Google Cloud Launches New Cloud Region in Thailand, Bolstering its Commitment to Advancing the Country's AI-Driven Digital Economy

Research reveals Google Cloud's Bangkok cloud region expected to contribute THB 1.4 trillion (US$41 billion) in economic value to Thailand over next five years

Bangkok cloud region empowers Thai organizations with high-performance, low-latency cloud services, with data residency, reliability, and uncompromising security

ChaiyoGCP and Google Skills serve as established platforms for more Thais to upskill themselves in cloud computing and AI to advance their careers

BANGKOK, Jan. 21, 2026 – Google Cloud today announced the launch of its new cloud region in Thailand. This significant milestone, alongside the company's strategic initiatives like *PanyaThAI*, *ChaiyoGCP*, and plans for a new connectivity hub in South Thailand, underscores Google's deep, long-term commitment toward advancing the country's AI-driven digital economy.

As part of Google's US$1 billion investment to expand its world-class technical infrastructure into Thailand, this new cloud region in Bangkok offers high-performance, in-country Google Cloud services that empower organizations to drive new competitive advantages, uplift workforce productivity, and enhance public services. In addition, over the next five years, the Bangkok cloud region is expected to contribute THB 1.4 trillion (US$41 billion) in economic value to Thailand and support an average of 130,000 jobs per year.

Karthik Narain, Chief Product and Business Officer, Google Cloud, said: "Our new Thailand cloud region brings the same world-class infrastructure that powers Google's global services directly to Thai enterprises, startups, and public sector institutions. With access to Google Cloud's leading cloud and AI technologies, we're giving Thai organizations a foundation for growth in the AI era, allowing them to innovate faster with greater control over their data."

Addressing regulated industries' data residency and reliability requirements

For the public sector and regulated industries like financial services, the Bangkok cloud region serves as the trusted foundation for secure and compliant innovation. It consists of interconnected compute capacity located in-country, directly addressing data residency requirements that have previously been a barrier to cloud adoption. With the ability to store and process specified data within Thailand's borders—underpinned by default, multi-layered data encryption—these organizations can now confidently embrace Google Cloud services at scale. This allows them to accelerate transformation while maintaining full alignment with local regulations, including the Personal Data Protection Act (PDPA).

With three zones, the new cloud region ensures that Thai organizations' mission-critical systems remain robust and reliable. Research reveals that by transitioning from on-premises environments to Google Cloud, the average Thai organization can reduce unplanned application downtime by more than 50%.

Voranuch Dejakaisaya, Executive Chairman, KASIKORN Business-Technology Group (KBTG), said: "KBTG is on a mission to become the region's premier technology organization, and Google's new cloud region in Thailand is the catalyst for advancing that ambition. First, the reduced network latency and enhanced performance it delivers will enable faster, highly responsive digital banking services for our users. Second, it streamlines our compliance with the Bank of Thailand's (BOT) regulatory standards, providing us with robust control over data residency and privacy. Finally, it allows us to optimize our cloud architecture for cost efficiency while maintaining the highest security standards, ultimately empowering us to accelerate our pace of innovation to deliver tangible value for the people of Thailand."

Connecting businesses to growth opportunities through a planet-scale network

The Bangkok cloud region is integrated with Google's planet-scale network, which spans more than 200 countries and territories and 7.75 million kilometers of terrestrial and subsea cable fiber, including the recently announced TalayLink subsea cable that will connect Australia and Thailand. This network's high-bandwidth and millisecond-level latency connectivity enables organizations to deliver ultra-fast application response times and richer digital experiences to their end-users in Thailand.

For Thai businesses looking to expand into new markets, the network allows them to move large amounts of data quickly, securely, and cost-effectively between 43 Google Cloud regions internationally, their own on-premises data centers, or other cloud environments like Amazon Web Services (AWS), Microsoft Azure, and Oracle Cloud Infrastructure (OCI).

By migrating its core mission-critical systems to Google Cloud, a large enterprise in Thailand can optimize its annual technology spending by more than 20% on average. These cost savings can then be reinvested into strategic data or AI innovation initiatives, such as those facilitated by the *PanyaThAI* program, to help it gain a new competitive edge and achieve top-line growth.

The gateway to Google's AI ecosystem and Thailand's agentic future

With the new Bangkok cloud region, organizations get the best of both worlds: secure, high-performance, and low-latency infrastructure to run and manage their applications locally; and access to Google Cloud's globally available AI products and models, such as Gemini models.

As a high-speed on-ramp, the Bangkok cloud region allows organizations to access Google Cloud's advanced enterprise AI capabilities from cloud regions across Google's global network. Organizations can use Vertex AI, Google Cloud's industry-leading AI development platform, to build and deploy agentic solutions using Gemini 3, Google's most intelligent model yet, and best-in-class generative media models like Imagen and Veo. Organizations can simultaneously leverage Gemini Enterprise, Google Cloud's central platform for the AI agents needed to streamline business workflows, bringing the best of Google AI to every employee through an intuitive chat interface. Gemini Enterprise allows users to discover and utilize a taskforce of pre-built Google agents, custom-built agents, and third-party partner agents.

Google Cloud's *PanyaThAI* program was designed to help more Thai organizations apply its advanced enterprise AI capabilities and proven transformation blueprint to accelerate their implementation of agentic solutions that deliver measurable return on investment (ROI) and real-world value across key economic sectors. The program commenced in November 2025 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.

Ekaraj Panjavinin, President, True Digital Group, said: "The launch of Google's local cloud region is a watershed moment for Thailand's AI-driven future. For True Digital Group, this provides the secure bedrock to unify vast datasets and translate them into meaningful real-world impact. It will also fuel our AI-first direction, enabling the delivery of more personalized digital services for every Thai consumer. Crucially, it democratizes access to Google Cloud's best-in-class capabilities, empowering SMEs, enterprises, and the public sector alike to innovate with confidence. By fusing connectivity with cloud-based data analytics and AI, we are turning technology into practical solutions that elevate the lives of our people and propel the economy forward."

Equipping Thai developers and non-technical learners with AI skills

In conjunction with the launch of its new cloud region, Google Cloud announced that Thai developers have completed more than 110,000 hands-on training labs (or "labs") through its *ChaiyoGCP* program. Notably, more than 70% of labs completed in Thailand in the past year have been AI-focused, highlighting local developers' dedication to strengthening their proficiency in using AI platforms and tools like Vertex AI, Google AI Studio, Google Antigravity, Gemini Code Assist, and Gemini CLI.

Looking ahead, *ChaiyoGCP* plans to increase the number of completed labs to at least 125,000 in the first half of 2026 through further engagements with six Google Developer Groups in Thailand.

ChaiyoGCP is an online self-study program specifically designed for developers in Thailand. It provides access to interactive hands-on training labs and fosters learning through a supportive community of peers. These labs require learners to complete real-world tasks in the Google Cloud platform console, allowing them to gain practical skills in cloud computing, data analytics, AI, cybersecurity, and more.

To advance national upskilling in AI, Google has also launched Google Skills, a new training platform that is available for free and brings together more than 3,000 courses and labs in one place, including content from across Google Cloud, Google DeepMind, Grow with Google, and Google for Education. Through Google Skills, for instance, non-technical learners can access relevant training courses to prepare themselves for Google Cloud's Generative AI (Gen AI) Leader certification. This presents an opportunity for Thai organizations and their employees to validate their strategic acumen in gen AI.

These talent development initiatives address recent research findings, which found that 86% of Thais are interested in additional training to apply AI more effectively in their job roles.

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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