



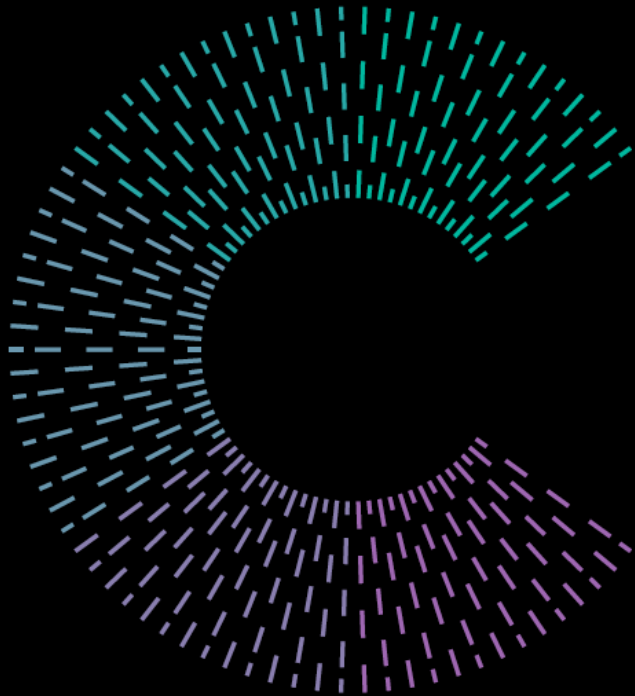
Transforming Thailand Towards Science & Technology Frontier

Parnsiree Amatayakul
Managing Director, IBM Thailand Co., Ltd.



Global CEO Study

Incumbents Strike Back



12,854 respondents from 112 countries

Inflection Points

Leveraging Intelligent Digital Platforms



Leveraging Intelligent Digital Platforms :Thailand Blockchain Community Initiative

14 commercial banks joins hands with 7 state enterprises and business corporations



Inflection Points

Leveraging Intelligent Digital Platforms

Embedding Intelligent into Systems and Processes



Embedding Intelligent into Systems and Processes :Disney World



Imagineer

Design Thinking

Customer Journey


Challenges for Innovation Leaders



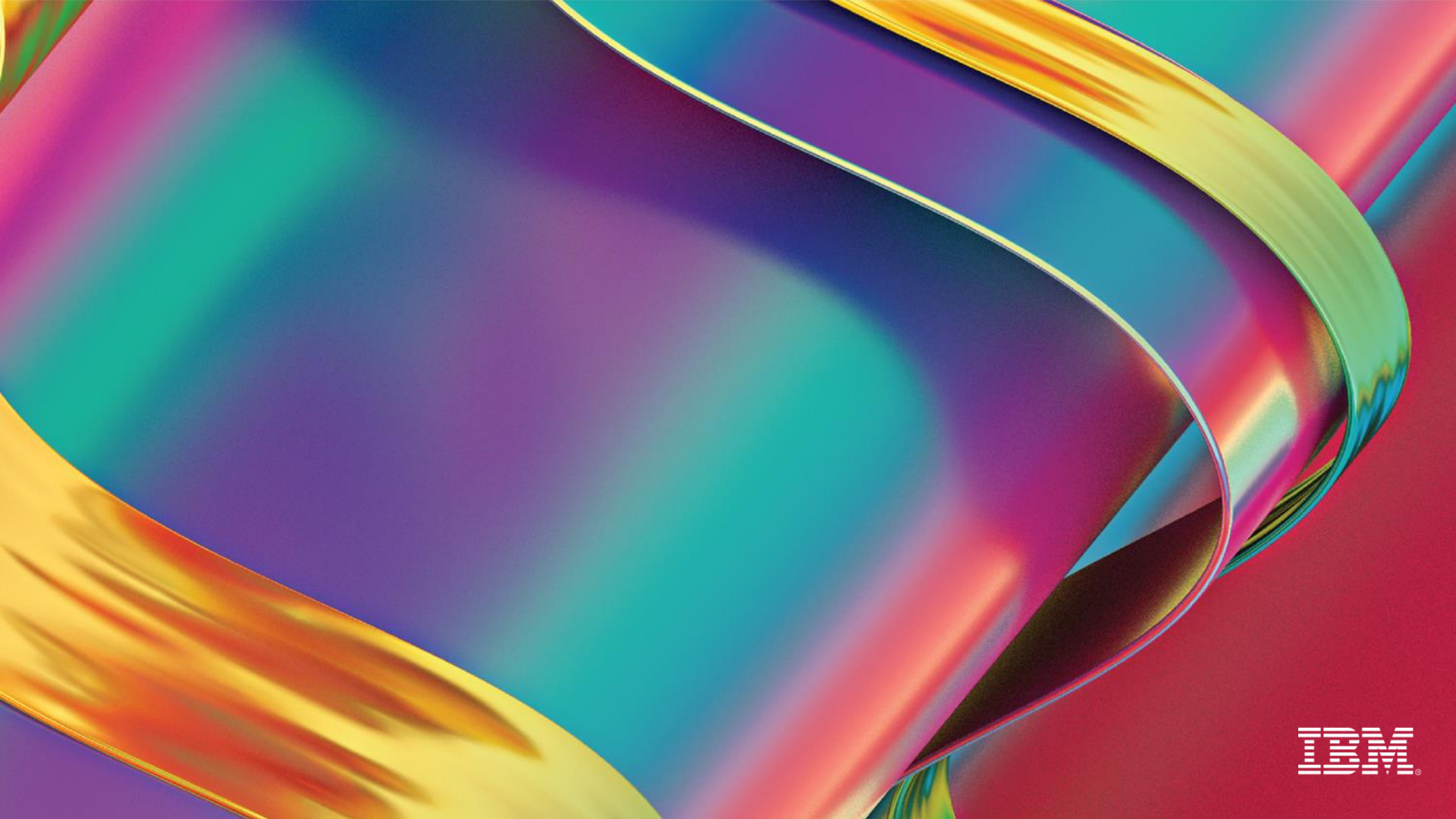
Nurture Organizational Culture to Support Innovations



Form Multidisciplinary Team



Building and Re-Skilling Workforce



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