

Information for the Interview of Bangkok Governor

1. Goals and Directions of National Development Under Thailand 4.0 Model

Thailand is moving into the economic development era or Thailand 4.0 model era led by Gen. Prayut Chan-o-cha who sets national economic development policy or the government's economic development model based on "Stability, Prosperity, and Sustainability". Using Competitive Growth Engines driven by innovation, knowledge, technology and creativity in order to be high income country. Changing from "work more, gain less" to "work less, gain more". The government is determined to change the economic structure to "Value-Based Economy" or "Innovation-Driven Economy". The key thinking base is to change from "Producing Consumer Goods" to "Innovative Products", to change from industry-driven economy to the economy driven by technology, creativity and innovation; to change from focusing on manufacturing sector to emphasizing more on service sector; and change from traditional agriculture to modern agriculture which using more management skill and technology (Smart Farming). Farmer must have a better life and the entrepreneurs will change from traditional SMEs or SMEs to "Smart Enterprises" and "Startups". The high potential and emerging companies will change from providing traditional services that create relatively low value to providing high value services. It'll change from using low skill labor to highly skilled labor with both experience and knowledge. This transformation requires technological development, creativity, innovation, science, technology as well as research and development. Then it can be built on in target the target technology and industry sector. The implementation will focus on "Civic-State United Power" as a driving force and stress on participation of private sector, finance and banking sector, people or civic sector, and academic sector such as educational institution, university and research institution to brainstorm and join force to drive the change using projects, MoUs, activities or researches.

2. Development Direction of Bangkok Metropolitan Administration

Bangkok, as a metropolis and capital city of Thailand, is unable to evade from this transformation. Transformation of Bangkok is the transformation of the country. Therefore, leading Bangkok city to Bangkok 4.0 mode is necessary in order to become a prototype to other cities and be a leader in driving Thailand towards goals and directions of 4.0 model. However, at the beginning, the Bangkok Metropolitan Administration (BMA) need to know what Thailand 4.0 really is, position of Bangkok 4.0 and current status of BMA. It must be considered in area, population and urban management dimensions.

About urban development, The BMA has drawn special attention to The 20-year National Strategy (2017 - 2036), to the 12th National Economic and Social Development Plan (2107 - 2021) and Thailand's Economic Development Policy 4.0 which aim to serve The Bangkok residents rapidly and efficiently. The BMA has implemented the missions assigned by government following the 20-year, Development Plan for Bangkok Metropolis (2013 - 2032). This action is consistent with the "Bangkok Vision 2032" which define by Bangkok people from every sector through public forum to jointly define future image of "Bangkok City" in the next 20 years from 2013 (which in 2032). The image of Bangkok on the future defined by the people of Bangkok is:

"Our Bangkok will rise up as a "**Metropolis of Asia**". Bangkok will be **Capital of Asia and will be essential** power in driving economic and social development in Asia and ASEAN. When they think about Asia, people from all around the world will think about our Bangkok as a top city in services economy, security, beauty, convenience, livable and environmentally friendly. At the same time, Bangkok also has unique identity of attraction and liveness

The BMA has brought the image of people's need to formulate 20-year Development Plan from Bangkok Metropolis (2013 - 2032) by divided it into 4 phrases of 5 years each. In each phrase, there are supporting development plans to be a guideline for propelling Bangkok vision. Thus, every phrase of the Plan has their own goals to complete as defined collectively be the people of Bangkok, as follows

"**In the first 5 years** (2013 - 2017), Bangkok would be **Safe City**. **In 10 years after this** (2018 - 2022), Bangkok will be **Convenience City, Energy Saving, Environmentally Friendl city** Additionally, it will be the City for All, not only the citizen of Bangkok, but also our guests including rich and poor and disadvantaged. **In ranges of 15 years**, which is the 3rd phrase of the plan (2023 - 2027) Bangkok will have and physical structural adjustment from Single Center City to **Cluster of Cities** that spread out around Bangkok. Bangkok and its vicinity will be connected as urban network by safe and efficient public transportation. While the expansion of the city center will be limited. In terms of politics, Bangkok is going to be the **Democratic City**. Eventually, **in the next 20years** (2032), Bangkok would be a **Center of economic, education, learning, investment, transportation, trade and culture** and so much more for ASEAN and Asia."

To attain the development goals with clarity and to have development direction that is consistent and link with The National Strategy and Economic Development

Policy of Thailand 4.0, Bangkok is propelling the development that conforms to the 7 development strategies of the 20-year Development Plan for Bangkok Metropolis as follows:

Strategy 1: Bangkok is going to be a city without pollutions, crimes, accidents, disasters, and urban illness with safe buildings and safe food.

Strategy 2: Bangkok as a green and convenient city. Bangkok will have more public areas and green space with appropriate the size of the area and population. Bangkok residents have a life style close to nature and have awareness in protecting the environment. Bangkok will be metropolis that has energy saving basic facilities, use environmental-friendly and clean energy. Moreover, there will be various convenient and flowing public transportation system with beautiful landscape without any eyesores and well organized electric and communication cables.

Strategy 3: Bangkok as a city for all. All of Bangkok residents from all walks of life live in harmony and equality, supporting and respecting each, have equal learning and self-development and access to public services. At the same time, each group or each community in Bangkok can still preserve their identities, traditional and culture. Bangkok is the city in terms of cultural diversity.

Strategy 4: Compact City Bangkok city will grow up orderly with efficient utilization of land and resources. Community sub-centers will be established systematically based on the priority and potential of the areas to be the well-organized and well-linked network.

Strategy 5: Bangkok as a democratic city Bangkok is Asia's top democratic city with good governance which is renowned at the top rankings of Asia with effective urban management system. The politics in Bangkok city is fair without corruption. The government, private sectors and the citizen of Bangkok strongly play key roles in driving Bangkok's vision.

Strategy 6: Bangkok as an economic and learning centre In 20 years from now, Bangkok City is to become the capital city of Asia. Bangkok will play an important role in driving Asia's economy as well as international. Bangkok will become the centre for trade, investment, tourism and culture of Asia. It will also be the center for learning and education of the region.

Strategy 7: City Management Strategy This includes laws, regulations, plans and evaluation, human resource, development, finance and budget, and information technology development which is a tool or mechanism for the achievement of the defined goals of the above mentioned 6 strategies.

It is noticeable that the directions and goals of Bangkok development is to lead the country to Thailand 4.0 era.

3. Role and missions of Bangkok in supporting economic development in Thailand 4.0 Era

The BMA aims to provide each and every people of Bangkok equal opportunity for self-development and access to public services and to become the great city for all.

The Governor of Bangkok City Pol. Gen. Aswin Kwanmueng has the policy “NOW” to provide the best quality of living for the people of Bangkok. The BMA has implemented important missions in accordance with the economic development under the Thailand 4.0 policy which aims to change economic structure to become “Value-Based Economy” as listed below:

- **Innovation for Service Sector** All of BMA departments and offices always provide the best service rapidly and efficiently, Bangkok residents can quickly receive news and information from the BMA and were carefully attended to, for example:
 - Establishment of Bangkok Fast & Clear Center or BFC
 - Launching of Bangkok 2 U Application for real time traffic and flood information
 - Establishment of “Public Eyes” network to 24-hour monitor safety of life and property
 - Creation of database system that is complete and update in order to improve public utilities for the disabled, the elderly and the disadvantaged
 - Launching of Bangkok Special Care Project to increase convenience, speed and special attention for the elderly
- **Driving by Technology** The BMA has made a 5-year master plan on information technology and communication (2018 – 2022) which aims to lead the BMA to be ‘Smart BMA’ under the vision focusing on developing Bangkok Metropolis with digital technology. It is supposed to be up to date, fast, convenient, stable, safe and supporting the idea of “Smart Sustainable Cities”.

As for the nation's cabinet resolution on 5th June 2016 which requires every ministry, department, local performance assessment and government office to make their own digital operational plan. The BMA, also, responds to this cabinet by making a 5-year master plan on information technology and communication (2018 – 2022) which aims to lead the BMA to be 'Smart BMA' under the vision focusing on developing Bangkok Metropolis with digital technology. It is supposed to be up to date, fast, convenient, stable, safe and supporting the idea of "Smart Sustainable Cities"

1) Smart Governance by establishing a service center called "Bangkok Fast & Clear" according to the Governor of Bangkok's policy

2) Smart Mobility, for example, Smart Billboards, CCTV System, Traffic Report System, Traffic and Transportation Department's "BMA Traffic" Application

3) Smart Environment : the BMA expedites the "Bangkok Master Plan on Climate Change 2013 – 2023" to have concrete success and render services of Flood Prevention System Control Center, Weather Monitoring System, Flood Warning System, Supervisory Control and Data Acquisition (SCADA), Novel Water Level Sensing for the Canals and Chao Phraya River.

In this connection, the BMA has strategies to drive the master plan of information technology in concordance with the Bangkok Development Strategies Plan, while supporting and preparing for administration as follows;

1) To develop digital skills and attitude of its personnel and people (human capital)

2) To prescribe digital technology standard for management

3) To develop agile and responsive infrastructure for digital technology to support the attempt to be Digital Metropolis

4) To provide public services integrated with business process in order to provide highly efficient services.

5) To reengineer the organization to be rapidly responsive (Digital Organization)

6) To develop innovations for digital economy and society

7) To create the administration mechanism with transparency and good governance

And for the primary phrase, the BMA actively support to drive Bangkok toward a Smart City as follows;

1. Driving a smart city prototype by launching a pilot project in the area of Phahonyothin Transport Center of which the State Railway of Thailand is the main implementing agency. For project management, there is also a Project Management Office (PMO) Committee, and representatives from the BMA were assigned to be part of this committee. The committee convened for detailed actions on 15 August 2017.

2. Development of innovation districts in Bangkok area - The National Innovation Agency (NIA) invited the BMA to co-develop Thailand Innovation Districts, targeting 4 quarters in Bangkok namely Yothi, Klong San, Kluay Nam Thai. Recently, the NIA has launched a development approach of Yothi Innovation District, linking medical innovation development and urban administration and the BMA has signed the MoU on development of innovation districts on 9 July 2017 with the NIA.

- **Focusing on service sector** - The BMA has strongly promoted all groups of Bangkok residents to have access to economic system and to upgrade goods and services quality to be in line with universal standards by doing following actions;
 - Organizing occupational management and income earning system for economic disadvantaged and informal workers (*those who lack employee status as defined under the Labor Protection Act*), using community culture base.
 - Promotion and upgrading of local products (OTOP) in Bangkok area under the “Bangkok Brand” for global recognition and reputation.
 - Providing facilities for learning on Bangkok culture through different activities. The Bangkok Center of Local Wisdom will be established and the BMA will promote socially and economically utilization of local wisdom and identity of Bangkok for the use in social and economic aspects.

Economic development in Thailand 4.0 era aims at driving economy using innovations. In context of Bangkok, therefore, it focuses on providing rapid and efficient services using technology. Moreover, it accentuates on enhancing better quality of life of Bangkok people from all walks of life, especially for the group of disadvantaged that require the social mobility. The BMA should give opportunities and develop capacity of individuals, families, and communities in order to help them escape from middle-income trap into higher income earners.

To achieve the above-mentioned goals, it needs a clear classification of all groups of people, and then search for or defines patterns of services providing and responds to needs of all, with the effective use of resources and pulling strong people to help the disadvantaged to walk forward together and interdependently according to the mechanism of “Pracharat” or **Civil-State Unity**.