**SCGC Empowers Rayong Community Enterprises through AI Workshops to Foster Learning Opportunities and Enhance Practical Digital Skills**

**Rayong – 13 December 2024** – SCG Chemicals Public Company Limited, or SCGC, a leading integrated polymer business for sustainability, continues to advance efforts in reducing inequality and fostering learning opportunities for society in alignment with its ESG goals. The company emphasizes building resilient communities based on self-reliance principles while expanding career opportunities and fostering the development of skills, such as photography for online marketing and using TikTok as a sales channel. In this initiative, SCGC organized a hands-on workshop titled **“Empowering Enterprises with AI”**, led by Namthip Samphowprasert, Brand Management and Social Inclusion Director of SCG Chemicals Public Company Limited, or SCGC. The workshop provided knowledge on Generative AI **(Artificial Intelligence)** to create digital learning opportunities with a focus on practical applications. The training highlighted how AI can expedite tasks, such as information retrieval, data analysis, **document summarization**, and crafting marketing strategies, **which help enhance career growth and generate income for community enterprises**.

**Namthip Samphowprasert, Brand Management and Social Inclusion Director of SCG Chemicals Public Company Limited, or SCGC**, said, “SCGC places great importance on developing and elevating community enterprises based on the principle of self-reliance. **We also support** communities in adapting, evolving, and continuously learning new skills to enhance their operations. At SCGC, we actively encourage employees to integrate AI into their work processes to increase speed and efficiency across the organization. Employees are encouraged to use AI in their daily tasks, adopting the concept of 'AI Everyday,' or as we call it at SCGC, **AILY.** This initiative inspired the idea of sharing AI knowledge with communities, leading to the practical workshop titled **‘Empowering Enterprises with AI.’**”

**Montri Yimyeuoen, President of OTOP Rayong,** said, “AI is a new concept for our community. However, with the rapid advancements in technology today, it is essential to learn and adapt to keep pace with the times. Before attending this workshop, I felt that AI was complicated and **I did not know** where to begin. But after hands-on experience and guidance from experts, I now feel confident **in taking action** and have a clearer understanding of how AI can be used to truly improve our products.

**Ranyana Chancharoen, Chairperson of the Baan Ralin Green Living Community Enterprise,** said, “SCGC's workshop on AI tools has allowed us to learn how to achieve results more quickly than learning on our own. It demonstrated how AI can significantly reduce the time needed for planning and product development processes. **Additionally,** AI provides valuable support in developing strategies to promote products, creating marketing plans, and, most importantly, designing logos and packaging in a more diverse and appealing way.”

*For more information, visit*[*https://www.scgchemicals.com/*](https://www.scgchemicals.com/)*.*