

# The 3<sup>rd</sup> UNESCO GLOBAL FORUM ON THE ETHICS OF AI 2025



Press Release

## H.E. Prime Minister Paetongtarn Positions Thailand as Regional Leader in Ethical AI Official Launch of AIGPC at the “3rd UNESCO Global Forum on the Ethics of AI 2025” A Center to Support AI for Economy, Society, and Human Rights

Bangkok, June 25, 2025 —Thailand, as host of the 3rd UNESCO Global Forum on the Ethics of AI 2025, has affirmed its commitment to becoming a regional leader in the responsible and ethical development of artificial intelligence. Held at Centara Grand at CentralWorld from 24 to 27 June 2025, the Forum brought together leaders and experts from 104 countries around the world. The opening keynote speech was delivered by **Prime Minister Paetongtarn Shinawatra**, who declared with confidence that **“AI is no longer the future, it is the power shaping our present”**. She emphasized that Thailand is ready to take the lead in ensuring that AI becomes a force for good, one that benefits everyone and leaves no one behind.

In her remarks, the Prime Minister set out three guiding directions for the future of AI in Thailand. First, she stressed the importance of amplifying the good that AI can bring, such as helping farmers use water more efficiently, assisting doctors in detecting diseases earlier, and enabling teachers to provide personalized learning. Second, she called for strong action to prevent the misuse of AI, particularly in spreading disinformation, deepfakes, and synthetic content that erode public trust. Third, she emphasized the need to keep humans at the center of the AI transition, noting the very real concern that machines may take over jobs. She insisted that AI must be used to support workers, not replace them, and urged all sectors to invest in reskilling and protecting the dignity of human labor.

Thailand is also advancing its **National AI Strategy** through the National AI Committee. The government’s goal is to use AI as a transformative engine for economic and social development, with a focus on transparency, responsibility, and strong ethical foundations. By 2027, the country aims to generate at least 4 billion baht in economic value through AI-related initiatives. A core part of this plan is to ensure that small and medium-sized enterprises (SMEs) can access and apply AI tools effectively. Doing so will help reduce operational costs, improve productivity, and increase competitiveness in global markets.

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Alongside the Forum, the **Prime Minister held a bilateral meeting with Ms. Audrey Azoulay, Director-General of UNESCO**. In that meeting, both parties agreed to designate **AIGPC (AI Governance Practice Center)** as a UNESCO Regional Partner for the implementation of the UNESCO Recommendation on the Ethics of AI. This partnership will strengthen the capacity of countries in the Asia-Pacific region to adopt ethical AI practices, while also enhancing their ability to respond to emerging threats such as AI-generated fraud, misinformation, and online scams. The AIGPC will serve as a regional hub for capacity building, certification programs, and a center for research and knowledge related to AI.

**Deputy Prime Minister and Minister of Digital Economy and Society, Mr. Prasert Chandraruangthong**, reaffirmed Thailand's commitment to ethical AI development and deployment within UNESCO's framework. To demonstrate this commitment, Thailand has adopted the **UNESCO Readiness Assessment Methodology (RAM)** to evaluate the country's current status in areas such as infrastructure, data governance, and human capacity. The results of this assessment will guide strategic investments and policy design suited to Thailand's unique context.

To ensure that AI innovation is inclusive and participatory, Thailand is hosting the **Bangkok AI Week 2025** as a companion event to the Forum. Held across the city under the theme **"AI Powered Nation: Unleashing the Digital Economy for All,"** the week features AI exhibitions, live workshops, policy dialogues, and showcases from startups and leading tech firms. The goal is to give people from all walks of life — from youth to researchers to the public — the opportunity to engage with and help shape the AI future.

Interested individuals can follow the official summary of the 3rd UNESCO Global Forum on the Ethics of AI 2025 and ongoing updates from Bangkok AI Week 2025 via Facebook page: **ETDA Thailand**.

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