



Digital Transformation Forum
&
Thailand Digital Excellence Awards 2021

Organized by



Knowledge Partner



December 8, 2021

At The Athenee Hotel, a Luxury Collection Hotel, Bangkok*

**Digital Transformation Forum:
The Platform Economy
&
Thailand Digital Excellence Awards 2021
Wednesday, December 8, 2021**

TMA initiated Thailand ICT Excellence Awards & ICT Management Forum in 2008 to promote ICT awareness in the business community and to help bridge the Digital Divide. The Forum was highly regarded as informative and beneficial to organizations in both the public and private sectors. With respect to the technology and digital disruption of today, TMA has moved a step forward to initiate **Digital Transformation Forum & Thailand Digital Excellence Awards** with a view that Digital transformation is a journey that not only encompasses the adoption of new digital technologies, but also new processes, new ways of working, new organizational structures and capabilities, and new cultural elements — fundamentally changing prevalent business models. With the objectives to understand where Thai companies are on this journey, and what it takes to accelerate the digital transformation of the Thai economy, TMA in collaboration with the Boston Consulting Group (BCG) are conducting Digital Acceleration Index survey (DAI) as a tool of Thailand Digital Excellence Awards 2021. To complete the knowledge cycle, Thailand Digital Transformation Forum will also be held to enable the sharing of best practices that bring about successful and fruitful business transformation through digitalization and will serve as a platform where local and global experts come to share their expertise and experience as well as to explore networking opportunity.

The event will be held on *Wednesday, December 8, 2021* with two main activities, as follows...

1. Digital Transformation Forum: The Platform Economy

Over the past decade digital innovation has caused many valuable companies from various industries to shift from a products-based model to technology driven platforms with multiple offerings. A true platform economy is fast and flexible, and is enabled by digitalization technologies and capabilities. Seven of the 10 most valuable companies globally are now based on a platform business model to grow exponentially and grab significant market share while composing the modern day platform economy. *What about Thailand and what do we need to know to enrich organizational value for competitiveness?*

2. Thailand Digital Excellence Awards 2021

The DAI survey is based on the Boston Consulting Group's Digital BCG Framework, broadly recognized as a world leading measurement of digital maturity with the aim is to understand the digital maturity of organizations in Thailand. The survey will allow us to understand the practices of organizations in digital strategy and operations.

Participants:

Tentatively 150 participants on-ground and 100 participants on-line are expected.

- Executives from the public and private sectors
- Startup and SMEs with growth potential
- The General public