Google Cloud Launches Flagship PanyaThAI Program, Empowering Thai Organizations to Scale High-Impact Agentic AI Solutions

The program offers Google's proven transformation blueprint—including full-stack services, free training, and ecosystem expertise—to help organizations unlock significant ROI from agentic AI

Fifteen prominent organizations representing financial services, retail, education, manufacturing, media and entertainment, and real estate have joined the program

Bangkok, Thailand, Nov. 26, 2025 – Google Cloud today announced the launch of *PanyaThAI*, a dedicated transformation program to help organizations develop, adopt, and scale enterprise-grade agentic AI solutions that drive measurable, real-world value for Thailand's key economic sectors. The program commences with 15 charter member organizations: Bitazza, Chulalongkorn University, Dhipaya Group Holdings, Finnomena, Ocean Life Insurance, SE-Education (SE-ED), Shop Global E-Commerce Company Limited, Siam Piwat, Sansiri, Skooldio, the Stock Exchange of Thailand, Thai Wacoal, TISCO Financial Group, TOPS, and True Digital Group.

"*PanyaThAI*" (■■■■■■■) plays on the words "*Panya*" (■■■■■) and "*Thai*" (■■), capturing the program's vision: combining the wisdom and ingenuity of Thai people with cutting-edge tools to deliver world-class AI innovations that benefit industries, society, and the broader economy. It also reflects charter member organizations' shared goal of responsibly innovating with AI.

Research from Public First reveals that if local organizations more effectively apply AI, they could contribute an estimated THB 730 billion (US$21 billion) in economic value to Thailand by 2030. The research also identified three barriers holding back organizations from taking full advantage of AI: 1) ensuring AI solutions consistently produce factual and trustworthy responses; 2) lack of AI-ready data sources; and 3) shortage of workers with the right data management and AI skills.

Annop Siritikul, Country Director, Thailand, Google Cloud, said: "Globally, more than half of surveyed executives reported six to 10% revenue growth from putting enterprise AI solutions into the hands of their teams and the people they serve. Their organizations are now channeling at least half of their AI budgets toward a unified agentic platform that will serve as the core engine for redesigning operational processes and strengthening their market leadership."

"More specifically, companies that have embraced AI from Google Cloud have transcended 'pilot purgatory.' They have achieved an average return on investment (ROI) of 727% in three years with a 'payback period' of eight months, reinforcing that not all AI technology providers and transformation approaches are equal. Through *PanyaThAI*, we're bringing a proven blueprint to organizations, providing them with full-stack AI services and essential training and expertise. Our ambition is to help them foster a workforce that's 'bilingual' in their domain and AI, accelerating their ability to solve complex challenges and drive consistent ROI from AI. We're seeing strong interest in this program and look forward to welcoming and supporting more organizations beyond the initial 15," added Siritikul.

The *PanyaThAI* program is anchored on Google's full-stack approach to AI development, from its reliable, purpose-built AI infrastructure and the pioneering research of Google DeepMind; to its extensive portfolio of best-in-class foundation models, including Veo 3.1, Gemini 3, Gemini 3 Pro Image—popularly known as Nano Banana Pro—and Gemini 2.5 Computer Use; to unified platforms like Vertex AI and Gemini Enterprise; to out-of-the-box solutions like Customer Engagement Suite and Google Workspace. Through the program, data science and AI experts from Google Cloud and its partner ecosystem will help organizations effectively use this stack to build and deploy agentic AI solutions that address a variety of use cases, tasks, and workflows while optimizing for performance, speed, cost, and security.

Google Cloud consulting and implementation partners supporting *PanyaThAI* include Accenture, Deloitte, Digithun Worldwide, HoriXonT8, MFEC, NTT DATA, Skooldio, and Tridorian. Notably, NTT DATA has committed to certifying 300 additional local Google Cloud technical experts in data analytics, AI, cybersecurity, and application modernization, expanding its capacity to support the program.

PanyaThAI will help member organizations apply Google Cloud's proven transformation blueprint, which includes:

- **Co-creating a tailored, actionable AI roadmap** that is integrated with corporate strategy, aligning AI initiatives with core priorities and identifying specific areas where agentic AI can drive stakeholder value;
- **Prioritizing the right AI use cases** by evaluating each use case's expected value generation against its feasibility and actionability;
- **Developing open and interoperable AI solutions** when addressing each AI use case to maximize and future-proof existing technology investments;
- **Establishing central governance** over AI initiatives, including the operationalization of responsible AI principles and a Secure AI Framework (SAIF), and grounding AI solutions in corporate data sources—also known as "enterprise truth"—to ensure they consistently produce factual and trustworthy output;
- **Defining clear metrics** to track, assess, and optimize the performance and ROI of AI solutions throughout their lifecycles;
- **Upskilling employees**—from developers to executives—through comprehensive, hands-on learning and training platforms like Google Skills and ChaiyoGCP.

At the *PanyaThAI* launch event, various charter member organizations spotlighted the AI solutions they have already developed through the program.

SE-Education: The next chapter of educational content discovery with an AI-powered 'librarian'
For decades, SE-ED has played a vital role in Thailand's intellectual development, guided by its mission "to make Thais smarter." As the country's leading publisher and distributor of educational content, it connects communities with knowledge through its extensive network of SE-ED Book Center stores and university bookstores across provinces, and a comprehensive digital presence that makes more than 150,000 titles even more accessible.

Further advancing its mission, SE-ED has partnered with Digithun Worldwide to embed a generative AI-powered semantic search agent into its SE-ED e-marketplace platform. Built using Google Cloud's AI stack, this agent elevates the platform's search function, transforming it from a keyword-specific catalog lookup tool into an intelligent librarian and content curator. For example, a query like "how do cells divide to make more cells?" now surfaces biology textbooks, targeted study guides, and engaging science comics. A search phrase like "coping better with work pressure" will yield a curated list of titles on topics like managing negative thought patterns, achieving work-life balance, and strategies for thriving at work.

Niwat Chatawittayakul, Managing Director, Digithun Worldwide, said: "We partnered with SE-ED to successfully transform their platform from a traditional e-commerce website into a comprehensive e-marketplace through application modernization on Google Cloud. This architectural overhaul establishes the high-performance digital foundation required to support complex AI workflows. Building on this, we designed SE-ED's AI search agent to understand concepts, not just keywords. It starts by using Google's Gemini Embeddings model to curate a selection of products that are conceptually relevant to the user's query—for instance, 'The Lord of the Rings' novels in response to 'a hero destroying a powerful ring in a volcano,' even if the search terms aren't in product descriptions. This process is grounded in SE-ED's catalog to ensure the agent never recommends 'made-up' products. The selection is then handed off to the Gemini 2.5 Flash model, which applies deep reasoning to rank and organize the order in which the products are presented, delivering final search results aligned with the user's true intent."

Rungkan Paisitpanichtrakul, Managing Director, SE-Education, said: "We've established an omnichannel ecosystem to foster intellectual curiosity and a reading culture across the nation. As the market leader, SE-ED is committed to pioneering a new era where an intelligent AI agent serves as the ultimate personal reading assistant for every Thai. Building on this early success, we're looking to embed more helpful and high-value AI capabilities into this platform, as well as our SE-ED Reader and e-Library by SE-ED mobile apps."

Passpunnee Mahayos, Head of Digital Business, SE-Education, said: "By harnessing the same powerful AI components that underpin Google Search, our AI search agent helps e-marketplace users discover highly relevant resources faster and with greater precision. This enhanced experience has proven that faster discovery leads directly to purchases—driving organic conversion rates from 12% to a remarkable 27%, while successfully reducing bounce rates to 10% and cart abandonment to just 6%."

Thai Wacoal: Generative media models the 'perfect fit' for faster fashion e-commerce launches
Thai Wacoal, Thailand's apparel pioneer and market leader, is renowned for its modern designs, high-quality comfort, and sustainable manufacturing, with a diverse portfolio spanning intimate wear brand Wacoal, activewear brand CW-X, and children's wear brand ENFANT. To boost its competitive edge, Pranot Vesaruchavit, Executive Director of Marketing and Sales for Wacoal, Thai Wacoal, announced that the company is embedding a creative AI agent into its integrated value chain to enhance key operations and respond more effectively to rapid market changes. As part of this initiative, the company is utilizing a solution built by Tridorian using Google's generative media models on Vertex AI.

The creative agent is designed to solve the industry's perennial "photoshoot predicament"—a costly, time-consuming process where every new color variation for a single item demands its own custom-produced physical sample, studio shipment, and full model shoot, a necessity since most online shoppers won't buy what they can't see. Acting as a "digital dye house" and "virtual atelier," the agent taps the Nano Banana model to enable targeted editing with object consistency and the Veo 3.1 model for state-of-the-art audiovisual quality when turning images into videos. Consequently, Thai Wacoal's digital merchandising team can efficiently generate photorealistic product images and 360° videos for every color variation, all from a single base

photoshoot of just one item variation.

Andhika, Chief Revenue Officer, Tridorian, said: "Google's generative media models have mastered the physics of fabric and the 3D geometry of the human body, preserving lighting, folds, and texture while modifying pixel color data. We've also grounded the models' outputs in Thai Wacoal's database of color swatches and standards. This ensures the agent doesn't 'guess' a shade but retrieves exact manufacturing specifications, creating a verifiable 'digital twin' that matches the actual product. Our solution will empower Thai Wacoal to launch and monetize multi-color apparel collections on its e-commerce platforms with minimal delay, translating high-speed, high-fidelity visual asset creation into revenue opportunities."

Dr. Supranee Auiyasathian, Deputy Director of Digital Business for Wacoal, Thai Wacoal, partnered closely with Tridorian and Google Cloud on this initiative to bridge the gap between online shoppers' imagination and their purchasing confidence. She said: "When our creative agent goes live in Q1 2026, it will do more than just solve our photoshoot predicament and accelerate time to market; it will offer the opportunity for Thai Wacoal to shift toward a high-mix, low-volume or made-to-order manufacturing model, where production can be tied directly to actual customer engagement and demand. Across our portfolio, we have already implemented other AI innovations, including Google Cloud's [Virtual Try-On capabilities](), to unlock new strategic advantages through digital realism and mass customization."

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.

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