MISOLIMA

MSTP

SOFTWARE AND TECHNOLOGY PARK

Chiang Mai Creative City

µFDEX 2.0

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Investing in sub-urban communities

Chiang Mai, northern Thailand

September 2010

MISOLIMA Software and Technology Park
Thailand's first privately owned software and technology park with the aim of sub-urban technology developments

Developments to make sub-urban area of Chiang Mai, northern Thailand to one of the most promising ITC hubs.

The MISOLIMA Software and Technology Park [MSTP] is a 1.5m Euros development project in Chiang Mai, Northern Thailand and is an ongoing sub-urban development project started mid 2000. Some of its objectives are to bridge and create "mini clusters" and strategic partners from Europe, Africa, New Zealand, Australia, Canada, Brazil and USA into Chiang Mai's new sub-urban creative IT sector through Chiang Mai Creative City (CMCC) concept, an initiative created by US General Consulate Chiang Mai, together with US Embassy Bangkok, Chiang Mai University, the Chiang Mai Creative City Committee and others .

The history has shown that over the past decade or so, Chiang Mai has always been in the spotlight to become one of the most promising ICT cities in Thailand as this has been one of the main goals for the Thai government that also removed the Thai Board of Investment (BOI) cap on income tax holiday for Software Parks in July 2003 to no longer be limited by the amount of investments.

Image shows MSTP under construction

MSTP location is just 5 Km (3 miles) from the city of Phrao which again is some 94 Km north of Chiang Mai city following Highway 1001 and belongs to the province of Chiang Mai. The region of Phrao has about 30,000 inhabitants and consist of 11 districts where San Sai is one of them and has about 4,000 inhabitants and 11 surrounding villages plus 2 mountain hill tribes. Village 5, or Ban San Pong where MSTP is located is the main village of district San Sai overseeing the other 10 villages.

Ban San Pong is the Thai Silicon Valley Dream as it has natural surroundings and lies in a true valley surrounded by high mountains and rivers giving fresh mountain breeze, good climate and pleasant temperature from October to March.

The cost of land is also affordable for most people and infrastructure like good roads, drinking water from tap, telephone and broadband internet are available for anybody that wish to pay.

Wherever technology goes, so do people

Research has shown that due to pollution, traffic jam and high cost of land and apartments, cities is not where most people will live in the future. According New York Times (April 9, 2000), Michael Pollan's "*The Triumph of Burbopolis*" showed that while in 1960, one-third of America was city, one-third sub-urban and one-third rural, 40 years later there is more people now living in sub-urbans than rural and urban America combined.

Michael Pollan sees that modern technologies will finally find its way not in the cities, but the suburbs. His article writes about how Silicon Valley represents the "apotheosis of suburbia; the first time in history an important economic, technological and cultural revolution has its roots in a suburb."

With the developments of sub-urban broadband Internet and soon to come G3 wireless network, new technologies, good standard schooling and work opportunities will show that for those of us who have

families the choice will become increasingly sub-urban and rural areas that also gives possibilities for larger plot of land for the families and businesses together with good sized family houses.

For the young, food chain and nightlife lovers, it'll be the centre of the main city that might be their choice, as long as the centre stays in the city?

Sub-urban villages in rapid change.

Since the start of MSTP some years back, there have been fairly good city developments in Phrao and surrounding suburbs ranging from new widened asphalt road (6 Km and 5m wide) passing in front of MSTP, complete new telephone systems for both land lines and mobile phones, new water treatment system for tap water, new market, shops (7-Eleven) and several new homes built in modern building materials and design. Over the years, the developments are highly visible and it gives people hope for a new era that will bring new technologies and tourism with it. Once Ban San Pong was a centre for tourism that did bring busloads of tourists every day to one of the most famous mountain temples in the region. But due to specific religious circumstances, this has now vanished.

In Phrao there is both primary and secondary schools that covers education to highschool level. The city centre has city hall, police and fire station, banks/ATMs, modern gas stations, hospital, markets, many shops and nightlife.

New sub-urban developments

A countryside that becomes BIGGER, better and closer.

The planned Misolima Hotel Homes at MSTP

MSTP consists of 12,800 m^2 or 137,788 sq. foot land property where the first technology building is 1,614 m^2 or 17,372 sq. foot with an additional small building of 60 m^2 or 645 sq. foot added in 2006.

The MISOLIMA Software and Technology Park technology buildings would have world class infrastructure and international standards for cabling, electricity, telephones, computer networks and security systems and have a layout and system for tenants services that will reflect the latest trends, styles and specifications for technology park management systems. The first main building consist of two floors where the second floor will mostly consist of new style secure open office space

environment, main offices, data centre, balconies, data and storage rooms.

The ground floor has reception area, shops, offices, restaurant, education centre, tea kitchen, toilets and showers for both male and females. In addition to this the ground floor has also a guest apartment.

The front has of the building has three 6x6m shop/office space while the left part of the building has a restaurant named "Felix" opened April 2005.

Part of the development plans is to construct additional 1 and 2 bedroom MISOLIMA Hotel Homes apartments at MSTP for Thai and foreign companies that plan to join the MSTP project. These apartments will have direct connections to the main data network that also enables them to act like "working from home" concept. Each MISOLIMA Hotel Home building has two 1-bed and two 2-bed apartments split into two floors.

The developments are not just another property developments project as it has social development aspects as well as it has captured the best of new designs with both unique characteristics and modern desirability consisting of simultaneous technology park working and living conditions.

Technology, investment and quality to gain markets
Part of MSTP will be to help tenants and others in the IT sector to gain investments and market shares overseas

New technology developments based on Bridging, Improving, Building and Promoting Chiang Mai to become International ITC hub

MSTP elements for productivity and growth

TECHNOLOGY

☞ **Bridging:** One of MSTPs main roles would be to bridge the technology gap between existing local and foreign capacities and market segments through the developments of creative technologies managed by teamwork and software systems with management and statistic capabilities.

☞ **Improving** the competitiveness through enhancing productive capacities within education, training, innovation and technologies.

☞ **Building** competence on innovative policies and technology strategy making based on international standards and protocols.

☞ **Promoting** networking and sharing knowledge, technology, and skills across borders by means of connection throughout the group as well as networking among local private companies and

INVESTMENTS

☞ **Bridging** the information gap between market investors and capital markets as well as the gap between government and private investment for technology and software upstarts.

☞ **Improving** competitiveness throughout the investment climate to gain better access to investment sources and financial instruments for technology and software upstarts.

☞ **Building** a stronger foundation to secure fair financial packages that would bring developments and products into international markets.

☞ **Promoting** trust towards venture investors by well defined market strategies and market positions, backed by strong management base and well defined strategies and competitiveness through better access to investment sources and financial instruments for technology and software upstarts.

QUALITY

☞ **Bridging** the gap in quality, standards, testing and methology for international practice by introducing educational classes and testing facilities in international standards and documentation.

☞ **Improving** competitiveness through transfer of modern management techniques, enterprise restructuring and productivity tools as well to build national capacity in standards to meet ISO 9000 and ISO 14000 system certification, laboratory accreditation and conformity assessment.

☞ **Building** quality network, standards, testing and methodology infrastructure at regional and international levels to share and harmonise best practice.

☞ **Promoting** quality in the terms of using standard protocols for desig, integration and documentation where country localisation is important to manage export to English and none-English speaking countries.

MSTP has today companies in United Kingdom, France, Ivory Coast, Thailand and New Zealand and the aim is to have additional companies in Norway, Germany, Hungary, Singapore, Australia, Canada, Brazil and USA that would also become representative offices for MSTP tenants and other Chiang Mai IT-based companies and would be a part of networking structure.

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TECHNOLOGY PARK INVESTMENTS http://www.misolima.com/softwarepark.cfm   **September 2010**

Chart for establishment and management of MSTP Chiang Mai, Thailand

Technology foresight

ICTs for governance

Technology management

Intellectual property rights

Business planning

Business alliances

Needs assessments

Technology road maps

Subcontracting and outsourceing

Technology strategies

Know-How

Investment privileges Zone 3

POLICIES AND STRATEGIES

TECHNOLOGY TRANSFER

INVESTMENTS BOI PROMOTION

Conceptualisation → **Concept planning and design** → **Establishment and capacity building** → **Operation and management** → **Monitoring and continuous improvements**

FACILITIES DEVELOPMENTS

SKILLS DEVELOPMENTS

FINANCIAL SERVICES

Design and planning

Needs assessment

Business planning

Technology management

Venture capital

Equity finance

Incubators and startups

ICTs management

Hardware environmental tests and Software certifications for international standards

Startup loans