



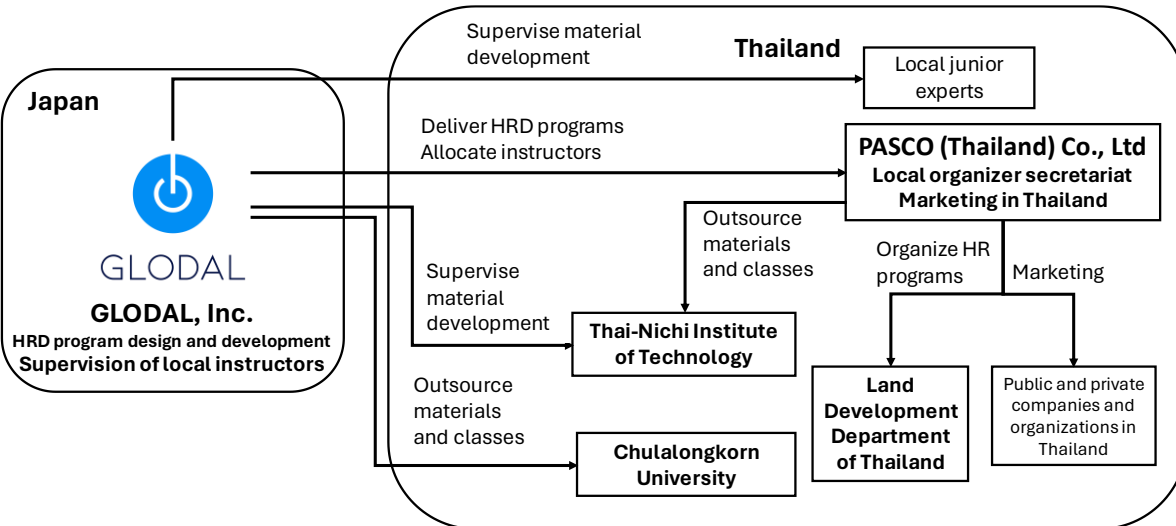
GLODAL, Inc.

HRD Service Business with Space Utilization and AI to Expand Digital Industry Base in Thailand

Objective of the project

In Thailand, expectations for the growth of AI and space technology are increasing. And cooperation with Japan is being accelerated through public private partnerships. However, educational opportunities in these fields have been limited yet, and human resource development (HRD) has become an urgent issue. This project demonstrated a human resource development program that minimizes learning costs by customizing space utilization and AI application to the customer's business operations.

Cooperation with local companies/governments



Targeted economic/social issues

The Thai government's long-term economic development plan, "Thailand 4.0" focuses on digital industries including artificial intelligence (AI) as one of the priority industries to be developed. The space industry is also at a top priority in Thailand 4.0, and there are high expectations for its growth, as the utilization of data obtained from satellite is promoted in agriculture, construction, urban transportation, disaster prevention and mitigation, and other fields. However, the opportunities to learn AI are yet limited to higher education, and this situation is a constraint to the expansion of the base for using the benefits of AI.

Starting with the joint statement by the governments of Thailand and Japan in 2015, in which both countries agreed to develop geo-enabled societies, there has been close bilateral cooperation in the public and private sectors on space utilization. Considering the recent prosperity of the space industry in Japan, the space industry in Thailand is expected to develop in cooperation with Japan.

Both Japan and Thailand have lots of room for growth in the development of service layers using satellite data for social benefits and business, which have a high affinity with image recognition by AI. However, both countries lack human resources who can design and implement solutions in business operations. With the limited learning opportunities for AI as mentioned above, the two countries face the challenging issues of acquiring human resources with knowledge of space utilization and AI to apply them to business operations.



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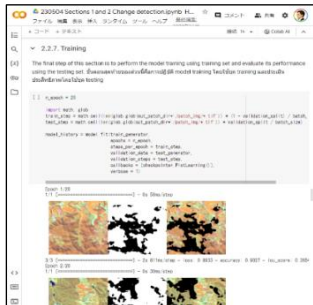
Demonstration period

September 2022 – January 2024

Details of demonstration

Demonstration of Human Resource Development (HRD) program: We developed a HRD program comprising a common basic program and a custom program specialized for the client's operations and provided it for the Land Development Department of the Thai government. They anticipated business innovations using satellite data and AI in updating land use data during preliminary interviews, and we organized and conducted lectures, exercises, and ideathon workshops on how to do so.

Marketing in Thailand: We investigated the operational uses of satellite data in public institutions to explore potential customers in Thailand. Also, we had an exhibition and a seminar to outreach the HRD service in Thailand.



Code materials with guides



Lectures, lab sessions, and ideathon workshops



Project outcome / Future plans

This project achieved: 1) development and demonstration of a human resource development program package, 2) partnerships of service delivery system for the human resource development program, and 3) a list of potential clients in Thailand.

The following are issues to be addressed in the future:

- (1) Collaborations with local experts are needed in designing HRD programs and facilitating ideathon workshops, since conversations with trainees in the local language promote understanding even more effectively. Developing local experts who can share these tasks may be an important issue for business expansion.
- (2) Although this project conducted baseline studies on potential customers for developing new markets in Thailand, further analysis is needed with consideration of results in this project. In addition, it is necessary to simplify the development process by clarifying common requirements for the human resource development programs.
- (3) In this project, we had many transactions in Thailand, including those with local instructors. Since we target local corporations in Thailand as customers, it is preferable to develop the business as an independent corporation that can conduct transactions within Thailand. Also, in light of the unstable currency exchange rate in recent years, Being a locally incorporated company is essential for sustainable business development.