



Thailand Strengthens Position as Data Center Hub with ETIX BKK#2

Global data center operator Etix Everywhere has officially launched ETIX BKK#2, a €220 million (approximately THB 8.6 billion) facility in Bangkok. The new data center adds 23 megawatts (MW) of capacity, bringing the company's total operational capacity in Thailand to 28 MW. ETIX BKK#2 is located adjacent to the existing ETIX BKK#1 facility, which has 5 MW of capacity, three of which are fully utilized. Spanning 16,000 square meters, the new facility allows customers to benefit from the same telecom ecosystem as BKK#1 and expand operations as if they were within a single integrated building.

In conjunction with the launch, Etix released its white paper titled "Data Center Trends in Thailand 2025," developed with analysts from Schneider Electric, CommScope, DC Byte, and Cushman & Wakefield. The report highlights that Thailand has 53 data centers with over 150 MW of live capacity and more than 500 MW under development, surpassing Indonesia in operational capacity. Hyperscaler and AI-driven demand is accelerating the deployment of high-density racks and liquid cooling technologies. The Eastern Economic Corridor (EEC) is emerging as a strategic hub for hyperscale campuses, AI training, and caching facilities. The report also notes that Thailand is gaining a competitive edge in the region.

Thailand's rise as a data center hub is supported by several legal and regulatory developments. Investors can benefit from Board of Investment (BOI) promotion schemes, which allow up to 100% foreign ownership for eligible projects, as well as corporate income tax exemptions and duty reductions on imported equipment. Pre-approved energy and fiber infrastructure further reduces regulatory hurdles for new operators. However, the rapid growth of high-density facilities, particularly in the EEC, has exposed a shortage of specialized technical labor, which could present operational and compliance challenges for investors.

The launch of ETIX BKK#2 demonstrates that Thailand is transitioning from a peripheral digital market to a regional hub for data center investment. With a combination of favorable legal frameworks, government-backed investment incentives, and rising AI and hyperscale demand, Thailand is well-positioned to attract large-scale digital infrastructure investments. Operators and investors should carefully monitor compliance with BOI conditions, labor regulations, and environmental requirements as the sector continues to expand.