Google Announces Plans to Invest US$1 Billion to Build Data Center and Cloud Region in Thailand, Support Initiatives to Expand AI Opportunities for Thais

Investment is expected to add US$4 billion to Thailand's GDP by 2029 and support an average of 14,000 jobs annually from 2025 through 2029

New digital skilling initiatives to help accelerate AI adoption in Thailand as part of Google's goal to "Leave No Thai Behind"

Bangkok, Thailand, Sept. 30, 2024 – Google today announced a US$1 billion investment to expand its digital infrastructure into Thailand with the development of its cloud and data center infrastructure in Bangkok and Chonburi. This investment will help meet growing demand for cloud services in Southeast Asia and around the world. Google also announced new, expanded initiatives designed to help Thailand thrive in the AI economy, including continued investments to make AI and digital skills more accessible to "Leave No Thai Behind."

Unveiled at Government House with Paetongtarn Shinawatra, Prime Minister of Thailand, and Ruth Porat, President and Chief Investment Officer of Alphabet and Google, this announcement demonstrates shared progress following the agreement concluded with the Royal Thai Government in November 2023. This agreement includes commitments to establish digital infrastructure, support responsible AI adoption, advance cloud-first policies, and make digital skills more accessible in Thailand.

Caption (from left): Announcing Google's US$1 billion investment to build its first data center and cloud region in Thailand were Ruth Porat, President and Chief Investment Officer of Alphabet and Google; and Paetongtarn Shinawatra, Prime Minister of Thailand.

Digital infrastructure investments

Google's US$1 billion (THB 36 billion) investment in world-class technical infrastructure has the potential to add US$4 billion to Thailand's GDP by 2029 and support an average of 14,000 jobs annually from 2025 through 2029, according to a study by Deloitte. Google's cloud and data center infrastructure in Bangkok and Chonburi will help meet growing demand for Google

Cloud capabilities, AI innovations, and the company's popular digital services—such as Search, Maps, and Google Workspace—that organizations and people in Thailand, as well as billions of people around the world, use every day.

Today's news follows Google Cloud's 2022 announcement of plans to launch a local cloud region to make it easier and faster for public sector organizations, small businesses, startups, and large enterprises to benefit from Google Cloud's on-demand compute and AI and machine learning (ML) resources. The cloud region will deliver high-performance and low-latency services and offer customers key controls that allow them to maintain the highest security, data residency, and compliance standards, including specific data storage requirements.

Paetongtarn Shinawatra, Prime Minister of Thailand, said: "Thailand is fast becoming a digital hub in Southeast Asia, propelled by a talented workforce and investments in technology infrastructure from industry leaders like Google. The Royal Thai Government deeply appreciates Google's ongoing partnership to strengthen our digital economy, particularly its efforts in the past five years to train millions of Thais in critical digital skills, and its latest plans to equip even more citizens with the tools and knowledge needed for the jobs of tomorrow. Google's investment in its data center and cloud region in Chonburi and Bangkok, respectively, coupled with growing Thai expertise in cloud computing and AI, are perfectly aligned with our national Cloud First Policy. This synergy will accelerate the development of innovative digital services and in turn unlock economic opportunities and enhance the quality of life for all Thais."

Ruth Porat, President and Chief Investment Officer of Alphabet and Google, said: "Google's infrastructure investments in Thailand represent a major milestone in our commitment to expand opportunities for Thais in the digital age. These investments will empower Thai businesses, innovators, and communities to harness the power of cloud and AI technology. Google's commitment to making digital skills accessible to all helps drive economic growth and create a more inclusive and prosperous digital future for people and organizations across Thailand."

Continued investment in AI literacy programs

As AI reshapes industries, equipping Thais with the knowledge and skills to use this technology is paramount. Google will soon mark 13 years on the ground in Thailand; over the past five years, Google has trained more than 3.6 million Thais, including students, educators, small business owners, and developers, underscoring its commitment to making digital skills accessible to all.

Google recently launched a new AI Essentials curriculum under its Samart Skills program to equip learners with key skills and knowledge around AI tools and their applications. In addition, Google's Gemini Academy, an AI skilling program designed to help teachers use AI safely and elevate their creativity and productivity, has trained 20,000 Thai educators since 2023.

To further support the country through its digital transformation, Google plans to further invest in and support AI skills development in Thailand, in partnership with local organizations, to empower 150,000 more Thais by 2026.

Improving representation of the Thai language in LLMs

Google continues its efforts with Project SEALD (Southeast Asian Languages in One Network Data), a collaboration with AI Singapore that is committed to making AI more inclusive and effective for Southeast Asia. Advancing understanding of global languages is critical in bridging the digital divide. To ensure that advancements in AI are equitable from the outset, Google is collaborating with local Thai partners to open-source Thai language datasets for training large language models. This work will enable the development of more robust and culturally representative language models for the region.

About Google
Google's mission is to organize the world's information and make it universally accessible and useful. Through products and platforms like Search, Maps, Android, Google Play, Chrome, YouTube, Google Workspace, and Google Cloud, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc.

About Google Cloud
Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models, and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

Additional Quotes
Pichai Chunhavajira, Deputy Prime Minister and Minister of Finance, said: "The Royal Thai Government welcomes Google's investment and commitment to Thailand. By providing access to cutting-edge technology and fostering a thriving digital ecosystem, Google is empowering Thai businesses to innovate and create high-value jobs that will uplift our communities and strengthen our economy. Google's leadership in energy-efficient and sustainable data centers will also set a new benchmark for responsible digital infrastructure development in Thailand. We look forward to a continued and long-term partnership with Google in growing Thailand's digital economy together."

Prasert Jantararuangtong, Deputy Prime Minister and Minister of Digital Economy and Society, said: "The launch of Google's first data center and cloud region in Thailand marks a significant step in our journey toward becoming the region's digital economy hub. The Ministry of Digital Economy and Society is committed to building advanced digital infrastructure, cultivating an AI-ready workforce, and promoting inclusive AI adoption. We will work together to advance AI policy, accelerate cloud adoption through our "Go Cloud First" policy, strengthen cybersecurity, and enhance online safety for all Thai citizens."

Narit Therdsteerasukdi, Secretary General, Board of Investment of Thailand, said: "Google's investment of US$1 billion in Thailand reinforces Thailand's value as a premier hub for data center and cloud businesses. Thailand's robust digital infrastructure, clean energy resources, and strong government support have provided a positive environment for hyperscale data center investment. This substantial investment will not only accelerate the growth of technology companies in Thailand but also elevate the digital skills of our workforce, fostering a sustainable and thriving digital ecosystem. We are dedicated to supporting Google's initiatives, ensuring a seamless and conducive business environment that will drive further innovation and investments in our country."

https://www.googlecloudpresscorner.com/2024-09-30-Google-Announces-Plans-to-Invest-US-1-Billion-to-Build-Data-Center-and-Cloud-Region-in-Thailand,-Support-Initiatives-to-Expand-AI-Opportunities-for-Thais?linkId=11152254