
DAH Thailand Workshop
Governance of Next Gen Technologies: Big Data, AI and PDPA in E-Commerce

Wednesday, February 5, 2020, 9.00 to 12.00
ETDA, 9th Tower Grand Rama 9 Building B, Floor 15

Agenda

This Open Forum, convened by the Digital Asia Hub Thailand (DAH.th) in collaboration with Thailand's Electronic Transaction Development Agency (ETDA), brings together the local experts and practitioners from both the technology sides and the legal sides on the same forum to discuss and share their insights and thoughts on

- (i) what would be the current trends on the application of the two emerging technologies, Big Data and Artificial Intelligence in the e-commerce transaction; and
- (ii) how the new legal framework of Personal Data Protection Act B.E. 2562 that would officially become effective in May 2563 would shape or affect the use of those technologies in the e-commerce transactions.

Each section would start with an expert presentation, followed by Q&A and open discussion among the workshop participants.

8.30 – 8.45	Registration
8.45 - 9.00	Welcoming Remarks and Introduction <i>Yingyong Tanthanapongphan, Co-Founder of DAH Thailand</i>
9.00 – 9.30	Evolving into Insight Informed Organization with Big Data <i>Phuwarat Norchoovech, Co-Founder and Data Scientist, CreditOK</i>
9.30 – 10.00	AI-Chatbot for E-Commerce <i>Touchapon Kraisingkorn, Co-Founder and CTO, ConvoLab</i>
10.00 – 10.15	Tea Break
10.15 -10.45	PDPA, Principles and Insights <i>Dr. Prapanpong Khumon, Adisor to Secretary-General, Personal Data Protection Commission, Thailand</i>



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Electronic Transactions Development Agency (ETDA)

- 10.45 – 11.15 **How to prepare for PDPA Compliance in carrying out E-Commerce Business**
Supawat Srirungruang, Partner, R&T Asia (Thailand) Limited
- 11.15 – 12.00 **Panel Discussion and Open Discussion: Big Data, AI and PDPA on E-Commerce**
Phuwarat Norchoovech, Co-Founder and Data Scientist, CreditOK
Touchapon Kraisingkorn, Co-Founder and CTO, ConvoLab
Dr. Prapanpong Khumon, Advisor to Secretary-General, PDPC
Supawat Srirungruang, Partner, R&T Asia (Thailand) Limited
Moderator: Rubkwan Choldumrongkul, Research Director, DAH Thailand
- 12.00 – 12.15 **Closing Remarks**
Yingyong Tanthanapongphan, Co-Founder of DAH Thailand