

Thailand ranked **TOP** destination in ASEAN for the **2nd** time, making **10 pilot projects** for digital transformation in Thailand

On August 26, 2022, JETRO announces successful applicants for “**Asia Digital Transformation (ADX)**” projects, which aim to support Japanese companies in conducting Pilot Projects, working together with ASEAN companies/institutions, to contribute to solving the socio-economic challenges in ASEAN region through fully utilizing their digital technologies. JETRO will provide these projects with various supports including financial assistance.

This year, JETRO starts **10 pilot projects in Thailand**, which make the kingdom by far **the top destination** for the second time within the whole ASEAN region, totaling 28 projects . The 10 projects cover wide areas such as medical service, energy and environment, tourism, nursing service, production, education, and human resource development [\(see the below table and visit below links for further details\)](#). JETRO strongly hopes that Japanese companies will contribute to economic advancement and solutions for social challenges.

Mr. **KURODA** Jun, President of JETRO Bangkok states “It is extremely delightful that **this year, as the 2nd time**, Thailand remains the **TOP DESTINATION in ASEAN region** for JETRO’s digital transformation projects and Japanese companies will contribute to Thailand’s advancements in wide areas such as medical service, energy and environment, tourism, nursing service, production, education and human resource development, on which Thailand also places importance. JETRO Bangkok continues **to advance co-creation between Japanese and Thai corporations particularly digital technology implementation and socio-economic solutions.**”

Asia Digital Transformation (ADX) projects(2022) Selected Projects

Thailand

Company Name	Company Size	Project Name
FUJIFILM Corporation	Large	Demonstration project related to the construction of a gastrointestinal cancer diagnostic platform in Thailand
gsport,inc.	Small/medium	Project for the online multilingual platform of physical functions assessment for care prevention DX
Kao Corporation	Large	The Project to build the prediction model of mosquito-born virus spread by using AI technology and improve the forecast system as UX for preventing dengue fever cases in Thailand
Melody International Ltd.	Small/medium	Development of a platform for improving the prenatal checkup rate in rural Thailand using mobile fetal monitors
Harada Vehicle Design Co., Ltd.	Small/medium	Project of Marine Debris Tracking System in Thailand
Naturanix Co., Ltd.	Small/medium	Development & demonstration of a data platform for next-generation rapid charging system that enables electric motorcycles to be charged within a few minutes in Bangkok, Thailand.
Nomura Research Institute, Ltd.	Large	Introduction demonstration of SCOPE3 data sharing solution (NRI-CTS) in the ASEAN region
NITA CONSULTANT Co .Ltd	Small/medium	Development and implementation of DX promotion tools for Tourism SC (Supply Chain) resilience considering the risk of natural disasters.
GLODAL, Inc.	Small/medium	Services on HRD of AI for space utilization to accelerate digital industries in Thailand
AI inside Inc.	Large	Development and introduction of AI-OCR contributing to business automation in Thailand



References:

Asia Digital Transformation (ADX) Projects Briefing Materials (English version)

https://www.jetro.go.jp/ext_images/News/announcement/2022/0e80b8da931addc9/kekka_3.pdf

Japanese version

Announcement of all selected projects in ASEAN in Year 2022 (source: JETRO Head Office)

<https://www.jetro.go.jp/news/announcement/2022/0e80b8da931addc9.html>

Announcement of all selected projects in ASEAN in Year 2022 (source: Ministry of Economy, Trade and Industry, Japan)

<https://www.meti.go.jp/press/2022/08/20220826005/20220826005.html>

Year 2020(Total 23 projects): JETRO starts 7 pilot projects for digital transformation in Thailand, making the kingdom TOP Destination in ASEAN (<https://www.jetro.go.jp/thailand/topics/459052.html>)