

TESF

สมาคมกีฬาอีสปอร์ตแห่งประเทศไทย
THAILAND ESPORTS FEDERATION

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3-Year Strategic Plan | 2026 – 2028

Driving Esports Excellence Through Education & Capacity Building

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1. Executive Overview

This Strategic Plan outlines the Thailand Esports Federation's (TESF) direction for the period 2026 to 2028. It provides a structured roadmap to develop Thailand's esports ecosystem through focused investments in education, capacity building, governance, and community development.

Vision

To establish Thailand as a leading esports nation in Southeast Asia, powered by world-class talent, education, and industry infrastructure.

Mission

To develop, promote, and sustain esports in Thailand through structured education, professional pathways, and stakeholder collaboration.

2. Strategic Pillars & Objectives

TESF's three-year strategy is organized around three interconnected pillars, with Education & Capacity Building as the primary focus area.

Pillar 1: Education & Capacity Building (Core Focus)

Year 1 (2026) — Foundation

- Launch the TESF Esports Education Framework — standardized curriculum for schools and universities
- Partner with at least 10 educational institutions to pilot esports programs
- Establish a Coach & Referee Certification Program (Level 1)

Year 2 (2027) — Expansion

- Scale certified programs to 30+ institutions nationwide
- Introduce a National Esports Scholarship to support top student athletes
- Develop online learning resources via the TESF Academy platform

Year 3 (2028) — Sustainability

- Launch a National Esports Career Pathway framework (player → coach → manager → administrator)
- Achieve recognition of esports credentials by the Ministry of Education (MoE)
- Host the inaugural Thailand Esports Educators Summit

Pillar 2: Grassroots & Community Development (Supporting)

- Build regional esports hubs in 5 key provinces by 2027
- Run annual youth tournaments tied to educational achievement
- Promote inclusive participation — gender equity, accessibility, and rural outreach

Pillar 3: Governance & Partnerships (Enabling)

- Strengthen TESF governance structure and update membership by-laws
- Secure strategic partnerships with private sector players (technology, telecoms, gaming publishers)
- Maintain alignment with IESF (International Esports Federation) standards and regulations

3. Key Performance Indicators (KPIs)

Progress will be measured against the following indicators across the three-year period:

Objective	2026 Target	2027 Target	2028 Target
Certified institutions	10	30	50+
Certified coaches/referees	50	150	300
Scholarship recipients	—	20	50
Regional hubs	2	5	8

4. Guiding Principles

All strategic initiatives will be guided by the following core principles:

Integrity	Upholding fair play, anti-doping, and anti-cheating standards across all activities.

Inclusivity	Ensuring esports is accessible to all demographics regardless of gender, ability, or geography.
Sustainability	Building long-term institutional capacity rather than relying on event-driven momentum.
Innovation	Embracing technology in training delivery, competition formats, and organizational management.

5. High-Level Implementation Timeline

Phase	Year 1 (2026)	Year 2 (2027)	Year 3 (2028)
Theme	Foundation	Expansion	Sustainability
Education	Curriculum launch, 10 partners	30+ partners, TESF Academy	MoE recognition, Educators Summit
Community	2 regional hubs	5 hubs, youth tournaments	8 hubs, national coverage
Governance	By-law updates, IESF alignment	Private sector partnerships	Full institutional maturity

6. Next Steps

To move this plan from strategy to execution, TESF will undertake the following immediate actions:

- Present and ratify this Strategic Plan at the TESF Board Meeting (Q2 2026)
- Appoint a Strategic Plan Implementation Committee with designated pillar leads
- Develop detailed annual workplans with budgets aligned to each strategic pillar
- Initiate MoU discussions with target educational institutions and private sector partners
- Establish a monitoring and evaluation framework with quarterly reporting cycles