Thailand Esports Federation (TESF)

Annual Activity Report 2025

1. Executive Summary

The year **2025** marked a significant period of growth and international engagement for the **Thailand Esports Federation (TESF)**. Throughout the year, TESF continued to strengthen Thailand's esports ecosystem through athlete development, international competition participation, governance advancement, and collaboration with government agencies and global partners.

TESF focused on three strategic priorities:

- Enhancing Thailand's competitiveness in international esports competitions
- Developing sustainable esports structures and athlete pathways
- Promoting esports as a recognized professional sport aligned with national sports policies

Through coordinated efforts with the **Sports Authority of Thailand (SAT)**, international federations, publishers, and private-sector partners, TESF successfully expanded national team programs, organized qualification systems, and supported esports education initiatives nationwide.

2. Organizational Overview

Organization: Thailand Esports Federation (TESF)
Established: 2017
Recognition: National governing body for esports in Thailand
Affiliation: Sports Authority of Thailand (SAT) and international esports organizations

Mission

To develop esports in Thailand to international standards while promoting professionalism, fairness, and sustainable industry growth.

Core Objectives

- Develop national esports athletes and teams
- Organize official competitions and qualification systems
- Promote esports education and governance standards
- Represent Thailand in international esports events

3. Key Achievements in 2025

3.1 International Competition Participation

In 2025, TESF coordinated Thailand's participation in multiple international esports competitions, supporting national athletes, coaches, and officials.

Key highlights include:

- Participation in regional and international esports championships
- Expansion of Thailand National Team programs across multiple game titles
- Strengthened collaboration with international organizers and federations
- Implementation of standardized athlete selection through national qualifiers

Thailand's athletes demonstrated strong performance and professionalism, reinforcing the country's reputation as a leading esports nation in Southeast Asia.

3.2 SEA Games 2025 Preparation Program

TESF played a central role in preparing esports athletes for the **2025 Southeast Asian Games**, including:

- National qualification tournaments
- Training camps and bootcamp programs
- Coaching and performance management systems
- Publisher licensing coordination for official game titles

TESF worked closely with stakeholders to ensure compliance with international competition standards and athlete eligibility regulations.

3.3 National Qualification Systems

To improve transparency and competitiveness, TESF implemented structured national qualification pathways:

- Open national qualifiers for selected esports titles
- Merit-based athlete selection processes
- Standardized competition regulations
- Collaboration with tournament organizers nationwide

These initiatives strengthened fairness and accessibility for Thai esports athletes.

3.4 Publisher & Industry Collaboration

TESF expanded cooperation with global game publishers and industry partners, including:

- Licensing coordination for official esports competitions
- Event sanctioning and governance consultation
- Development of competitive ecosystems aligned with publisher standards

These partnerships enhanced Thailand's ability to host and participate in internationally recognized esports events.

3.5 Education & Ecosystem Development

TESF continued supporting grassroots and educational esports initiatives:

- University and youth esports engagement programs
- Workshops on esports governance and athlete professionalism

- Promotion of safe and responsible gaming practices
- Career pathway awareness within esports industries

4. Athlete Development Programs

TESF implemented several athlete-focused initiatives:

- National Team Training Camps
- Coaching and analyst development programs
- Sports science and performance preparation
- Code of conduct and integrity education

The federation emphasized both competitive excellence and athlete welfare.

5. Governance and Organizational Development

In 2025, TESF strengthened organizational governance through:

- Updated competition regulations and eligibility frameworks
- Improved administrative coordination with national stakeholders
- Enhanced transparency in athlete selection processes
- Compliance with international esports governance standards

TESF continued aligning its operations with best practices for national sports federations.

6. Partnerships and Stakeholder Engagement

TESF collaborated with a wide range of partners:

- Government agencies and sports authorities
- International esports organizations
- Game publishers and tournament operators
- Educational institutions
- Private-sector sponsors

These collaborations contributed to sustainable ecosystem growth and international recognition.

7. Media and Community Engagement

TESF increased public engagement through:

- Digital communication campaigns
- Social media outreach
- Community tournament support
- Promotion of esports as a professional sport

Public awareness of esports as a legitimate competitive discipline continued to grow throughout 2025.

8. Challenges and Lessons Learned

Key challenges during 2025 included:

- Rapidly evolving publisher regulations
- International scheduling coordination
- Athlete availability and preparation timelines
- Resource allocation across multiple titles

TESF addressed these challenges by improving planning frameworks and strengthening partner communication.

9. Strategic Outlook for 2026

Looking ahead, TESF aims to:

- Expand Thailand's international medal competitiveness
- Develop long-term athlete pipelines
- Strengthen esports governance and integrity programs
- Increase collaboration with educational institutions
- Support sustainable commercial esports growth

TESF remains committed to positioning Thailand as a regional leader in esports development.

10. Conclusion

The achievements of 2025 reflect TESF's continued commitment to advancing esports in Thailand through professionalism, collaboration, and athlete-centered development.

With strong support from stakeholders and the esports community, TESF will continue building a sustainable and internationally competitive esports ecosystem for the future.

11. Links

AEG
https://youtu.be/TTe4zaIJ3VM?si=bZMtjZ-ciAjFvZV9

SEAGAMES
https://drive.google.com/file/d/14ERHRyKa6r1xfG4rHvKTa19-g3RbY7aM/view?usp=sharing