CLIMATE TECH ACCELERATOR



## TRAVEL, SOFT POWER & SOCIAL

**S♦Impact**

Social Innovation  
Accelerator Program





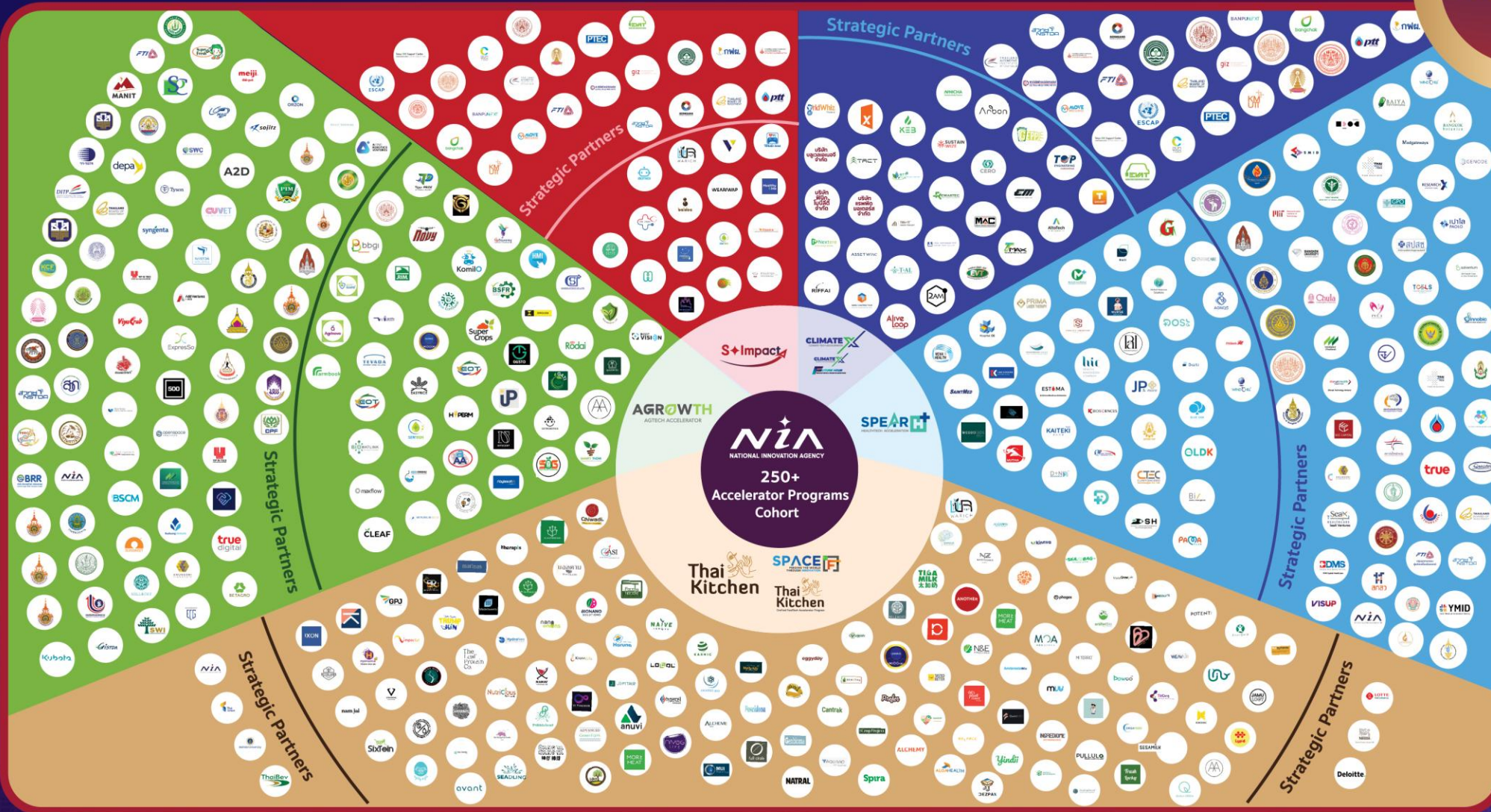


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GROWTH

# ACCELERATOR PROGRAMS



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# STARTUP THAILAND

## GLOBAL STARTUP HUB SERVICE

The Global Startup Hub under Startup Thailand aims to promote the growth of Thailand's startup ecosystem and enable its expansion into international markets and investment opportunities. It serves as a center to connect and collaborate with key partners from the government, the private sector, investors, and associations both domestically and abroad to drive Thai startups toward global competitiveness. In addition, Global Startup Hub supports key measures such as the Startup Act, Capital Gains Tax incentives, and the Smart Visa program to foster a conducive environment for growth and enhance the international competitiveness of Thai startups.

### INVESTMENT

CONNECT STARTUPS WITH ANGEL INVESTORS, VCS, & CVCS

### MARKET

EXPANDING B2C, B2B, B2G, & INTERNATIONAL MARKETS

### CONSULTATION

CONSULTATION SERVICE

### NETWORK

DOMESTIC AND INTERNATIONAL NETWORKING EVENT

## STARTUP VISA SMART VISA



SMART VISA

400+  
HOLDERS

50+  
SET UP COMPANY

MORE INFO



<https://smart-visa.boi.go.th/smart/>

## Certifying Startups for CAPITAL GAINS TAX EXEMPTION

MORE INFO



QR code  
for related documents  
and more information

SCAN TO JOIN  
OUR COMMUNITY



### CONTACT

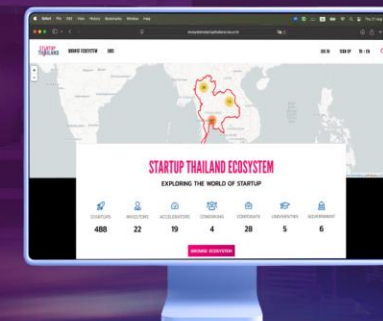
- f Startup Thailand
- f Global Startup Hub Thailand
- ✉ startup@nia.or.th
- 🌐 <https://startupthailand.nia.or.th/>
- 🗣 @ThStartup
- ▶ Startup Thailand
- 📷 Startup Thailand

### » JOIN OUR ECOSYSTEM

A platform for collecting data on startups, investors, and support mechanisms from both the government and private sectors. It also provides public relations services and projects that support startups.



<https://ecosystemstartupthailand.nia.or.th/>







# STARTUP THAILAND

## "EMPOWERING THAI STARTUPS TO GLOBAL"

A strategic program designed to empower Thai startups to expand into international markets. The initiative connects startups with global networks, investors, and business partners while enhancing their readiness for global growth and long-term success.

## SCALE UP TO GLOBAL

### Sweden



#### "Scaleup Impact! Thailand x Sweden Global Startup Acceleration Program"

The program supports 12 impact-driven Thai Startups in accessing new markets and connecting with international stakeholders especially Nordic investors and partners. Over the course of a six-month acceleration program the startups received comprehensive support to elevate their business strategies. This included hands-on workshops and expert-led sessions by Epicenter on OKRs workshop, legal and regulatory framework, marketing and pricing strategies, value proposition development, fundraising preparation and Pitching techniques.



### Austria



#### "The Vienna Startup Package"

This four-week program supports and accepts startups from around the world that want to expand their businesses into the German, Austrian, and Swiss markets. Participants will be integrated into the Vienna Startup Ecosystem, explore business opportunities, and connect with key partner organizations. 3 Thai startups that have received support from the Vienna Startup Package program, which the National Innovation Agency (NIA) has promoted for the past three years, are Tastedbetter, Botnoi and Moom.



### Hongkong



#### "NIA X HKSTP Soft-Landing Programme"

We aim to leverage the strong networks and resources of both NIA and HKSTP to develop a soft-landing program that helps recruit and support Thai startups through offering Granting, Training and Coaching. This program serves as a testbed for overseas entrepreneurs to explore expansion into Hong Kong and China.



## STARTUP THAILAND CONNEXT

### Global Startup Gateway

Asia

SEA

Europe

Middle East

### Startup Connex by sectors



AgTech-  
FoodTech



MedTech-  
HealthTech



DeepTech  
& AI



EnergyTech  
-GreenTech



Travel &  
Soft Power /  
Digital





# GLOBAL COLLABORATION NETWORK

Focus: AgTech, FoodTech

## Focus: DeepTech

## Focus: FoodTech



## NIA...LEADING THAILAND TO INNOVATION NATION



**STARTUP THAILAND** × **INN♦VATION THAILAND EXPO**

**This international platform is designed to:**

- Foster collaboration across borders & sectors
- Accelerate knowledge exchange in emerging technologies
- Ignite investment and opportunity in innovation-driven businesses

**30,000**  
EVENT PARTICIPANTS

## 3

## STAGES

50

## SESSIONS

300

## SPEAKERS

## 108

## SESSIONS

30

## VCs, CVCs

350+

**STARTUP  
& IBE BOOTHS  
INTERNATIONAL  
PAVILIONS  
CORPORATE  
PARTNERS**

## PRIME MINISTER AWARDS

**STARTUP  
THAILAND  
LEAGUE  
AWARDS**

## INNOVATION INFLUENCERS AWARDS



TDTA CLIMATE



**D**

**Brand**

TECHSAU

UN



S

CO  
CO

com

**SITE** >>>  
**COMING SOON**



<https://site.nia.or.th>





SEE YOU AT

# SITE2026

GLOBAL INNOVATION IMPACT

25-27 JUNE 2026





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 : NIA Channel