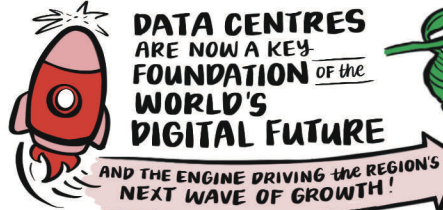


BUDSARIN PRADITYONT | COUNTRY HEAD, THAILAND, STT GDC

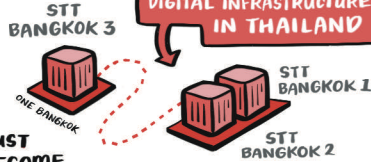
WELCOME ADDRESS

HERE IN THAILAND

WE HAVE 3 ADVANCED FACILITIES POWERING DIGITAL INFRASTRUCTURE IN THAILAND



DATA CENTRES MUST EVOLVE to BECOME **SMARTER, MORE EFFICIENT,** & SPECIFICALLY BUILD to HANDLE DENSE AI WORKLOAD AT SCALE



AI IS DRIVING AN EVEN GREATER NEED FOR HIGH-PERFORMANCE COMPUTING



... WHICH CREATES NEW CHALLENGES AROUND HEAT, ENERGY EFFICIENCY, & SUSTAINABILITY.

ASST. PROF. DR. EKAPOL CHUANGSUWANICH | DEPUTY DIRECTOR, ARTIFICIAL INTELLIGENCE CENTRE, CHULALONGKORN UNIVERSITY

1 SHAPING THAILAND'S AI WORKFORCE

THE MOST URGENT SKILL IN THAI WORKFORCE IS



RATHER THAN ENTIRE JOBS OR INDUSTRIES

EASY FOR AI

- ▶ INFORMATION CURATION & SEARCH
- ▶ REPETITIVE TASKS

HARD FOR AI

- ▶ TASKS REQUIRING EMPATHY
- ▶ TASKS REQUIRE PHYSICAL COMPONENTS
- ▶ TASKS WITH HIGH SPECIALISATION

AI IS NOT A SPECIALISED SKILL
EVERYONE IN THE COUNTRY NEEDS AI SKILLS TO STAY COMPETITIVE

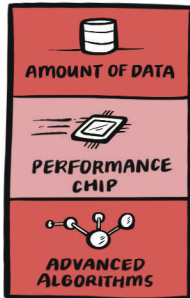
DIGITAL SKILLS ARE FOUNDATIONAL
ICT → DIGITAL → AI
THEY ARE NOT PASSING TRENDS



DR. NARUT SOONTRANON | SENIOR DATA SCIENCE LEADER, BFSI

2 AI-POWERED LENDING TRANSFORMATION

3 COMPONENTS FOR EFFECTIVE AI



AI CAN PERFORM AUTOMATED & DYNAMIC CREDIT SCORING

BY OBSERVING MILLIONS OF TRANSACTIONS, OFFERING POTENTIALLY BETTER DECISIONS THAN HUMAN ANALYST DUE TO DATA PATTERNS

THE FUTURE OF LENDING DECISIONS COMBINES THE STRENGTHS OF BOTH: AI & HUMAN EXPERTISE



AI / MACHINE LEARNING USE CASES IN BANKING

RISK & FRAUD	OPERATIONS	CUSTOMER EXPERIENCE	MARKETING
RISK MANAGEMENT ON CREDIT SCORING WHICH REQUIRES TRANSPARENCY & FAIRNESS FRAUD DETECTION WITH HYBRID AI/ML HUMAN HYBRID DUE TO EVOLVING SCAMS	CHATBOTS USING LLMs FOR CALL CENTERS & CUSTOMER SERVICE PROCESS AUTOMATION LIKE EXTRACTING INFORMATION FROM FORMS	PERSONALISED OFFERING & PRODUCT RECOMMENDATION e.g. CREDIT CARDS, HOUSING LOANS VIRTUAL ASSISTANTS	PROPENSITY MODEL FOR CROSS-SELLING & UPSELLING LIFESTYLE SEGMENTATION USING CREDIT CARD TRANSACTION DATA TO UNDERSTAND CUSTOMER BEHAVIOUR

ANTHONY ARUNDELL | SENIOR VICE PRESIDENT, ONE BANGKOK

3 AI FOR URBAN INTELLIGENCE: UNLOCKING THE FUTURE SMART CITY POTENTIAL

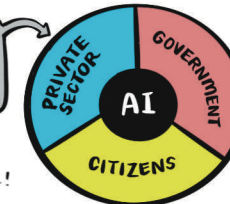
70% OF POPULATION WILL MOVE IN CITIES BY 2050



THIS PUT IMMENSE PRESSURE ON CITIES FROM URBANISATION, MOBILITY SHIFTS, ENERGY TRANSITIONS & WELLNESS ASPECTS

ONE WAY WE CAN SEE AI IMPACT CITIES LIKE BANGKOK IS TRAFFIC MANAGEMENT

AI INTEGRATION REQUIRES COLLABORATION



ONE BANGKOK

A SMART CITY DEVELOPMENT DESIGNED AROUND BEING:

- ▶ PEOPLE-CENTRIC
- ▶ SUSTAINABLE
- ▶ SMART CITY LIVING

AI APPLICATION:

- ▶ FAULT REPORTING & RECTIFICATION
- ▶ AI IN RETAIL OPERATIONS
- ▶ AI & ENERGY MANAGEMENT

SUSTAINABILITY GOALS ARE INSEPERABLE FROM AI & TECHNOLOGY!

MODERN BUILDINGS HAVE THOUSANDS OF SENSORS COLLECTING MILLIONS OF DATA POINTS, WHICH AI PROCESSES INTO "ACTIONABLE INTELLIGENCE" TO IMPROVE OPERATIONS, REDUCE COSTS ETC

DATA PRIVACY, ETHICAL USE, AND THE NEED FOR ROBUST GOVERNANCE MODELS IS STILL A CHALLENGE!