

Thai News Update: 9 July 2018

1. Revenue Department Eyes AI Upgrade

Source: Bangkok Post ([Link](#))

The Revenue Department has outlined its plan to adopt artificial intelligence (AI) in tax management to transform the tax-collecting agency into a fully digital organisation and improve efficiency. The department plans to input withholding tax, individual and corporate taxpayer information into its internal database this year to allow data analysis, the first step in its digital transformation, said director-general Ekniti Nitithanprapas. Pooling information with outside organisations such as electricity and tap water consumption of individuals and companies as well as property tax payment will be the next step, he said. The department can adopt AI technology to manage its tax collection activities after both steps are completed. Adoption of new technologies like big data and pursuing digitisation of the tax collection system are priorities at the department, said Mr Ekniti.

2. Depa Pushes For Iot Infrastructure

Source: The Nation ([Link](#))

The government can influence the development of Internet of Things (IoT) technology in Thailand by supporting it and creating new value, says the Digital Economy Promotion Agency (Depa). As an infrastructure provider, state-owned Depa is hoping its IoT Institute in the government's digital park will draw investment from foreign enterprises and promote the Thai tech startup ecosystem through innovation development. The IoT Institute will start construction for the first phase in October this year and is scheduled to be completed by 2020. The government is holding road shows abroad this year for the master plan of Digital Park Thailand to attract investment in data servers, new digital businesses, and R&D in the country. The sector is expected to become a core engine to drive Thailand, allowing it to transform to a digital infrastructure hub in ASEAN. "Several global vendors have expressed interest in working with Depa for technology test lab development. Three companies are expected to sign a joint investment agreement with Depa for establishment of the labs by next week," said Depa President Nuttapon Nimmanphatcharin.

3. Govt Collects More Revenues Than Expected

Source: Bangkok Post ([Link](#))

State enterprises funnel led Bt130.6 billion in income for the first nine months of fiscal 2017-2018 to the Finance Ministry 23.87 per cent more than predicted the State Enterprises Policy Office reported on July 9. The ministry had targeted Bt105.43 billion for the nine months beginning last October, director-general Prapas Klong-led said. The five agencies forwarding the most money were the Government Lottery Office, Electricity Generating Authority of Thailand, PTT Plc, Government Savings Bank and Provincial Electricity Authority.

4. Mining Big Data Gives Edge To Thai Firms In Era Of Digital Disruption

Source: The Nation ([Link](#))

Given the digital disruption of business now underway, most Thai firms are revising their business model by use big data to manage their business to serve their customers' demands, according to experts. "We've seen significantly rising demand in the past two to three years from our clients across various industries to use data to enhance their customer experiences," said Nontawat Poomchusri, country managing director of Accenture in Thailand. "This is not limited to only online channels like apps, but also traditional channels [and the integration between online and traditional channels]." To help their clients take advantage of today's big data in the digital era, Accenture provides end-to-end application development service ranging from strategy to design and implementation. "We are working with clients in Thailand to help them optimise the data powered by analytics to enhance their customer experience by offering faster and more targeted products and services when they want and the way they want," said Nontawat.