Development that leads to

SOFTWARE PARK THAILAND

Dr. Kanchit Malaivongs

NSTDA

25 November 1999

http://www.swpark.or.th

AGENDA

- IT Development Effort
- Professional Standards
- Certification
- Software Park
- Future

IT Development Effort

- Thailand realized the importance of IT many years ago. However, we lack an IT champion.
- Took long time to convince government
- Took much more effort to accept IT standards
- Took much time to define vision, policy and strategies on Information Technology

National Computer Committee

- NCC was established to screen IT purchase
- NCC action might be right thirty years ago
- The problem is that the control was too long!
- While other countries saw IT as strategic tools but NCC saw it as a hugh expense
- Finally NCC was abolished and a new committee was established to promote IT

National IT Commitee

- Initiated by technocrats and leaders who understands IT, NITC aims to promote IT as a strategic tool for economic development
- Many subcommittees were established to be chaired by leading figures in government sector
- More specific assignments were defined

National Information Technology Committee (NITC) - Netscape
File Edit View Go Communicator Help
Bookmarks Netsite: http://www.nitc.go.th/itsbro12.html
Back Forward Reload Home Search Guide Print Security Stop
Instant Message Members WebMail Connections BizJournal SmartUpdate Mktplace PC Webopaedia h

N I T C

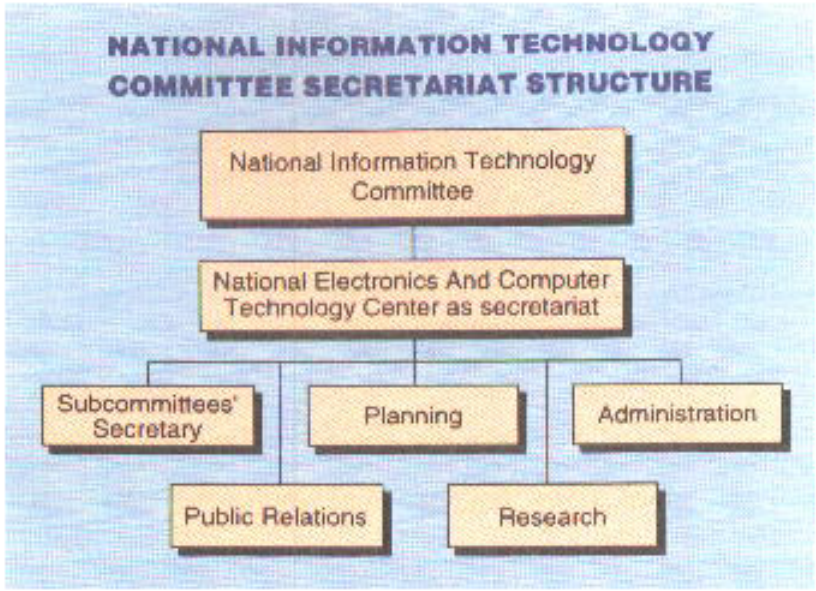
National Information Technology Committee

Objectives and Functions

For NITC to be able to carry out its responsibility effectively, **it is important that there is a secretariat** equipped with full time staffs to perform coordinating and supporting tasks. With its role complement to that of the NITC, **NECTEC was strategically appointed the NITC Secretariat**. As a unit within NECTEC, the NITC Secretariat is responsible for **supporting** and **coordinating** functions to serve NITC and all subcommittees. It also supports the work of NITC and all subcommittees by providing necessary information through research activities. Other important functions of the secretariat are **initiate** policy issues to NITC and subcommittees to consider; **coordinate** with other

Document: Done
เริ่ม•Start Kanchit Malaivon... Microsoft Power... CD Player - [01] 0... National Infor... En 18:31

National Information Technology Committee (NITC) - Netscape
File Edit View Go Communicator Help
Bookmarks Netsite: http://www.nitc.go.th/itsbro12.html
Back Forward Reload Home Search Guide Print Security Stop
Instant Message Members WebMail Connections BizJournal SmartUpdate Mktplace PC Webopaedia h



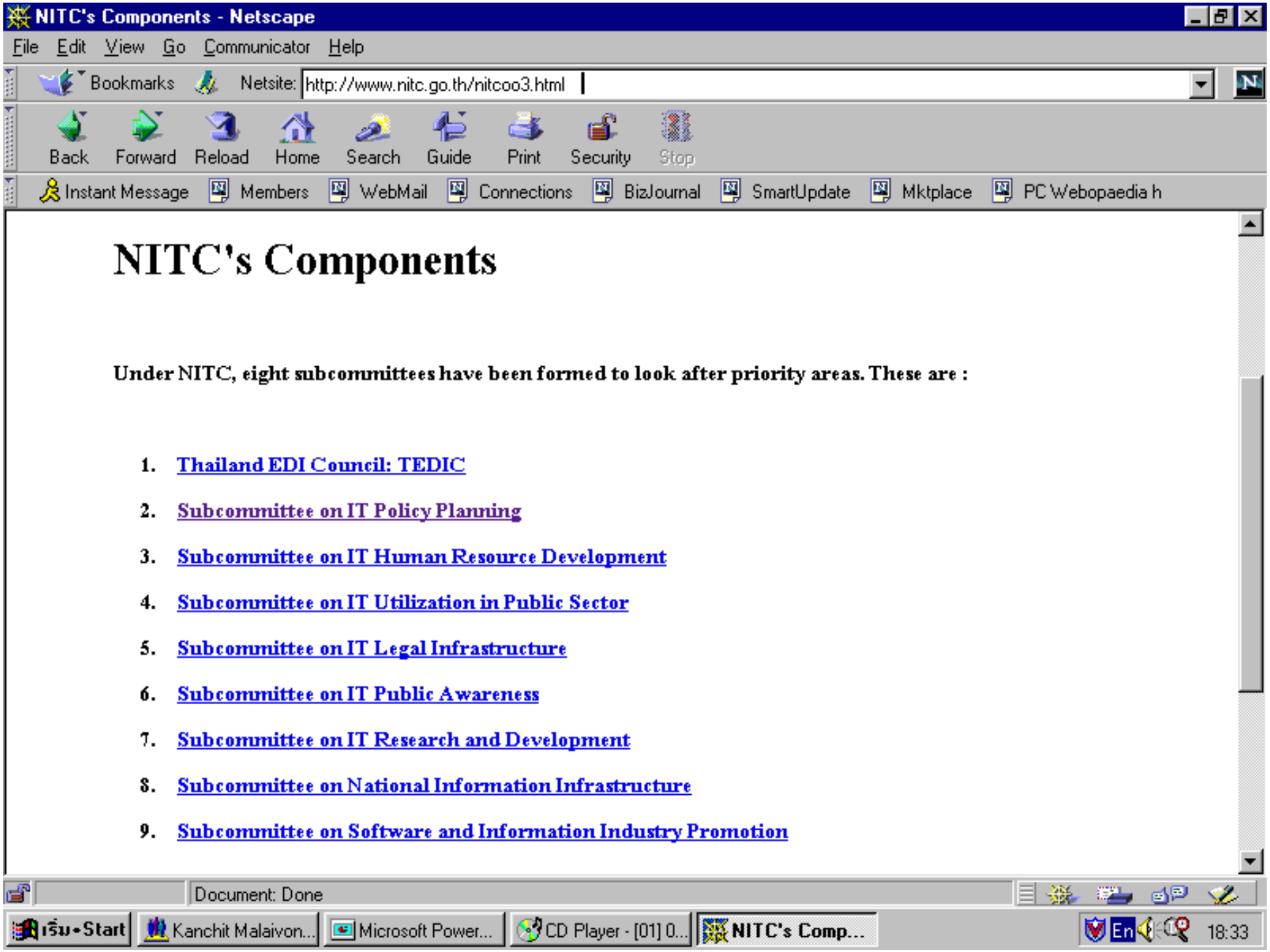
Structure

To carry out its function, the NITC Secretariat has devided its organization structure into 5 main divisions: **research, planning, NITC subcommittees' secretary, public relations, and general administration** .

Research - is responsible for conducting in-house policy research, or coordinating and managing research conducted by outside agency, collecting and analyzing primary and secondary data, in order to obtain information that support the work of the subcommittees.

Planning - is responsible for developing policy and strategic plan for the NITC Secretariat, taking into account the

Document: Done
เริ่ม Start Kanchit Malaivongs - In... Microsoft PowerPoint - [... CD Player - [08] 01:24 National Informatio... En 17:40


NITC's Components - Netscape
File Edit View Go Communicator Help
Bookmarks Netsite: http://www.nitc.go.th/nitcoo3.html
Back Forward Reload Home Search Guide Print Security Stop
Instant Message Members WebMail Connections BizJournal SmartUpdate Mktplace PC Webopaedia h
NITC's Components
Under NITC, eight subcommittees have been formed to look after priority areas. These are :
1. Thailand EDI Council: TEDIC
2. Subcommittee on IT Policy Planning
3. Subcommittee on IT Human Resource Development
4. Subcommittee on IT Utilization in Public Sector
5. Subcommittee on IT Legal Infrastructure
6. Subcommittee on IT Public Awareness
7. Subcommittee on IT Research and Development
8. Subcommittee on National Information Infrastructure
9. Subcommittee on Software and Information Industry Promotion
Document: Done
เริ่ม Start
Kanchit Malaivon...
Microsoft Power...
CD Player - [01] 0...
NITC's Comp...
En
18:33

Vision IT2000

- NITC recommended the cabinet to approve the following three pillars of IT vision:
  - Create national wide IT infrastructure
  - Develop IT professionals and IT literates
  - Promote the use of IT to provide one stop services in all government departments

IT Manpower Development

- IT manpower problems: shortage and quality
- Civil service commission redefined the IT line
- Cabinet resolved that all middle level officers must have two-day training in spreadsheet
- Cabinet approved a recommendation to specify responsibilities of CIO to a high rank officer

IT Manpower Development

- Computer Association of Thailand joined with the South East Asian Regional Computer Confederation in defining the IT Professional Standards with collaboration of the Japanese Center of International Computerization Cooperation (CICC)

IT Manpower Development

- SRIG-PS has defined a six classification model in three functional areas:

Systems Development	Programmer
	Systems analyst
	Project manager
Education and Training	Instructor
Specialist Support	Middleware specialist
	Technical specialist

Three level career progression

- **Supervised:** Entry level of jobs. Need full guidance and supervision in executing the assigned tasks.
- **Moderately supervised:** Person can drive and execute small tasks, but he/she still needs guidance in bigger, and more complicated tasks.
- **Independent/Managing:** Person originates the tasks. He/she does not need any guidance in executing the tasks and supervise others in performing a task.

Other Attempts

- Min. of Labor approved a plan to train unemployed undergraduates to become Visual Basic programmers
- CAT started the certification process for programmers and systems analysts
- Nectec started APEC E-commerce training center

IT Certification in SEARCC

COUNTRY	STATUS	DESIRED RESULTS
Australia	Existing (ACS Certification Program)	Professional development; high standards in an ethical manner
India	Some specialist areas only	Quality; skills enhancement
Indonesia	None	Standardization
Japan	Existing (JITEE)	Enhance IT engineer's ability
Malaysia	None	Standardization of the member's professional development; awareness of the IT industry for the need for quality

IT Certification in SEARCC

COUNTRY	STATUS	DESIRED RESULTS
New Zealand	Existing (ACS Certification Program)	Raise quality of work in IT by establishing professional standards and practices
Philippines	None	Quality of professional skills needed for both local and international projects
Singapore	Project Management	Quality to support the country's objectives
Sri Lanka	None	Implement computer systems that work; identify IT Professionals in a subject area
Thailand	SA & Programmer	Quality especially qualification of teachers

Software Mining

- Old ideas being mined
- Software park is seen as an answer to the new economy:
  - Thailand needs a lot of localized software
  - Many IT undergrads are available
  - Ability to compete with other nations

Estimated Thailand IT Market 2000-2003

(Million Baht)	2000	2001	2002	2003
IT Hardware	21,186	27,209	32,253	38,329
IT Services	8,646	9,769	11,039	12,475
IT Software	6,696	8,370	10,463	13,078
Total	36,527	45,349	53,755	63,882

Source : Association of Thai Computer Industry

SOFTWARE PARK THAILAND

Application Software ERP (Enterprise Resource Planning) 1997-2002

(US$m)	1997	1998	1999	2000	2001	2002
Worldwide Projection *** ERP software biz (Average growth rate 20% pa)	7200	10000	13000	15600	19000	22800
ASEAN Projection** ERP software biz (Average growth rate 25% pa)	115	144	180	225	281	351

Source *** AMR and BT Alex Brown Research

** IDC 1998

SOFTWARE PARK THAILAND

Software Park Project

- Approved by the Cabinet on May 21, 1997
- Originally planned to be within Science Park
- Later, the project was modified due to economic crisis and devaluation of Thai baht
- Finally the Cabinet agreed to purchase a building with an area of 30,000 sq.m.

Objectives

- Promote SW industry
- Attract SW business investment
- Create competitive advantage thru technology transfer
- Create environment for quality SW
- Develop SW manpower
- Create a hightech office model

Software Park Thailand - Netscape

File Edit View Go Communicator Help

Bookmarks Location: http://www.swpark.or.th/index.pl

Back Forward Reload Home Search Guide Print Security Stop

Instant Message Members WebMail Connections BizJournal SmartUpdate Mktplace PC Webopaedia h

SOFTWARE PARK Thailand

Home News Classified IT shop IT directory Discussion Training

Introduction

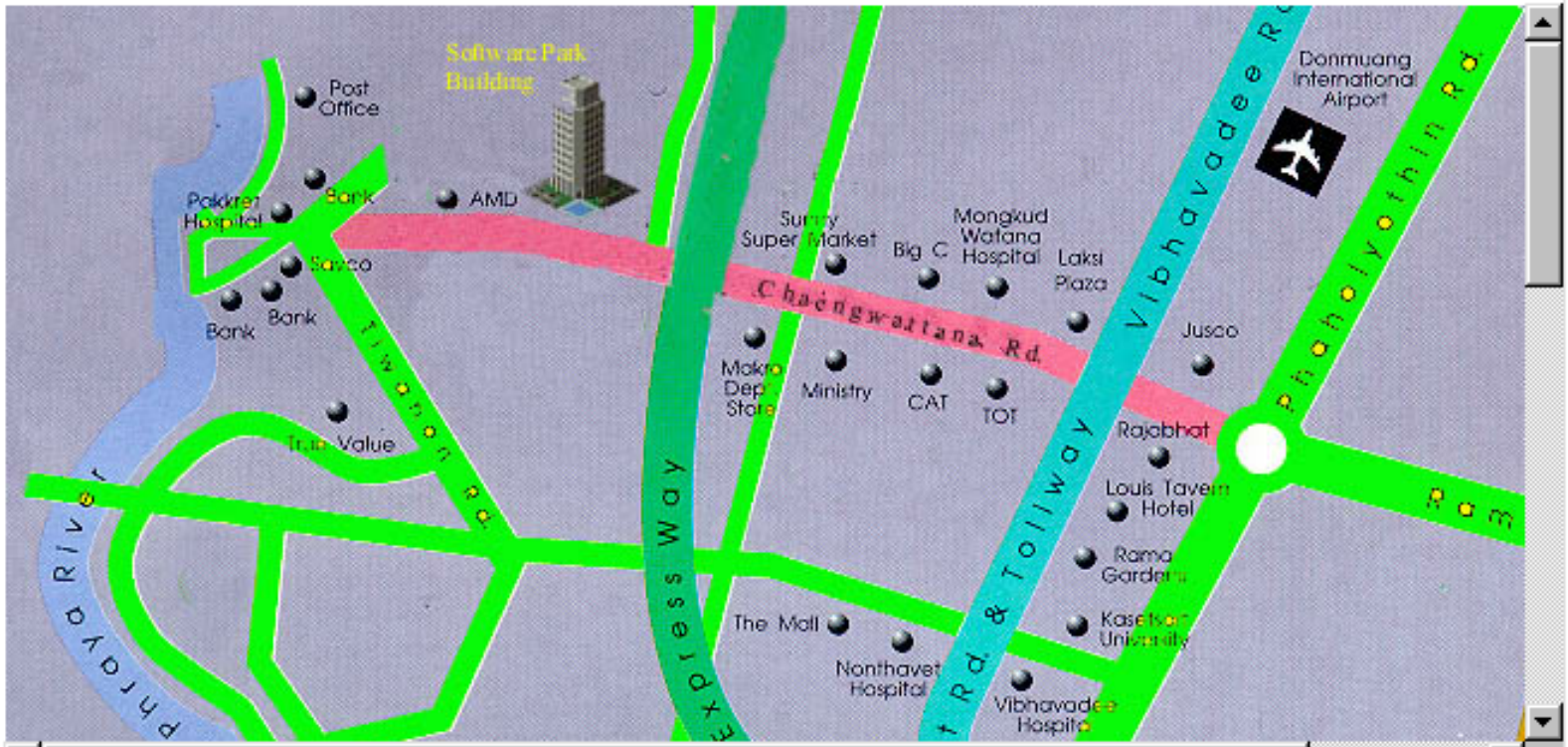
Map

Space Rental

Partners

Sponsored by

intel



94% of 248K (at 1.9K/sec, 7 secs remaining)

เริ่ม Start | Kanchit Malaivon... | Microsoft Power... | CD Player - [01] 0... | Software Par... | En | 19:20

Software Park Will Be (1)

- The national center for locally made software,
- The incubation center for small and medium entrepreneurs in software business

SOFTWARE PARK THAILAND

Software Park Will Be (2)

- The place where technical support and transfer of technology are provided for professionals in the field, and
- The marketplace for software vendors and buyers to explore new business relationships and to make deals.

SOFTWARE PARK THAILAND

Service Units of Software Park

- Business Information
- Technology Transfer
- Information Technology
- Software Tools
- Software Testing
- Incubator Center

SOFTWARE PARK THAILAND

Attractive Investment Privileges from *BOI* (1)

Rights and Benefits :

1. Permission to own land for carrying out promoted activities

2. Permission to bring in foreign technicians and experts to work in promoted projects

SOFTWARE PARK THAILAND

Attractive Investment Privileges from *BOI* (2)

3. Tax incentives include (regardless of zone):

   Exemption of import duties on machinery and equipment which are unable to be manufactured in Thailand

   Exemption of corporate income tax and income tax on dividend for the first 8 years after the start of operation

SOFTWARE PARK THAILAND

Attractive Investment Privileges from *BOI* (3)

4. Additional tax incentives for project located in Zone 3 include:

   - 50% reduction of corporate income tax for 5 years from year 9 - year 13
   - Double deduction from taxable income of water, electricity, and transportation costs for the first 10 years
   - Deduction from net profit of 25% of the costs of installation or construction of the project's infrastructure facilities

SOFTWARE PARK THAILAND

Scope of Activities

that will qualify for investment **Privileges** *include :*

- **SW development, production, conversion**
- **System integration and maintenance services**
- **Multimedia SW production and services**
- **SW documentation services (exclude printing)**
- **Professional training in SW technology and SW related activities**
- **Data entry services**

SOFTWARE PARK THAILAND

Basic Infrastructure

Software Park provides:

- High speed fiber optic network throughout the building
- High-speed data access to major domestic & international centers
- Backup electricity generator
- Very reliable power supply
- A separate outlet for surge-free power-supply
- Automatic environment control
- 24 hrs Air-conditioning with separate control
- Office, conference, training & exhibition areas
- Recreational, exercise & family support facilities

SOFTWARE PARK THAILAND

Education and Training

SOFTWARE PARK THAILAND

Thank you and see you in our Software Park