

Ericsson's Digital Thailand report discusses Thailand's readiness for a digital economy



Presentation of the Digital Thailand Report and Highlighting Ericsson's Newest Innovations: To celebrate its 110-year anniversary of working in Thailand, Ericsson hosted a press conference at Ericsson's newly-renovated Bangkok headquarters in the Sun Tower on Vibhavadi Road. Ms. Nadine Allen, President and Head of Ericsson Thailand, launched the Digital Thailand report, based on Ericsson's ConsumerLab research and interviews with local tech industry players. This report highlights Thailand's advancement in the adoption of information and communication technology (ICT) and shows that the country is ready for the Internet of Things (IoT), which would bring Thailand another step closer to becoming a Digital Nation. In order to realize this goal, the availability of high-speed internet and strong, secure network connections are vital. The event also featured ground-breaking technical innovations that will be enabled by 5G, which will be another building block of a Digital Thailand, including Cloud Robotics and Augmented Reality.

Photo shows (from left):

1. Afrizal Abdul Rahim, Head of Ericsson ConsumerLab South East Asia & Oceania
2. Ms. Nadine Allen, President and Head of Ericsson Thailand
3. Dr. Magnus Ewerbring, Chief Technology Officer, Ericsson Asia Pacific

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