

**ATSI signed MOU with AMATA  
to explore new business opportunities and strengthen Thai software  
industry in AMATA Smart City  
in Thailand and Greater Mekong Region**

Amata Corporation Public Company Limited and the Association of Thai Software Industry (ATSI) jointly signed a Memorandum of Understanding (MOU) to develop joint strategies and business models applicable in creating new business opportunities in AMATA Smart City in Thailand and other AMATA cities Vietnam, Myanmar and Laos PDR. This strategic joint collaboration reflects the intent of both parties to support Thailand4.0 and strengthen Thailand software industry.

“AMATA’s Smart City vision is to provide a world class infrastructure for foreign and local manufacturing, Research & Development companies and leading innovative companies in Thailand and other promising countries in Mekong region. Amata is delighted to help the local Thai software industry to extend their market in Thailand and also in other CLMVT countries which AMATA has presence”, said **Ms Lena Ng, Chief Investment Officer of AMATA Corporation PCL.**

“With more Foreign Direct Investment (FDI) flowing into the Asean region especially in both the physical and digital world, I believe there are tremendous opportunities for AMATA Smart City to partner with leading innovative global and local Thai companies. Thailand is the Chair of ASEAN this year and AMATA is honoured to showcase both Global partner and

Innovative Local Thai technologies. This collaboration with ATSI will be a positive model of our contribution to grooming local Thai promising companies”, added Ms Lena Ng.

**Mr. Tinnakorn Laoraovirod, President of the Association of Thai Software Industry (ATSI),** said that this Memorandum of Understanding (MOU) was agreed by both parties to develop Thai software industry to achieve the goal with sustainable growth, the AMATA-ATSI Digital Innovation Platform Project will aim to achieve the goal in driving Digital Thailand 4.0 and support the AMATA Smart City Project by promoting relevant Thai software business to support AMATA Cities’ clients with the ATSI Ecosystem, consisting of Industrial & Factory, Education & E-Learning, Tourism & Hospitality, Retail & Wholesale, Transportation & Logistics, Backbone Business & General Software Solution. This cooperation focuses to accelerate the people to be transformed into the digital society, jointly drive Digital Thailand 4.0, expand Thai software business to the markets of neighboring countries including Myanmar, Vietnam and Laos, with the collaboration platform in the form of Virtual Team.

**Ms. Yuwadee Saekoay, Secretary General of the Association of Thai Software Industry (ATSI),** gave more information that under this Memorandum of Understanding (MOU), the digital learning opportunities will be created to generate more Digital Workforce through the use of Digital Learning Tools for AMATA’s clients. In addition, the initiative will develop and enhance the personnel capabilities of AMATA’s clients to have skills both in their professional operations and other skills in working and living in accordance with to the designated time frame, effective from 1 May 2019 to 30 April 2021. This MOU may be extended by written agreement by both parties to continue their support on digital and innovation cluster.

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