

WHAT'S IN A NAME?

Depa believes a labelling scheme will help Thailand improve the cache of digital products sold in the country. **B4**

DIGITAL

Depa pushes d Sure label for products

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The Digital Economy Promotion Agency (Depa) wants a labelling scheme called “d Sure” to guarantee the functionality, safety and security of digital products sold in the country.

Depa plans to collaborate on the topic with other related agencies, including the National Science Technology Development Agency and the Thai Industrial Standards Institute (TISI).

The d Sure scheme is set to be launched by November, said Depa president and chief executive Nuttapon Nimmanphatcharin.

The latest move is part of Depa’s 5D, 5G strategy, which concerns the promotion of digital content, digital hardware, digital software, digital telecom and digital services, which could thrive using 5G tech.

Mr Nuttapon likens the scheme to the energy efficiency label, known as Label No.5, applied to electric appliances, which was initiated by TISI.

Label No.5 enables consumers to factor in an appliance’s electricity consumption when buying. The d Sure campaign helps consumers know a digital

devices’ functionality, safety and security meet standards.

These devices could range from drones, devices that use the Internet of Things (IoT), to CCTV and wearable devices, he said.

Producers or importers of digital devices can submit their proposals to have their items tested to receive the label.

“The move needs to be initiated now, particularly for devices involved with 5G tech, including IoT,” said Mr Nuttapon.

He said Depa and related agencies are preparing to test products at labs for the d Sure label. The agency plans to cooperate with the National Broadcasting and Telecommunications Commission (NBTC) to support the operation.

The NBTC provides permission for the import of electronic devices.

The d Sure scheme should help improve the public perception of digital products in the market, said Mr Nuttapon.

“The Label No.5 scheme took almost a decade before it entered the public consciousness, but now has become a key factor in purchase decisions,” he said.

In fiscal 2021, Depa will receive a 15% reduction from its 1.2-billion-baht budget 2020 because of the government’s expenditure cuts.

The agency aims to earmark 90 million baht to support digital tech development, drawn from the Depa Digital Startup Fund.

The funds will be spent to support 47 digital startups involved in six areas expected to improve national core technologies and infrastructure, covering agriculture, education, finance, government services, tourism and healthcare as well as smart city development.