



The Council of University President of Thailand (CUPT)

STRONGER UNIVERSITIES
A BRIGHTER THAILAND



TALENT
FOR TOMORROW



RESEARCH
FOR IMPACT



COLLABORATION
FOR OPPORTUNITY



SUSTAINABILITY
FOR A BETTER SOCIETY

Thailand at a Glance

A Strategic ASEAN Economy and Higher Education Hub



POPULATION

67.14 Million

2026 projection



GDP

~US\$580 Billion

2026 estimate



GDP GROWTH

1.9%

Q2 2026, YoY

HIGHER EDUCATION CONTEXT



ASEAN
economic hub



Workforce
transformation



Talent, research,
and innovation



Thailand's structural transformation is increasing the importance of higher education in talent development, innovation, and national competitiveness.

Thailand's Demographic Turning Point

Implications for Higher Education and the Future Workforce

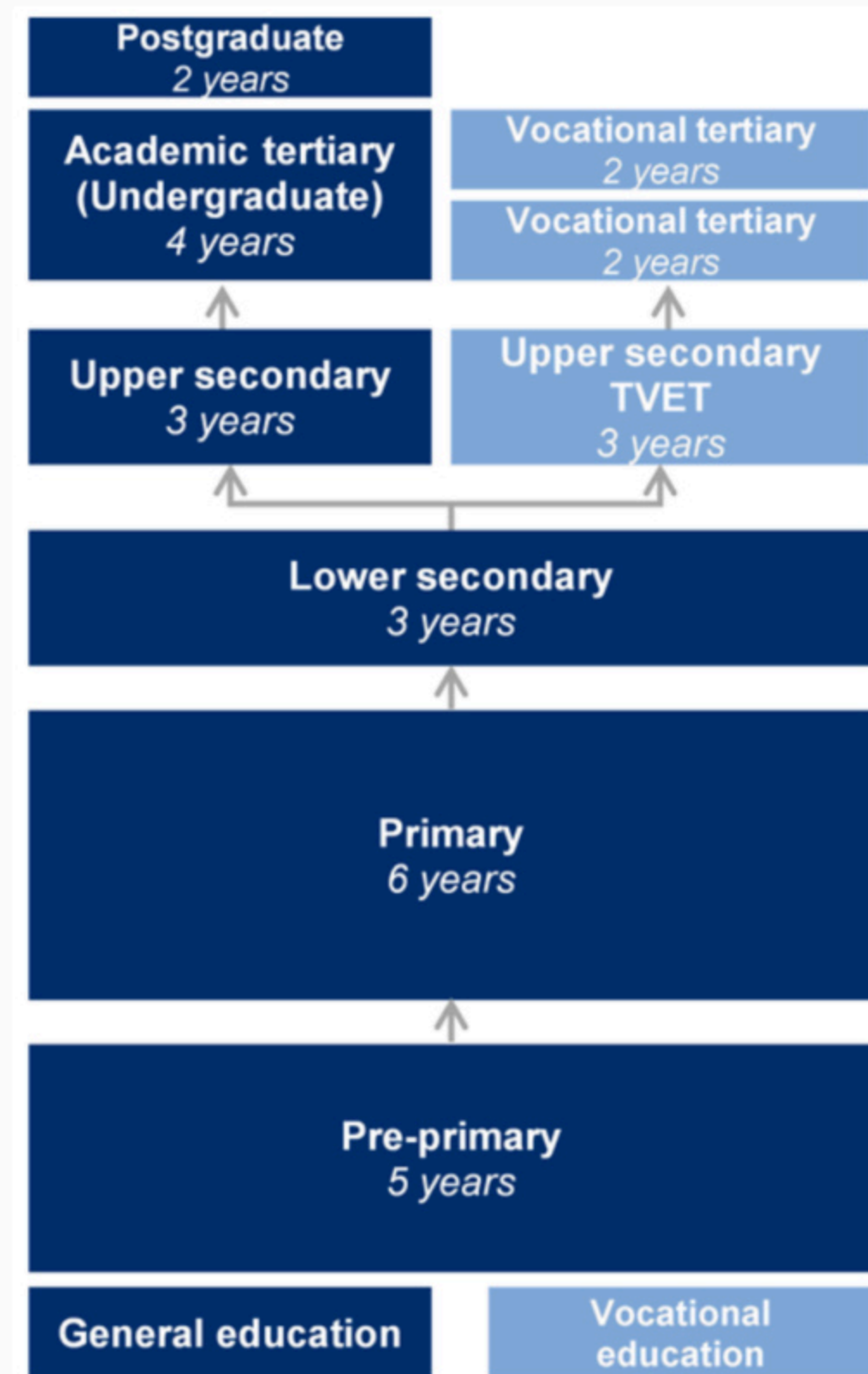


Strategic Implications



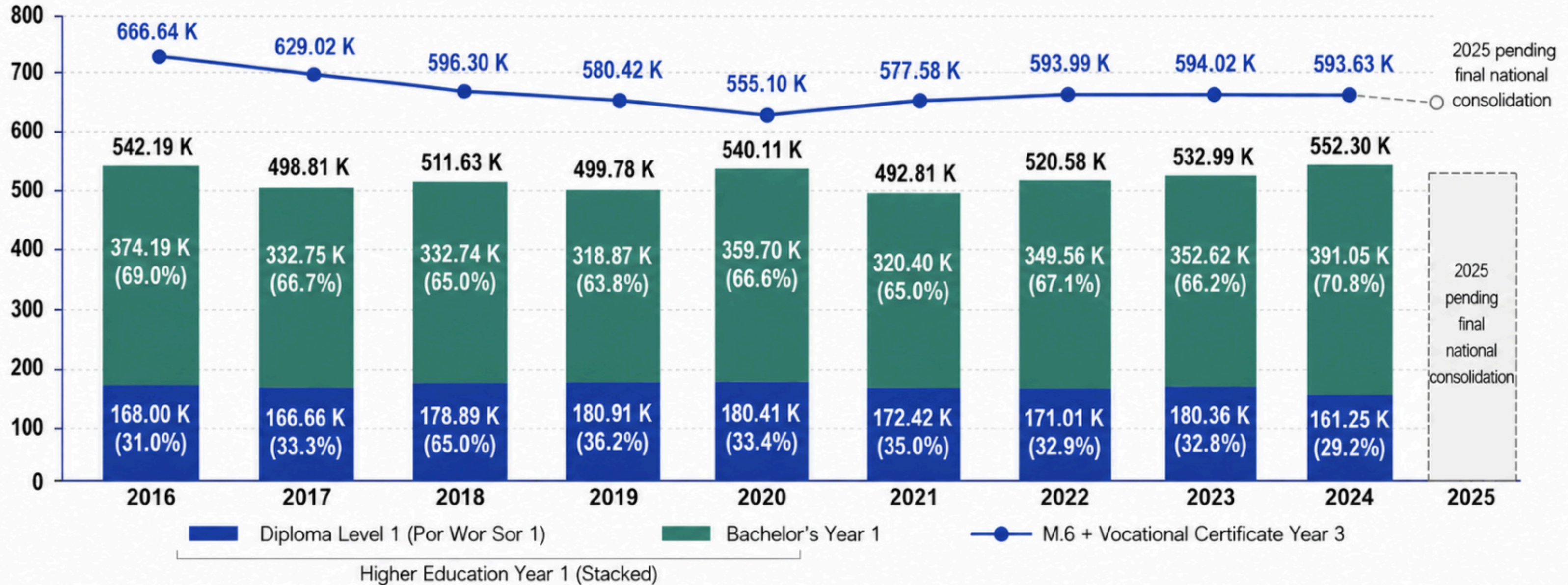
Thai universities must serve a more **diverse learner population** and play a larger role in **lifelong learning, upskilling, reskilling, and innovation-led growth.**

Thailand's education system



Thailand's Higher Education Pipeline

Number of Students (K)



Upper-secondary completers declined from 666.64 K in 2016 to around 594.00 K in 2023–2024, while Higher Education Year 1 remained relatively resilient and rebounded after 2020.

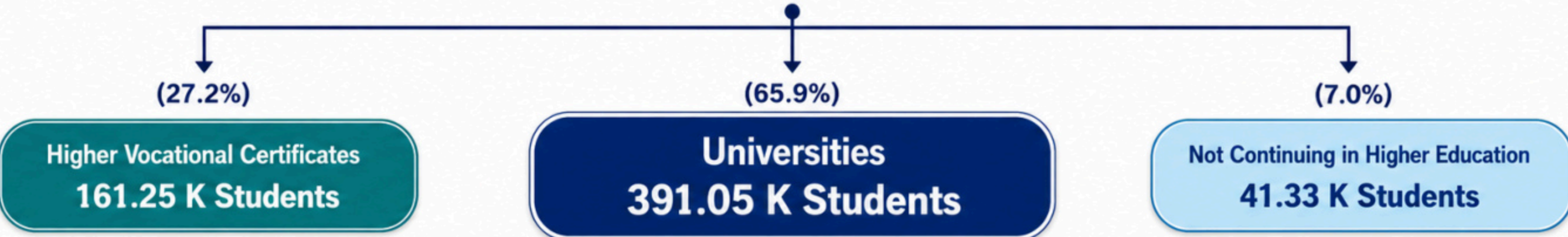


Comparable national transition data are fully available through 2024. 2025 is shown as pending final consolidation.

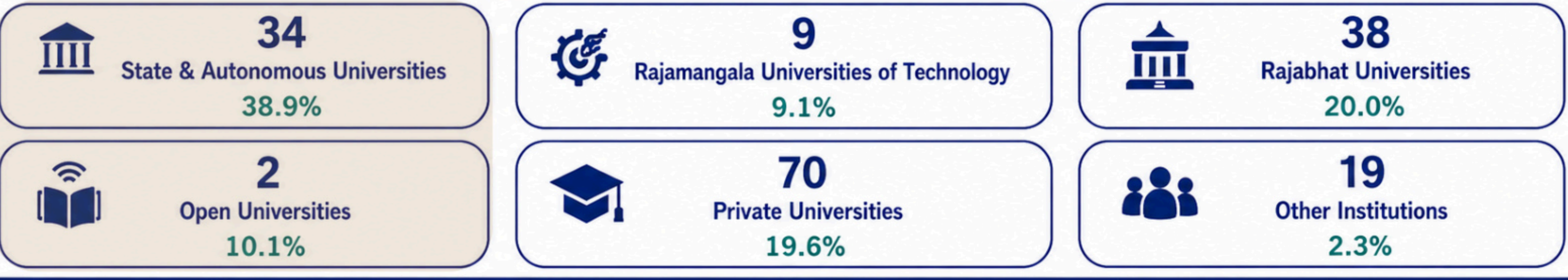
Thailand's Higher Education Pipeline

593.63 K High School Graduates

Academic Year 2024



Higher Education Landscape (172)



Sources: Ministry of Education transition statistics, Academic Year 2024; MHESI Higher Education Information System, institutional group statistics; compiled for presentation use.

CUPT at a Glance

Uniting Thailand's Universities for a Better Future



36

Member Institutions
Since 1972



70%+

of Thailand's
Higher Education Enrolment



Nationwide
Representation



Global Network
of Partners

Mission



Policy leadership for
national development



Academic excellence
and agile governance



Joint initiatives
for public value



Social and lifelong
engagement

Core Roles



Policy
Leadership



Academic
Quality



Research &
Innovation



Future
Talent



Global
Engagement

Strategic Priorities 2026–2030

1



New Growth
University

2



Future
Talent

3



Research &
Innovation

4



University
Synergy

5



Global
Partnership



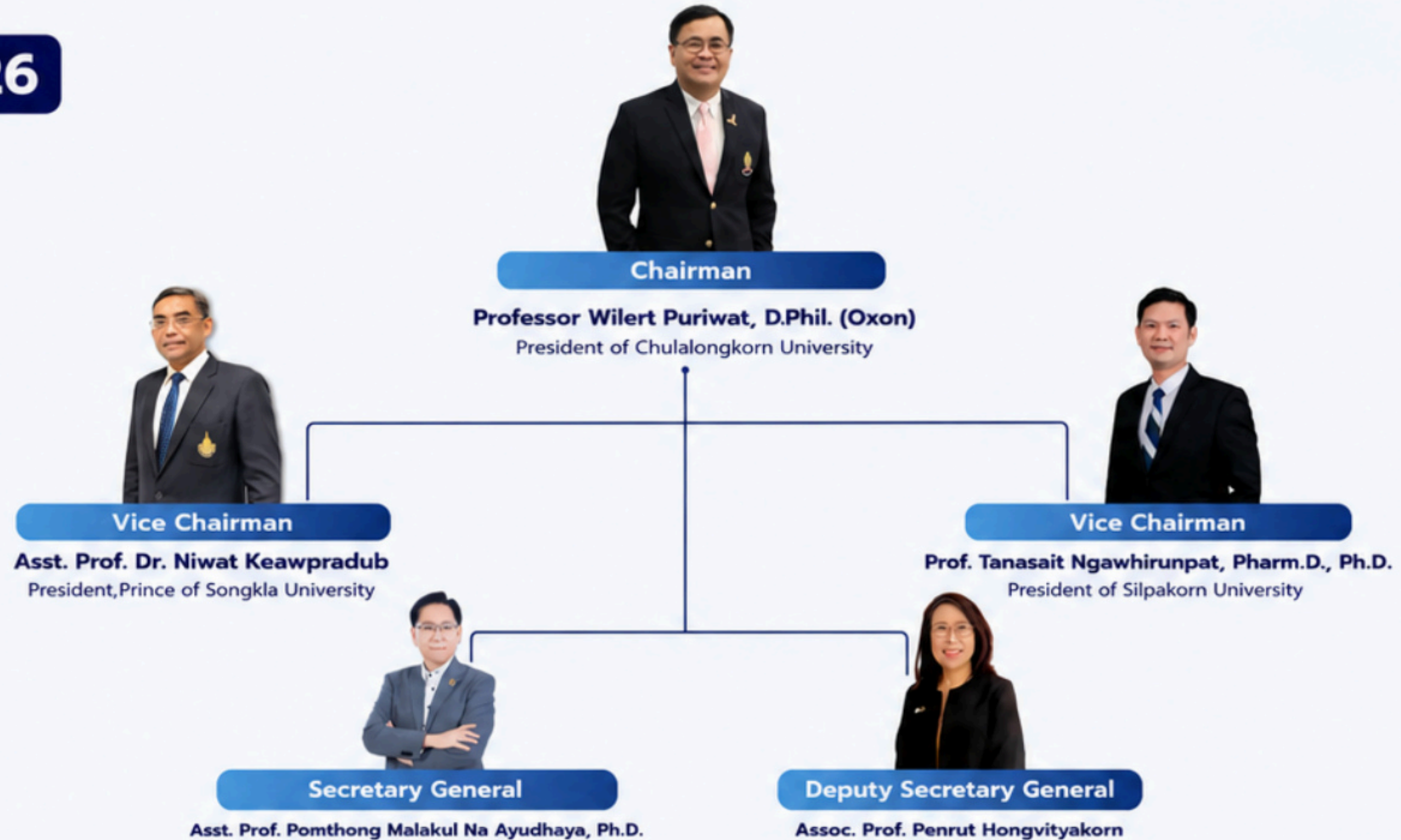
CUPT works closely with the Ministry of Higher Education, Science, Research and Innovation while remaining an **independent university network**.



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Council of University
Presidents of Thailand

Organizational Chart CUPT

2025-2026





Committee Structure

CUPT's committee architecture aligns policy leadership with the main operational domains of the higher education system.

A. Standing Committees

1



Research and Innovation Committee

national research capacity, collaboration, knowledge transfer, and innovation policy.

2



Student Development Committee

student experience, leadership, wellbeing, and co-curricular development.

3



Academic Affairs and Educational Quality Development Committee

academic standards, curriculum, teaching quality, and quality enhancement.

4



International Affairs Committee

global partnerships, mobility, international networks, and international positioning.

5



Higher Education Administration Committee

institutional administration, shared practices, and operational coordination.

6



Planning and Budget Committee

planning, resources, budget policy, and system-level evidence.

7



Personnel Management and Legal Affairs Committee

supports the development of effective and enabling frameworks for human resource management and legal affairs within universities.

8



Sustainable University Network of Thailand (SUN Thailand)

sustainability leadership and campus action.

B. Working Mechanisms

9



Digital Transformation Strategy Working Group

digital capability, data, platforms, and institutional transformation.

10



Thai University Central Admission System (TCAS) Steering Committee

coordinated admissions policy and implementation.



Network Architecture

National, Regional, and International Platforms Connected to CUPT

This overview highlights CUPT's key collaborative platforms and network architecture across Thailand and the wider region.

1



ASAIHL

Association of Southeast Asian Institutions of Higher Learning (ASAIHL)

A regional higher education network established, represented by CUPT, with an 256 institutions in 21 countries.

 **234**
Institutions

 **21**
Countries

 **43** Institutional
Full Members

2

CRISU-CUPT

Advancing Thailand–Indonesia relations' collaboration for stronger and bilateral academia and knowledge exchange.

 Established
2005

 Thai and Indonesian
members; established as

3



CUPT International Academic Network and Collaboration Program (IANCOP)

CUPT's executive network and study visit collaboration platform—supporting university leadership learning, partnership building, and global engagement.

 Established
2017

 Executive networked
study visit collaboration
program

4

International Association of Admissions Organizations (IAAO)

Global network of admissions organizations promoting fair, ethical, and innovative practices in admissions.

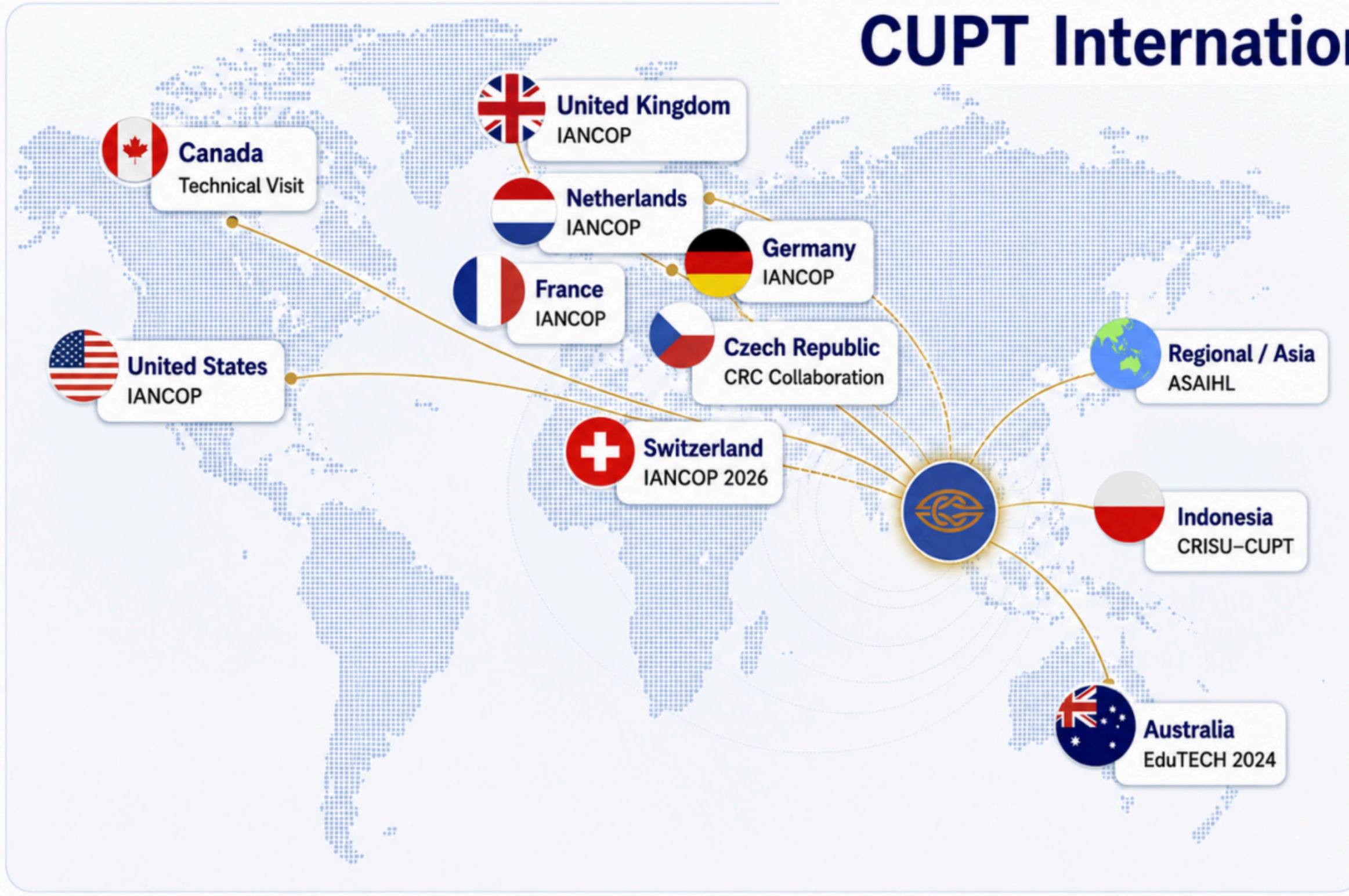
 Member since
2026



Together, these platforms connect CUPT to Thailand's university leadership ecosystem, regional academic networks, and international collaboration mechanisms.

CUPT International Engagements

Since 2017





Student Development Committee Highlight

Executive Highlights of Key Student Support Initiatives



Tourist Police Youth Ambassador Project

Student capability building for tourism support



Executive Snapshot



1,584

participants
trained



79.2%

of 2,000
target



13

universities
completed



16

training
sessions



Strategic Value



Strengthens CUPT–Tourist
Police collaboration



Builds student capacity for
tourism support



Creates a scalable model for
national expansion



Nationwide Reach



1 Silpakorn University
346 participants

2 Ubon Ratchathani University
149 participants

3 Khon Kaen University
137 participants

Activities delivered across
major regions of Thailand.



Mental Well-being & Student Safety

Policy proposals and survey findings

1

Mental Well-being Priorities

- Rapid support teams from psychology, mental health, and related fields
- Peer-support pathway: 'Students Helping Students'
- Awareness and coping skills for stress, anxiety, and post-incident impacts
- Fast referral links with mental health agencies
- Pilot model for broader institutional adoption

2

Scam Risk Snapshot



90%

of institutions
reported student
scam cases in the
past 12 months



84%

reported
financial loss
or asset loss



45%

reported total
damages above
THB 1 million



First-year
students are a
priority prevention
group

3

Typical Scam Patterns



Impersonation / call-center scams **85%**



Requests to transfer money **75%**



Scholarship / benefit scams **60%**



Most common channels:
Phone **90%**, LINE **45%**

4

CUPT-Level Next Steps



Survey cyber-awareness / 'cyber vaccine'
training coverage



Develop a repository of institutional
good practices



Build a shared incident case database



Establish a common protocol and emergency
reporting / response mechanism



Provide guidance for student recovery
and support



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International Affairs Committee Highlight

Strengthening Partnerships, Empowering Thai Higher Education

Our mission is to enhance international collaboration, support student development, and elevate the global presence of Thai universities.

1 FLAGSHIP INITIATIVE 1 — MITACS x CUPT



MOU signed:
24 July 2024, Bangkok



Program:
Globalink Research Internship (GRI)



Open to international senior undergraduate students in all disciplines



Approx. funding:
CAD 9,000–12,000 per intern



Internships in Canada,
12 weeks, May–Oct 2027

GRI 2026–2027 AT A GLANCE



Call & applications
(2026)

Matching & offers
(late 2026–early 2027)

Internships
(May–Oct 2027)



Strengthens Thailand–Canada research mobility and talent development.

2 NATIONWIDE REACH & MULTI-INSTITUTIONS MOBILITY



23 Universities
across Thailand
Wide participation nationwide



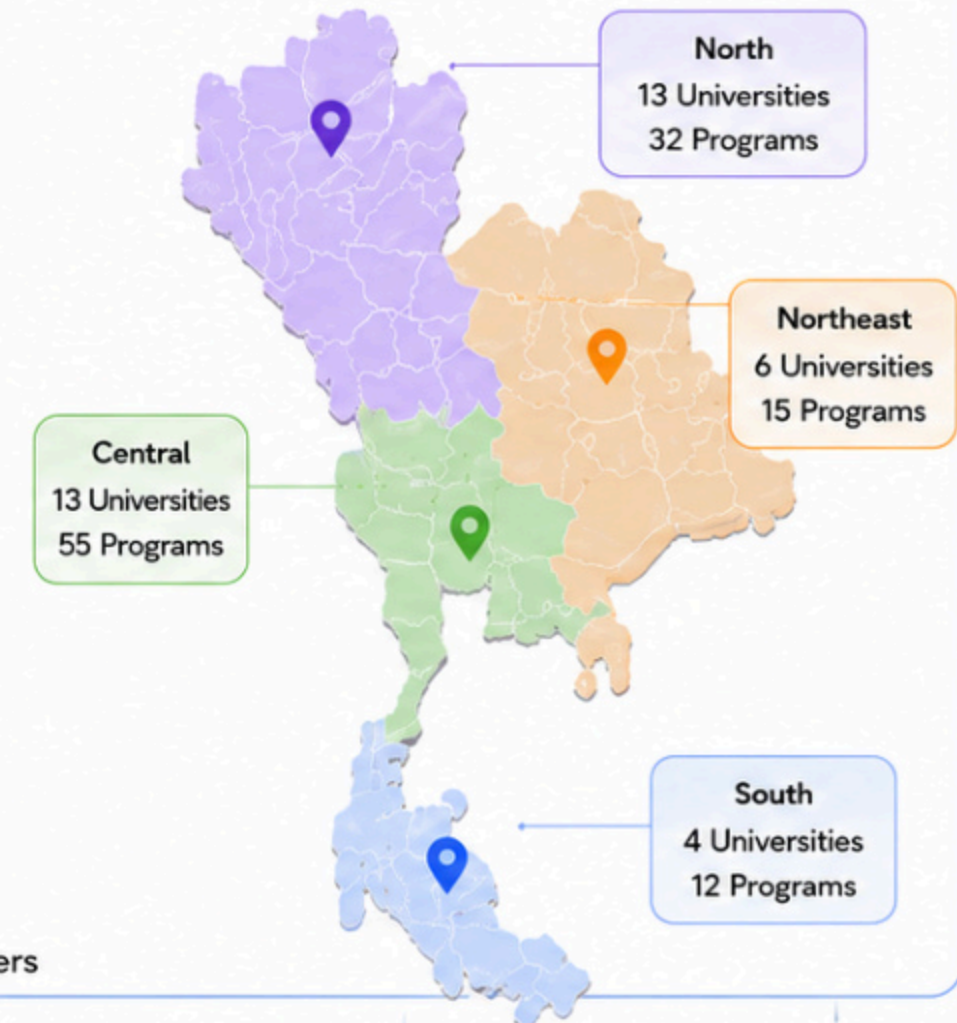
4 Regional Clusters
Strengthening regional connectivity



Diverse Programs & Courses
Covering multiple disciplines and industries



Multi-Institutions Mobility
Enabling collaboration across universities and borders



Research and Innovation Committee Highlights

Thai University Presidential Forum 2026

Strategic collaborative projects for national competitiveness



Functional Food & Pharmaceutical Excipients Expert Hubs

29
Universities



National knowledge platform for food innovation



Positive Lists for functional claims and evidence-based standards



Shared databases and expert networks to strengthen food and pharmaceutical industries



STRATEGIC VALUE

Connects research, standards, and industry to improve competitiveness and accelerate innovation uptake



Rail Research Network

20++
Universities



Collaborative rail research and field testing



Vibration signal measurement on railway wheel axles



Shared research infrastructure and international collaboration



STRATEGIC VALUE

Moves rail research from lab to real-world application and strengthens national technology capability



COMMITTEE-LEVEL IMPACT



RESEARCH NETWORKS



SHARED INFRASTRUCTURE



NATIONAL INNOVATION CAPABILITY



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Thai University Central Admission System (TCAS)



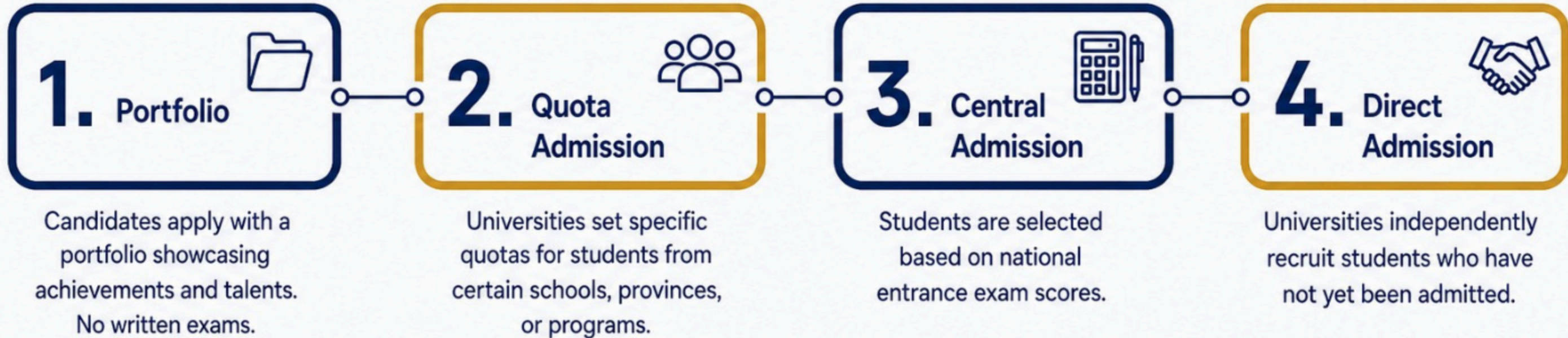
Centralized & Efficient



Fair & Transparent



Accessible & Equitable



TCAS Dashboard

Academic Year 2026



82

Participating Universities



4,786

Participating Programs



546,063

Participating Students

* Data as of Academic Year 2026



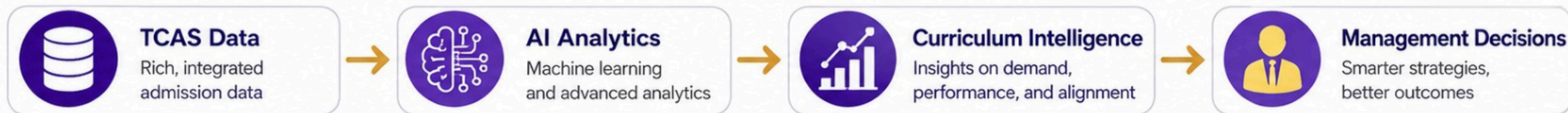
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AI for Curriculum Analytics

Using TCAS Data to Support Program Management

Connected Universities, Shared Intelligence



KEY DATA INPUTS

- Applicant behavior
- Program information
- Admission & confirmation results
- External labor-market / future-skills data

AI ANALYSIS HIGHLIGHTS



1

Program Clustering

Group programs by demand and performance.



2

Program Performance Diagnosis

See competitiveness, quality, and enrollment patterns.



3

Demand & Yield Trends

Track applications, confirmations, and shifts in interest.



4

Enrollment Forecasting

Predict future confirmed intake.



5

Industry & Skills Alignment

Link programs to target industries and workforce needs.

MANAGEMENT VALUE



Benchmark against peer programs



Adjust admissions strategy



Improve curriculum relevance



Identify growth and risk programs



Support evidence-based executive decisions

From Data To Strategies

Using undergraduate portfolio and enrollment analytics to guide strategic improvement

1 PORTFOLIO SNAPSHOT



PROGRAMS MIX

STEM
46%
(1,930)

Non-STEM
54%
(2,282)



STUDENTS MIX

STEM
36%
(172,274)

Non-STEM
64%
(311,638)

2 TOP FIELDS

Leading in program volume and/or student intake



Business

Strong program portfolio and high enrollment



Engineering

Highest program volume and student intake



Arts & Humanities

Broad program presence and strong enrollment

3 ANALYTICAL INSIGHTS



Portfolio Mix:

Non-STEM remains dominant



Student Demand:

Strong concentration in non-STEM fields



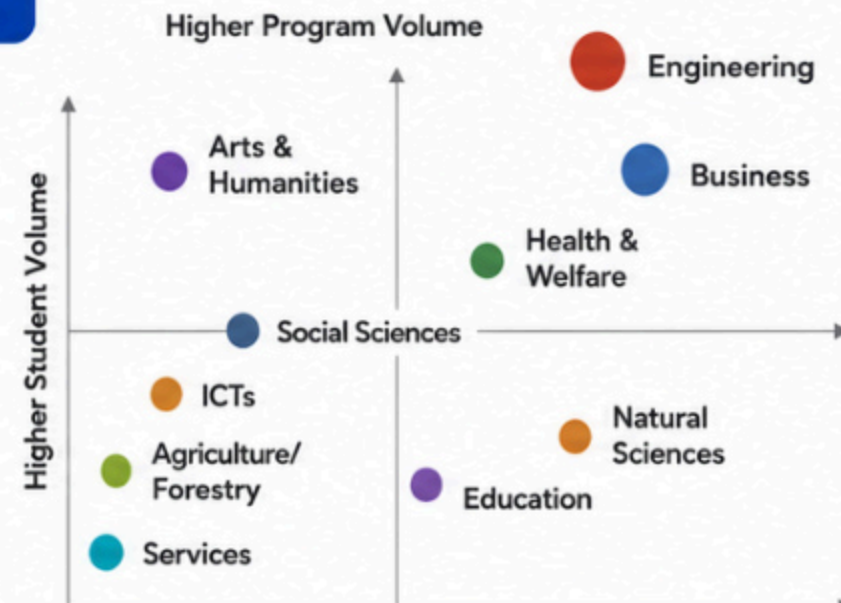
Scale Leaders:

Engineering and Business stand out



Diversification:

Arts & Humanities holds broad program presence



4 STRATEGIES FOR DEVELOPMENT



Program Portfolio Review

Align offerings with institutional goals and market needs



Resource Allocation

Invest in high-impact fields and growth opportunities



STEM Strategy

Strengthen STEM capacity to support future demand



Demand-Driven Expansion

Expand programs where student demand is high



Evidence-Based Planning

Use data analytics for continuous improvement



Data analytics supports smarter curriculum planning, investment decisions, and future-ready development.



Source: New undergraduate programs and student statistics, Semester 1, Academic Year 2025.

THAI UNIVERSITY PRESIDENTIAL FORUM 2026

Transforming Thailand, Transforming Universities with AI



6–7 August 2026



Bangkok, Thailand



430

Total Participants
from 137 organizations



137

Participating
Organizations



50

University Presidents /
Rectors
checked in on Day 1



34

CUPT
Universities



21

Rajabhat
Universities



9

Rajamangala
Universities



47

Private
Universities



12

MHESI
Agencies



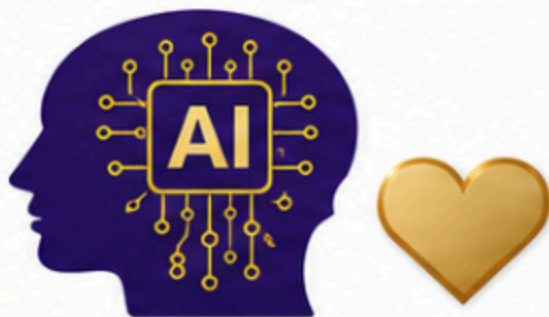
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Other
Partners

EVENT CONCEPT

AI + Human Value

Empowering Thai higher education
for a stronger future



Universities must combine the power
of AI with human values to improve
education quality, research, and future
workforce development for the country.

SESSION OVERVIEW

5 Key Themes

-  **AI + Human Value**
AI for human-centered higher education
-  **From Data to Institutional Intelligence**
Using trusted data for smarter university decisions
-  **Future Workforce & Flexible Learning**
Flexible learning for future-ready talent
-  **From Reinventing University to New Growth University**
Repositioning universities for national impact
-  **From Funding Projects to Funding Transformation**
Investing in long-term transformation, not only short-term projects

KEY OUTPUTS



3 Shared Strategic Agendas

AI governance, workforce readiness,
and university transformation



3 AI Readiness Levels for Universities

Basic / Standard / Tailor-made



Youth Network

Young leaders engaged in shaping
the future of higher education



4-Network / 4-Layer Co-working Mechanism

Steering Group • Working Group • Taskforce • Youth



AI Commitment Declaration

A joint commitment to advancing
Thai higher education

✦ Shared vision, collaborative action, and innovation-driven higher education for national and global impact.



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