

Press Release

JETRO starts 7 pilot projects for digital transformation in Thailand, making the kingdom TOP Destination in ASEAN

On October 14, 2020, JETRO announces successful applicants for "Asia Digital Transformation (ADX) projects, which aims to support Japanese companies in conducting Pilot Projects, working together with ASEAN companies/institutions to contribute to solving economic and social challenges in ASEAN through fully utilizing their digital technologies. JETRO will provide these projects with various supports including financial assistance.

JETRO starts 7 pilot projects in Thailand, which makes the kingdom by far the top destination within whole ASEAN region totaling 23 projects. The 7 projects cover wide areas such as agriculture, fisheries, medical, human resource development, and energy (please see the attached for the details). JETRO strongly hopes that Japanese companies will contribute to economic development and solution for social challenges.

Mr. TAKETANI Atsushi, President of JETRO Bangkok Office states that, "It is a tremendous pleasure for me to see that Thailand has become the **TOP DESTINATION in ASEAN** for JETRO's digital transformation projects, and Japanese companies will contribute to Thailand's development in wide areas such as agriculture, fisheries, medical, human resource development, and energy which are all important for this country. This significantly shows that Thailand is very promising to Japanese digital tech companies for their business development with its economic level and future potential. JETRO Bangkok has been encouraging Japanese companies to engage more in Thai economy. The announcement today shows our efforts have born fruits, and our office continues to assist Japanese companies to contribute to Thailand.

For more information, please visit

https://www.meti.go.jp/english/press/2020/1014_001.html

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