

**Banpu and AIESEC Empower the New Generation
Through AI Ideation to Build Future-Ready Workforce**

Banpu Public Company Limited, a versatile energy company, joined hands with AIESEC in Thailand, to host **Thailand Social Case Competition 2025 (SCC)**, a platform for high school and university students to showcase their skills in solving social issues in Thailand through teamwork, with an assigned case from Banpu to apply Artificial Intelligence (AI) in human resource management to drive organizational development.

The competition was held under the title, **'AI-powered Skill Matching,'** with the aim for participants to brainstorm ideas on AI optimization in talent allocation by evaluating the work scope and specific requirements of each task or project. The approach leveraged individual skills, personality traits, and strengths to accurately and quickly match the right talent to the job.

The **'Sales of Immovable Property'** team, freshmen from the Faculty of Commerce and Accountancy, Chulalongkorn University, was crowned first place receiving THB 30,000. Their winning project seamlessly leveraged AI to first evaluate the skills and personality of internal staff and match the most suitable candidates to the right positions. They then designed personalized learning plans to reskill and upskill employees to meet organizational needs, and further applied AI to screen and analyze external applicants to strengthen the team.

The winning **Sales of Immovable Property team** revealed, "We are incredibly proud of the results of our hard work over the past two months. Despite time constraints and other academic commitments, we gave our best effort, paid close attention to details, and carefully considered all aspects. What we presented were not just ideas but a thoughtful approach in using AI to manage human resources encompassing situational analysis, reskill and upskill planning, and practical system development for an organization.

Mr. Wittapon Jawjit, Head of Banpu People said, “These students have demonstrated diverse and creative ideas in applying AI to enhance human resource management. Many of these ideas show strong potential, as Banpu is ready to continuously integrate AI into our organizational ecosystem. We believe that the growth of people and AI need to go hand in hand. AI is just like an employee who requires ongoing training and development, to truly enhance the capabilities and efficiency of our workforce.”

This year, more than 900 students, representing over 200 teams, joined the SCC competition under Banpu’s case. All participants attended workshops with specialists in project management, human resource management, and AI technology, which served as key drivers in opening up new perspectives.

Mr. Pramin Krajanglikit, Country Director, AIESEC in Thailand said, “For AIESEC, this project was more than a competition. It was a platform to empower ‘youth leaders’ who are eager to learn, take actions, and drive positive changes for society. We believe that leadership begins with an open mind, ready to listen, exchange, and embrace diverse perspectives. This year was a valuable opportunity to collaborate with an international organization that shares our vision for sustainability, inspiring future leaders to grow with awareness, purpose, and an active role in creating a better world.”

“Banpu recognizes the power of the new generation—willing to learn, eager to take action, and determined to continuously improve themselves. We believe that the experience from this competition will broaden their horizons and shape them into future leaders. Banpu is also exploring the feasibility of applying the ideas from both the winning team and finalists within our organization”, added Wittapon.

For more information, please visit: www.banpu.com and <https://www.facebook.com/Banpuofficialth>



About Banpu

Banpu Public Company Limited is a versatile energy company, operating across three core groups of businesses – energy resources, energy generation, and energy technology – with operations in Thailand, Indonesia, China, Australia, Lao PDR, Mongolia, Japan, the United States of America, and Vietnam. The Company leads a responsible and sustainable energy transition by balancing reliable, affordable and sustainable energy

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