



Thailand 4.0 and the Future of Work

How Thailand prepares to be the future gateway to Asia and the world

Summary

- ASEAN is increasingly becoming a vital economic force in Asia and a driver of global growth with a young, abundant workforce. Simultaneously, the region is witnessing significant productivity improvement in sectors such as manufacturing, retail, telecommunications and transportation.
- The ASEAN Economic Community Blueprint aims to transform ASEAN into a single market and production base, and ultimately a highly competitive economic region in preparation for the digital economy.
- Thailand is developing the Eastern Economic Corridor (EEC) as part of its Thailand 4.0 initiative to transform Thailand into a developed nation.
- Upon the completion of large-scale transport and infrastructure projects, Thailand aims at becoming the centre for trade, investment, regional transportation, and a strategic gateway to Asia.
- Thailand 4.0 will also spearhead the formation of new industries such as Robotics, Aviation and Logistics, Biofuels & Biochemical, Digital and Medical Hub.
- Thailand 4.0 will create opportunities in broader participation or partnerships in areas such as learning and development, IT capabilities, planning and implementation of solutions for smart city, smart industries and digital hubs.

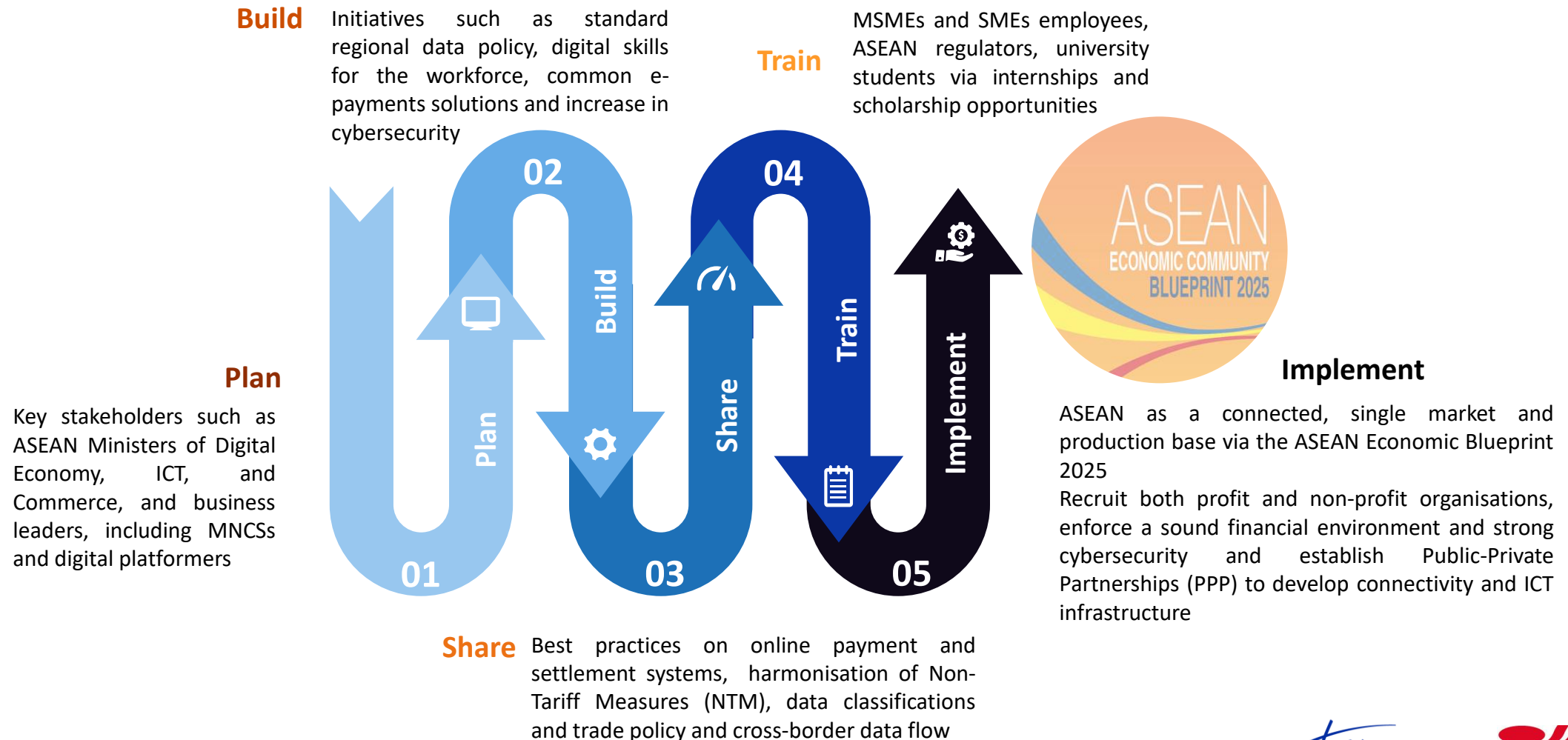
ASEAN is seen as the future digital economic bloc

ASEAN (the Association of Southeast Asian Nations), made up of Brunei, Myanmar, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand and Vietnam has a population of 650 million and a nominal GDP of US\$ 2.8 trillion in 2019. With a young, abundant workforce and significant productivity improvement in sectors such as manufacturing, retail, telecommunications and transportation, ASEAN is increasingly becoming a vital economic force in Asia and a driver of global growth. Additionally, the changing ASEAN consumers demographic with a growing middle class and rapid increase in mobile broadband coverage will give rise to a US\$1 trillion digital economy over the next ten years.



Source: USASEAN; World Economic Forum; YCST Insights

Framework: Creation of a connected, single market in preparing for the digital economy



Source: World Economic Forum; ASEAN

**Thailand 4.0 is the key
initiative to be ASEAN's
strategic gateway**



Thailand 4.0 is the key initiative to be ASEAN's strategic gateway

During Thailand's ASEAN Chairmanship in 2019, Thailand concluded the Regional Comprehensive Economic Partnership (RCEP) negotiation which will enhance facilitation of trade flows among ASEAN members and synergise several key connectivity initiatives such as Master Plan on ASEAN Connectivity (MPAC) 2025 along with China's Belt and Road Initiative (BRI) and Japan's Quality Infrastructure Initiative respectively, as well as developing projects within the ASEAN Plus Three (China, Japan and the Republic of Korea). This further cements Thailand's role as the ASEAN regional leader.

Domestically, Thailand is developing the Eastern Economic Corridor (EEC) as part of its Thailand 4.0 initiative to transform Thailand into a developed nation. The EEC, which covers area in the Eastern part of Thailand (Chonburi, Rayong and Chachoengsao), is intended to be a new logistic hub for Indochina, AEC (Asean Economic Community) and Asia. It is the leading ASEAN economic zone through the development of core areas such as investments in the new infrastructure, the support for advanced industrial clusters and smart urban planning. The High-Speed Rail (HSR) project aims to connect international travellers with [U-Tapao](#) airport (U-Tapao–Rayong–Pattaya International Airport) to reduce the travel time from Suvarnabhumi airport to EEC area and to connect the domestic visitors with high-speed eastern rail route, motorways and ferry terminal.

Upon the completion of large-scale transport and infrastructure projects, Thailand will be the centre for trade, investment, regional transportation, and a strategic gateway to Asia. Thailand 4.0 will also spearhead the formation of new industries such as robotics, aviation and logistics, biofuels & biochemical, digital and become as a medical hub.

Re-examining Thailand's future of work



Re-examining Thailand's future of work

The Thai government is looking to develop 100 smart cities by 2022. To build a successful smart city, Thailand needs to emphasise on Internet of Things (IoT) solutions and connectivity, sensors and data capture, privacy and cybersecurity, cloud processing capabilities and intelligent urban solutions.

Advanced clusters such as the aviation, biotech and biomedical sectors would require smart technologies such as robotics, artificial intelligence (AI), simulation, augmented reality and 3D printing. Automation in the production line and promoting R&D and innovation are important initiatives to support these new sectors. Towards becoming the centre of premium agricultural products and food, and an exporter of technology in agriculture, seeds, and vaccines, Thailand's agriculture will need advanced technologies such as drones, GPS technology and autonomous machinery.

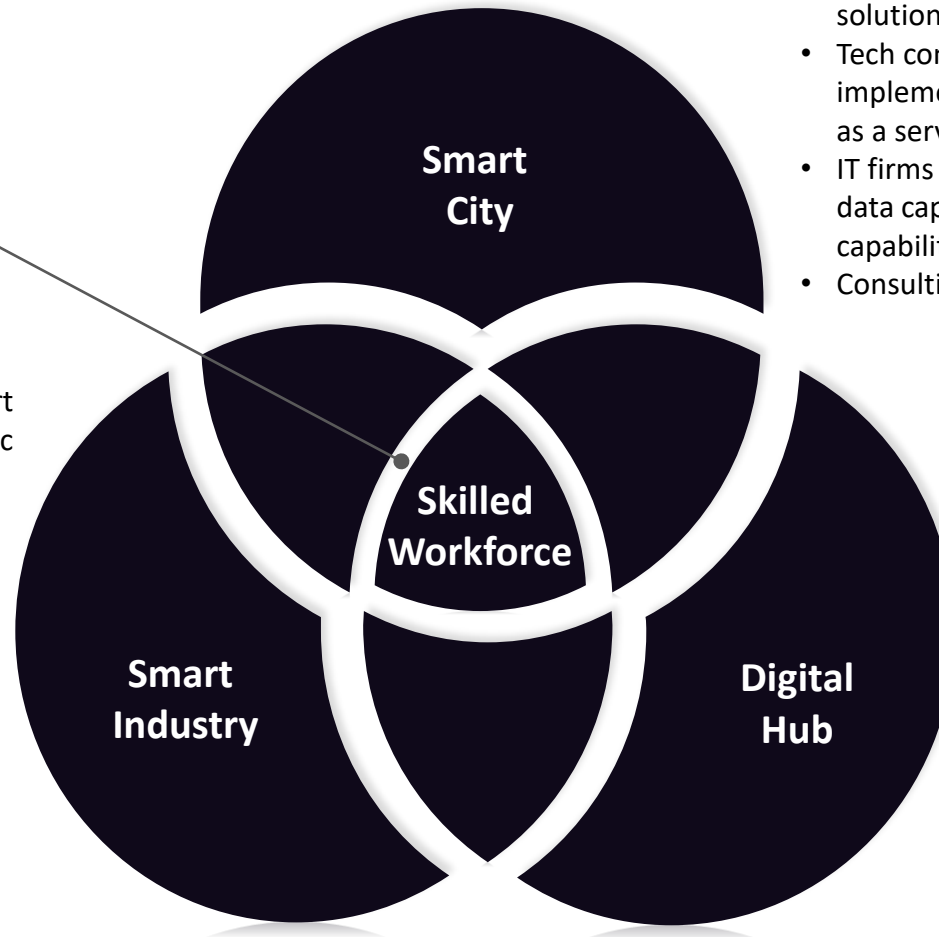
To be a major digital hub, Thailand also would need to attract tech companies and build a robust startup ecosystem. This would require skilled digital workforce and Venture Capital investors to fund new and innovative startups.

In the vertical of future of work, employees will not focus on a single task but increasingly focus on tasks that cannot be performed by computers. Collaborative human-machine interaction will require a higher level of autonomy of operators and designers, shifting focus to process innovation. This requires a skilled, productive workforce.

Future of work creates opportunities

Learning and Development

- Academies that provide coding and programming course, digital leadership skills development programme
- Technology training and certification companies providing niche, technical smart manufacturing certification such as Robotic Process Automation (RPA) to streamline business processes and prepare the workforce for Thailand 4.0



Smart City

- Developers and companies providing intelligent urban solutions planning
- Tech companies providing smart city solutions and implementation services such as traffic management, mobility as a service, smart waste and facilities management, etc
- IT firms providing IoT solutions and connectivity, sensors and data capture, privacy and cybersecurity, cloud processing capabilities, etc
- Consulting firms providing research and data analytics

Digital Hub

- VCs providing funding and assistance to start-ups
- Recruitment firms specialising in niche Tech sectors such as BioTech, FinTech and AgriTech
- PPP in telecommunication infrastructure or cable system for the region's network connectivity

Smart Industry

- Tech companies providing IoT solutions in smart manufacturing and agricultural solutions
- Companies providing enabling technologies such as 3D printers, Cybersecurity, Robots, Drones, Machine Vision, etc
- Firms providing process automation, innovation and R&D consulting services

BUSINESS FINLAND FORESIGHT PARTNERED WITH YAMADA CONSULTING GROUP TO DISCUSS FUTURE OPPORTUNITIES RISING IN THAILAND, AND THIS MATERIAL WAS CREATED AS A RESULT.

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**BUSINESS
FINLAND**

Introduction to Yamada Consulting Group

We are one of the largest independent consulting firms in Japan with over 800 consultants. We have bases in major cities in Japan, and we are expanding globally, mainly in Asia. Our core business is management consulting on various sectors, and we support more than 1,000 projects annually.

Company Overview

| | |
|-------------------------|---|
| Company | YAMADA Consulting Group Co., Ltd. (YCG) |
| Founded | July 10 th , 1989 |
| Representative | President and Representative Director, Mr. Keisaku Masuda |
| Head Office | 10th floor (Reception on 9th floor) Marunouchi Trust Tower North, 1-8-1 Marunouchi, Chiyoda-ku, Tokyo 100-0005 Phone : +81-3-6212-2500 (Representative) |
| Capital | 1,599,530,000 yen |
| URL | https://www.yamada-cg.co.jp/ |
| Listed on | 1st Section of Tokyo Stock Exchange |
| Securities code | 4792 |
| Financial Term | March 31 st |
| Consolidated Businesses | <div> <div>Management consulting</div> <div>Real estate consulting</div> </div> <div> <div>Educational training /</div> <div>FP related business</div> <div>Investment and fund business</div> </div> |
| Head Count | 897 (Including Spire and temporary employees. As of November 2019) |

**YAMADA Consulting
Group Co., Ltd.**
(817 Employees)



**Spire
Research & Consulting
Pte Ltd.**
(80 Employees)
Acquisition in 2016
spire
The Knowledge to Decide



JAPAN OFFICE LOCATIONS

Sapporo * 1
 Morioka
 Sendai
 Koriyama
 Niigata * 1
 Omiya * 1
 Tokyo
 Yokohama * 1
 Shizuoka * 1
 Hamamatsu
 Nagoya * 2
 Kanazawa * 1
 Kyoto * 2
 Osaka * 2
 Kobe * 2
 Okayama
 Takamatsu * 1
 Matsuyama * 1
 Hiroshima * 2
 Fukuoka * 2
 Kumamoto

AMERICA OFFICE LOCATIONS

Los Angeles * 2
 New York * 1

ASIA OFFICE LOCATIONS

Gaoyang City (Korea) * 3
 Shanghai (China) * 2
 Hanoi (Vietnam) * 2
 Ho Chi Minh (Vietnam)
 Bangkok (Thailand)
 Kuala Lumpur (Malaysia) * 3
 Singapore (Singapore) * 2
 Jakarta (Indonesia)
 Gurgaon (India) * 3

EUROPE OFFICE LOCATIONS

Germany * 3
 Italy * 3

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