



TRANSFORMING ASIAN ECONOMIES
Towards shared gains



In collaboration with: **NIA**
สำนักงานนวัตกรรมแห่งชาติ

Start-up Asia

Chasing the Innovation Frontier

The case of Thailand

4 April 2023

09:30am -11:30pm Paris time / 2:30pm - 4:30pm Bangkok time

Online meeting [conducted in English]

Contacts:

Annalisa Primi, Head, Economic Transformation and Development Division, OECD Development Centre [Annalisa.Primi@oecd.org]

Vasiliki Mavroeidi, Economist, Economic Transformation and Development Division, OECD Development Centre
[Vasiliki.Mavroeidi@oecd.org]

Eugenia Klimenka, Programme Assistant, Economic Transformation and Development Division, OECD Development Centre
[Eugenia.Klimenka@oecd.org]

BACKGROUND INFORMATION

This Roundtable is organised in the framework of the EU-OECD Asia Facility Policy Dialogue on Transforming Economies in Asia, by the OECD Development Centre and the EU in cooperation with the National Innovation Agency of Thailand. One of the Pillars of this project focuses on better understanding the dynamics of the start-up scene in Asia and its contribution to sustainable and inclusive development. This stream of work will organize four country-roundtables on India, Indonesia, Viet Nam and Thailand, each one providing the opportunity to have a deep-dive into the start-up scene of each country. Each roundtable will serve as a basis for the elaboration of a country note, following the start-up for development approach developed by the OECD Development Centre ([Start-Up Latin America - OECD](#)).

This Roundtable convenes key government and business stakeholders linked to the start-up ecosystem in Thailand and their international partners to:

- Identify emerging trends in the start-up scene in the country and its distinctive features
- Discuss the role of start-ups in supporting economic transformation
- Clarify the role of government and businesses in fostering start-up development.

The meeting is by invitation only.

The outcomes of the meeting will inform the Start-up Asia final report.

AGENDA

09:30 – 09:45	OPENING AND WELCOME ▪ Ayumi Yuasa, Deputy Director, OECD Development Centre ▪ Pun-Arj Chairatana, Executive Director, National Innovation Agency, Thailand
09:45 – 11:20	ROUNDTABLE SESSION ON EMERGING ISSUES IN THAILAND'S START-UP ECOSYSTEM Thailand is an emerging start-up hub in Southeast Asia. In the past decade, start-ups have been taking root in the country, absorbing 5% of venture capital investments in Southeast Asia, similar to the level of Viet Nam (data for 2020-2022). About two thirds of start-ups are concentrated in Bangkok, while Phuket and Chiang Mai are also attracting start-uppers. The country is now pointing to enhancing the policy mix for start-ups and strengthening hubs beyond the capital. Thailand's trajectory confirms that the start-up scene has gone global, and that each ecosystem is unique. The OECD has been supporting countries in improving policy frameworks with the start-ups for development approach since 2013 (Start-Up Latin America - OECD). ▪ Why do start-ups matter for development? ▪ What is new in Thailand's start-up scene? ▪ What are the opportunities for start-ups in Thailand? ▪ What are the open challenges? Chair ▪ Annalisa Primi, Head, Economic Transformation and Development Division, OECD Development Centre Participants: ▪ Casper Tanakrit Sermuksan, Executive Vice President, Thai Startup Association ▪ Kaywalee Chatdarong, Vice President for Strategic Planning, Innovation and Global Engagement, Chulalongkorn University ▪ Prempreedee Kitirattrakarn, Investment Director, PTT Group and Board of Directors, Thai Venture Capital Association ▪ Jittrapon Jiraskulsomchok, Innovation Developer, National Innovation Agency, Thailand
11:20 – 11:30	CONCLUSIONS