

# เชียงใหม่ เมืองสร้างสรรค์: นครแห่งชีวิต โอกาส และความมั่งคั่ง Chiang Mai Creative City (CMCC)

Bangkok Presentations November 2013 UPDATE

STEP CMU  
SCIENCE AND TECHNOLOGY PARK  
CHIANG MAI UNIVERSITY



CNX creative  
Part of SPB TV group

CIM

handmade  
chiangmai



DEP



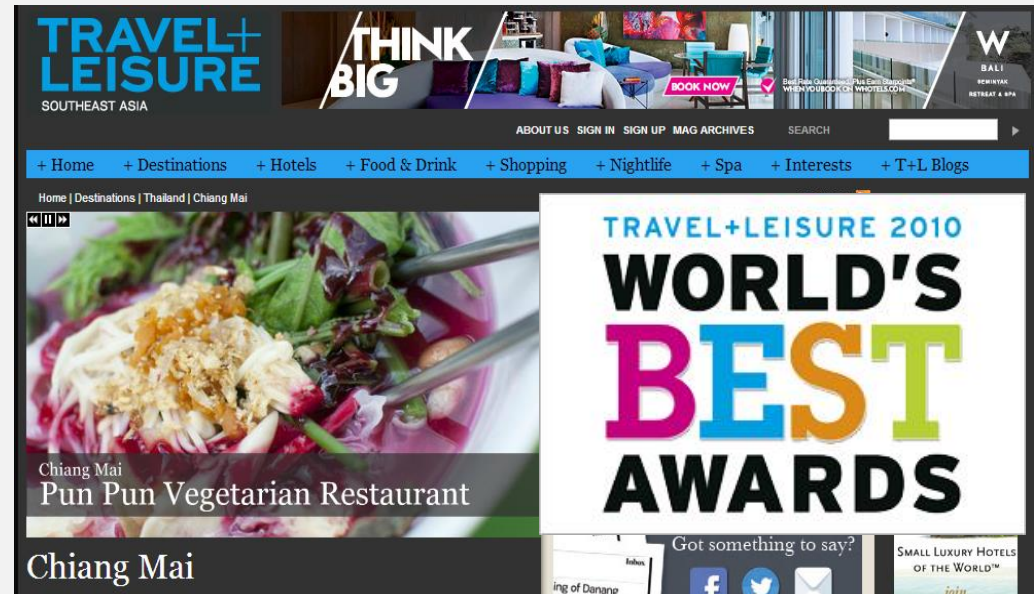
SME Bank

BRITISH COUNCIL



IMPACT  
MEDIA | DESIGN

# Thailand's 2<sup>nd</sup> City, City of Culture, History and Temples



## TRAVELERS' CHOICE® 2013 Top 25 Destinations — World

United States | World | More ▾

24 Chiang Mai, Thailand



See all winners

You could spend your whole Chiang Mai vacation exploring the famous Night... [more](#)

### Don't miss

- Wat Phra That Doi Suthep
- Wat Chedi Luang
- Patara Elephant Farm

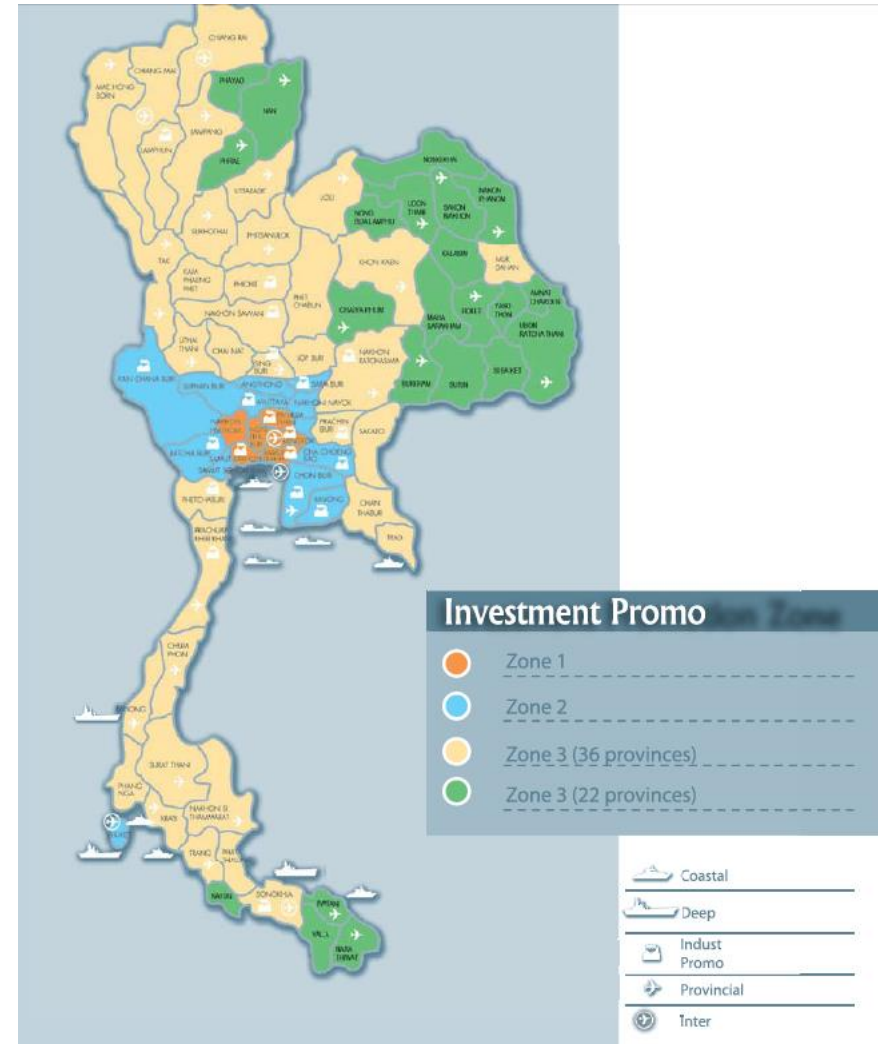
23 of 25

25 of 25

# All of the Upper North is in the BOI Zone 3

Best investment privileges for all of the Upper North

- Corporate Income Tax Holiday up to 8 Years
- Exemption and Reduction on Import Duties of Machinery and Raw Materials
- incentives for Zone 3 including double deduction from taxable income on utility and transport costs – maximum 8-10 years
- Notes:
  - STI Policy —Additional Incentives
  - Software Development not zone specific
  - Inside Industrial Estate – additional incentives
  - Special Packages get Zone 3 incentives



# Right in the center of the Greater Mekong Subregion (GMS)



- The key provinces of the upper North are becoming transport and logistics hubs

## • 2 Routes

- R3A : Thailand - Lao PDR-China
- R3B : Thailand – Myanmar - China

- Cross-border trade and investment is picking up rapidly. China major investor in Laos, industrial estates, resorts, casinos, etc

- Chiang Mai has a good airport and excellent road connections - but it is landlocked and the railway is outdated.

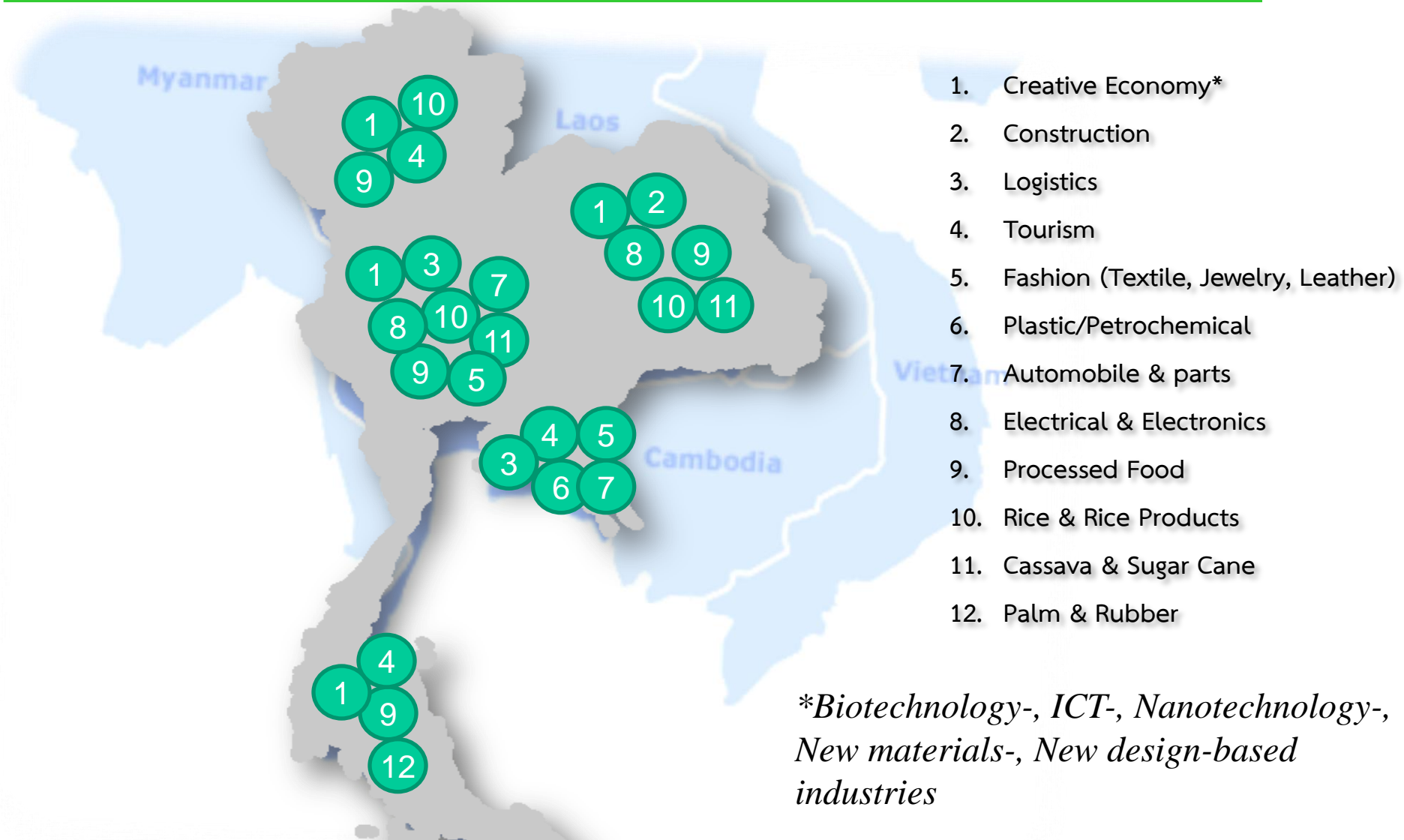
- River transport, development of Chiang Saen port

## New Projects: New Industrial Estate in Lamphun

• There current are two industrial estates in Lamphun and business park (Chiang Mai Business Park) on the Superhighway in Chiang Mai.

- The Northern Industrial Estate hosts almost 80 companies and provides employment for over 50,000 people
- The other industrial estate belongs to the Sahapattana Group
- A third IEAT approved industrial estate (see diagram on the right) is planed by a private group near the existing industrial estate in Lamphun
- But many companies set up business outside the industrials estates, particularly along the superhighway and motorway connecting Chiang Mai with Bangkok





# CMU STeP is the secretariat / contact office of the Chiang Mai Creative City Development Committee



เชียงใหม่เมืองสร้างสรรค์เป็นเครือข่าย โดยอุทยาน  
วิทยาศาสตร์และเทคโนโลยี มหาวิทยาลัยเชียงใหม่  
(CMU STeP) ทำหน้าที่เป็นเลขานุการ

## Chiang Mai Creative City Secretariat @ Chiang Mai University Science & Technology Park (CMU STeP)

2<sup>nd</sup> floor Research and Technology Transfer Building  
Faculty of Engineering, Chiang Mai University  
239 Huay Kaew Rd., Suthep, Muang, Chiang Mai,  
Thailand, 50200

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# STeP as the gateway for industry to use CMU services and facilities

## Science & Technology Service Center (STSC)



## Engineering Service Center (ESC)



## Energy Research and Development Institute (ERDI)



## Postharvest Technology Research Institute



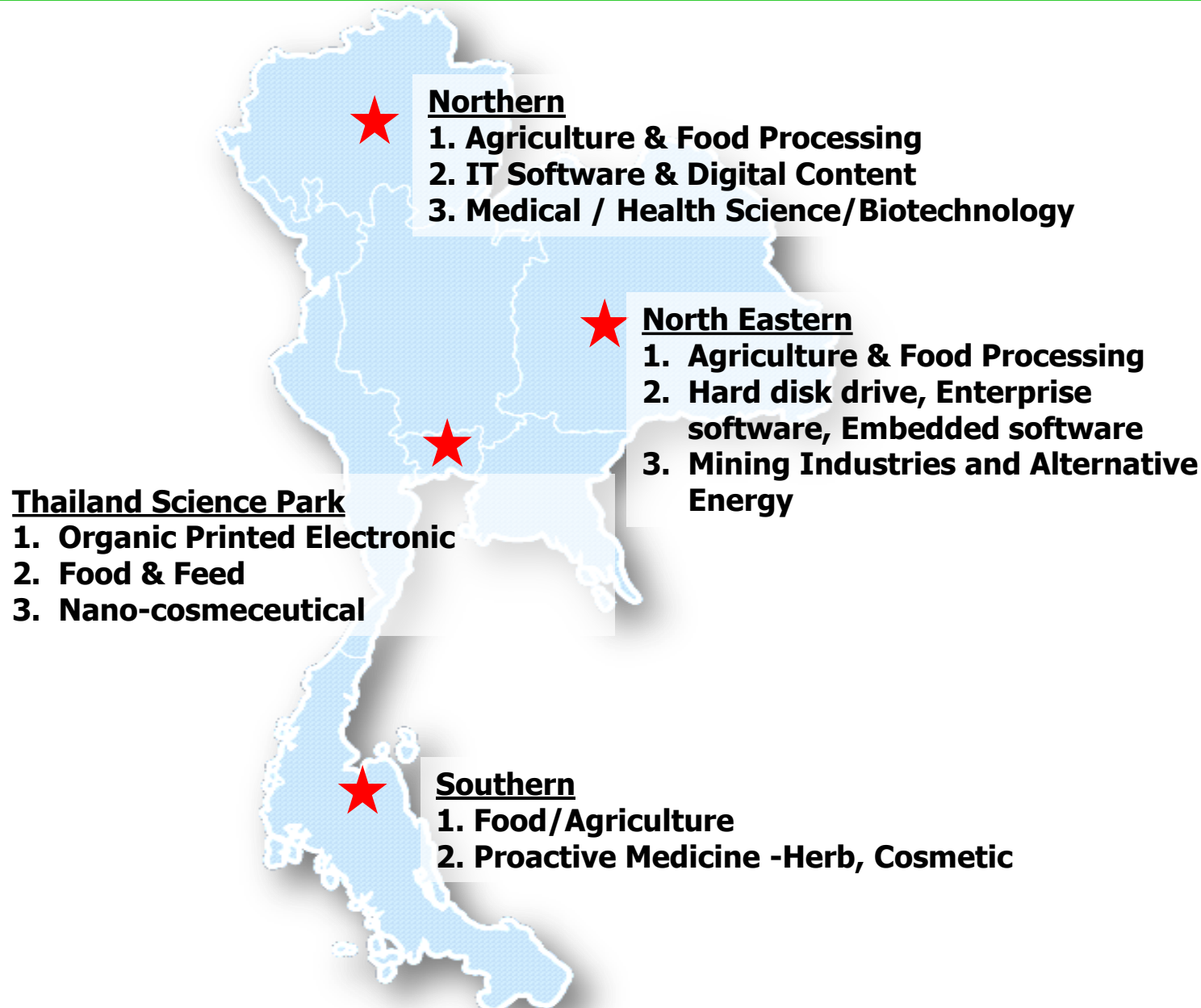
## Biomedical Engineering Center



## Knowledge and Innovation Center (KIC)



# Strategic Sectors of Science Parks



# Chiang Mai Creative City (CMCC)

## CMCC Goals:

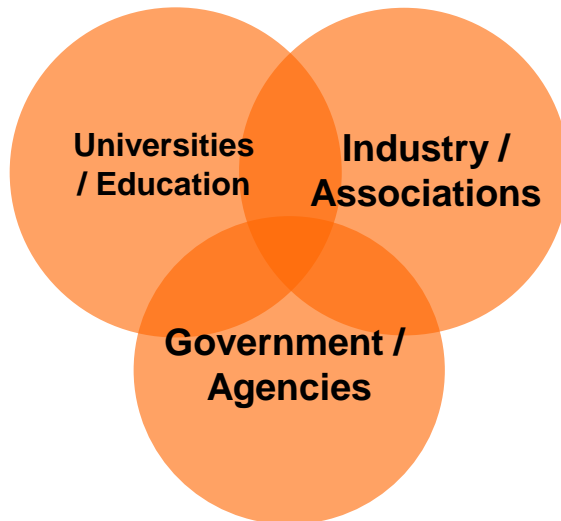
- Creating jobs and opportunities
- Increase growth but maintaining livability
- Leveraging creativity and innovation
- City marketing and new ideas to the city



# City in Transition – Tradition meets Change and Modernization



**Launched in 2010, Chiang Mai Creative City (CMCC) is a Governor endorsed local, bottom up, voluntary initiative, think tank, and network consisting of over 40 organisations**



## Education and Hub of the North

•Chiang Mai is the educational hub of the North and the GMS. Chiang Mai University in particularly also has students from Bangkok and other regions.

- At least six International Schools and several English or bilingual programmes at Thai Schools
- Statistics suggest that there are about 65000 – 100k students are living in Chiang Mai

### ■ Chiang Mai University



### ■ Far Eastern University



### ■ Maejo University



### ■ Rachapat University



### ■ Payap University



### ■ North Chiang Mai University



### ■ Rajamangala University of Technology Lanna



# IBM Smarter City Pilot in 2011



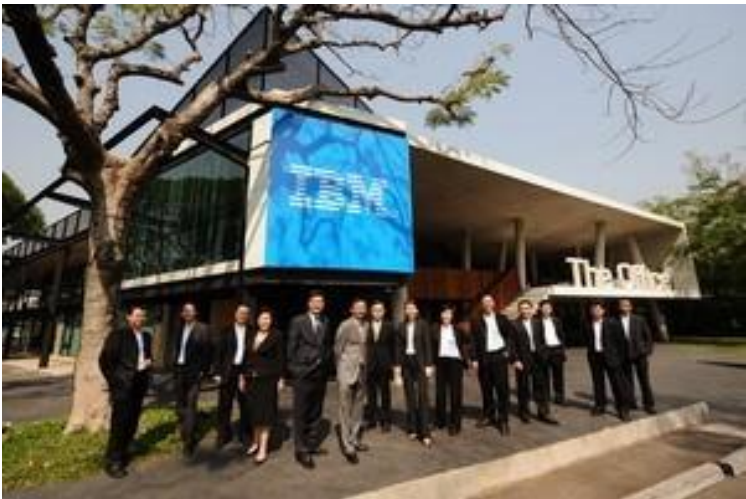
Overview About the Challenge Smarter Cities Newsfeed Summit 2012

Home Challenges Chiang Mai

2011 Challenge

## Chiang Mai, Thailand

Social services  
Asia



### Medical Hub, May the 3rd



### Chiang Mai, Thailand A Smarter City

# Largest software and digital content cluster outside of Bangkok



# We have organised and supported many events, seminars and competitions

- Including TEDx, Barcamp, IT Career Day, CDA 2012 etc.



Chiang Mai Creative City  
www.creativechiangmai.com

ตัวอย่างโร สร้างธุรกิจจากความคิดสร้างสรรค์แบบ Steve Jobs  
Chiang Mai Creative City CreativeCoffee Meeting on Entrepreneurship

@ the US Consulate - entry with confirmed registration only  
email: cmcc@creativechiangmai.com or call 081 969 6919

**15 November 2011**  
**GLOBAL ENTREPRENEURSHIP WEEK**  
Chiang Mai, Thailand joins cities in 120 countries  
www.creativechiangmai.com/gew

โครงการส่งเสริมเมืองสร้างสรรค์ด้านวัฒนธรรมและความคิดสร้างสรรค์  
Next CMCC CreativeJoffes Meeting :

"ดนตรีในเมืองเชียงใหม่"  
**"Music in Chiang Mai"**

Discussions and unplugged live music with  
1) Made in Chiang Mai - <http://www.facebook.com/madeinchiangmai>  
2) No Signal Input - <http://www.noinput.com/>  
(offer musicians and groups welcome to join for discussions and sharing ideas or just enjoy coffee, company and music)  
Entry: 100 Baht, Students: 50 Baht  
(covers cost of coffee and a cake/snack)  
Host: Blanc Sweet Cafe Spaz  
Nimmanhaemin Rd.  
10 October 19.00-21.00

Chiang Mai Creative City

**IT Career DAY!!!!**  
**เปิดโอกาสสู่ความสำเร็จ**  
**ก้าวสู่อาชีพในฝัน "IT Career Day"**

พบกับ 10-11 กุมภาพันธ์ 2555  
ณ วิทยาลัยศิลปะ สื่อ และเทคโนโลยี  
มหาวิทยาลัยเชียงใหม่

พลาดไม่ได้!!! กับงานรับสมัครงานของ 50 บริษัทชั้นนำ  
ด้านเทคโนโลยีสารสนเทศและการสื่อสารจากหลากหลายภาค และขอเปิดเวิร์กช็อป  
ร่วมฟังเสวนาในหัวข้อ **"เชียงใหม่ (เชียงใหม่ IT Creative City)"**  
โดย **วิทยากรจาก Google, IBM และผู้ทรงคุณวุฒิ**

Chiang Mai Creative City




**TEDx ThapaeGate**  
x = independently organized TED event

Innovation and Creativity

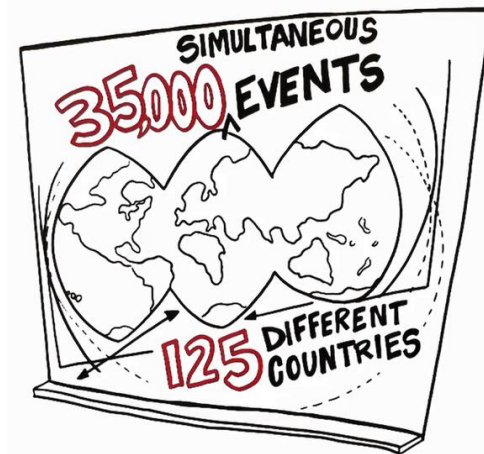
**Meedee Depot**  
โกดังมีดี

More info please call  
Meedee Depot 084-8227303  
<http://www.facebook.com/meedeedepot>



# Chiang Mai Entrepreneurs Night GEW Event

- From the outset, job creation and economic opportunity creation were targets of CMCC. Most job creation occurs through starts-up and SMEs.
- With this event, organized in Chiang Mai for the 3rd time, Chiang Mai was also part of a global movement, joining 200 cities in over 125 countries



Entrepreneurship Journeys  
งานสัปดาห์ผู้ประกอบการโลก

# GEW

Event in  
Chiang Mai  
2012  
November.10 <sup>SAT</sup>

9.00AM-5.30PM

At

Faculty of Business Administration  
Chiang Mai University

<http://gew.creativechiangmai.com>

"INSPIRING ENTREPRENEURSHIP"  
จุดประกายนักสร้างธุรกิจไทย



GLOBAL  
ENTREPRENEURSHIP WEEK  
THAILAND

With Bijoy Goswami from the Austin  
entrepreneurship scene and many others  
(#27,305, Silicon Sol etc.)  
as guest speakers

Keynote Speaker  
Bijoy Goswami



Founder, Bootstrap Network  
entrepreneurship coach and evangelist



GEW: Entrepreneurship Journeys

Last year, we organized the GEW event (entrepreneurship journey at CMU with Bijoy Goswami as a guest speaker (and a 2<sup>nd</sup> follow up event)

# TED<sup>x</sup> ChiangMai

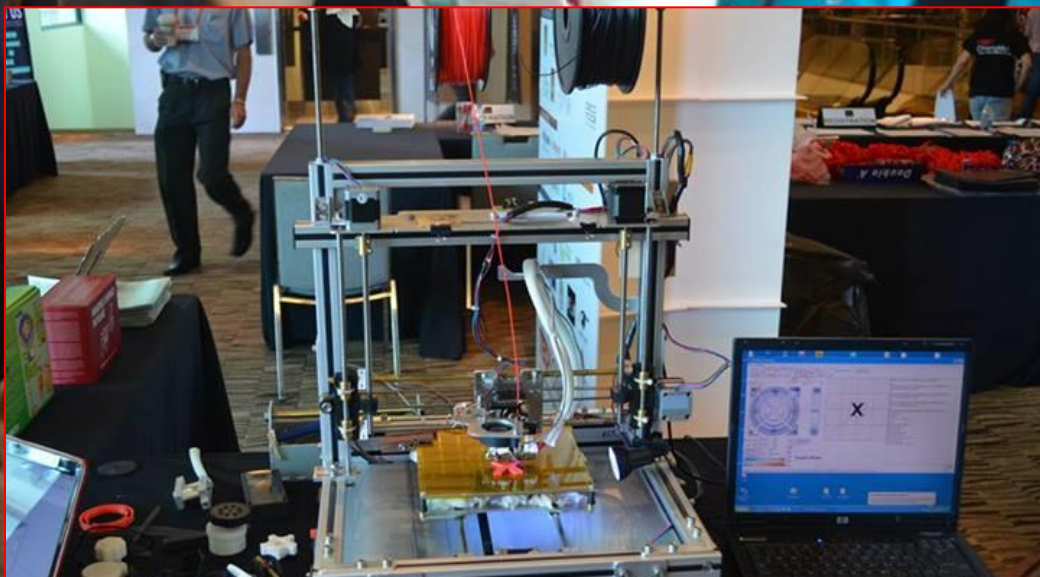
**x** = independently organized TED event











# Jellys & Coworking Spaces โคเวิร์กกิ้ง สเปซคืออะไร

<http://www.deskmag.com/th> | <http://www.punspace.com/>



# Science & Technology Park by Chiang Mai University and Ministry of Science & Technology, Design Center, Coworking Space



# CNXXP

CHIANG MAI EXPERIENCE

MUSIC  
+ TECH +  
PHOTO

# CNXXP

CHIANG MAI EXPERIENCE

MUSIC + TECH + PHOTO

Fri Sat  
6-7  
December  
2013

<https://www.facebook.com/cnx.xp>

ร่วมงาน/สอบถาม (contact us)

info@cnxpfest.com/ tel: 081 969 6919

ลงทะเบียน/register:

www.amianto.com/cnxp2013

Main venue: Warm Up Café

6 - 7 ธันวาคม บ่ายโมง/pm

ตาราง/Agenda

Facebook: cnx.xp



ครั้งแรกในเอเชียกับงานเทศกาลเฉลิมฉลองความคิดสร้างสรรค์ ของคนดนตรี เทคโนโลยี และการถ่ายภาพ  
ร่วมแลกเปลี่ยน แสดงผลงาน เปิดรับความคิดใหม่ๆ และกระทบไหล่กับบุคคลชั้นนำในวงการทั้ง 3  
ทั้งในไทยและระดับนานาชาติ งานนี้คุณห้ามพลาด

# Inspired by Spirit of South by South West (SXSW)

- A Famous Live Music Festival in Austin Texas USA It Spanned into Film – Animation -Interactive and Now SXSW is a Hotbed for Technology Developers

•



## Organizers and volunteers



- An experienced team of volunteers and supporting organizations that brought to Chiang Mai world class events like TEDxChiangMai



# Citylife

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