

Banpu Shares Perspective on Human Intelligence and Artificial Intelligence Driving Future-Ready Organizations



Recently, **Mr. Wittapon Jawjit, Head of Banpu People, Banpu Public Company Limited**, shared his perspective on driving business transformation through people development and the strategic adoption of Artificial Intelligence (AI) during his keynote presentation on **"Driving Business Transformation Through People"** at the Thailand HR Tech Conference & Exposition 2026, organized by the Personnel Management Association of Thailand (PMAT) at Siam Paragon.

He emphasized that sustainable business transformation begins with clearly defined business goals, with technology and AI solutions selected to support those objectives rather than drive them. He noted that organizations must focus on strengthening both Human Intelligence (HI) and Artificial Intelligence (AI), enabling them to complement one another. A clear understanding of the unique strengths of both HI and AI is essential to fostering seamless human-AI collaboration, enhancing organizational agility, and driving long-term business success.

Mr. Wittapon also shared Banpu's approach to AI implementation across the organization. The Company begins by deploying AI within core business functions where measurable business value can be realized before expanding its application to corporate functions, laying the foundation for organization-wide transformation. One example is Banpu's use of AI in its energy trading business, where it supports experts by providing deeper data insights and improving the accuracy of electricity demand forecasting, enabling more precise decision-making.

Banpu believes that AI is not a replacement for people, but rather a powerful enabler that enhances human capabilities, improves operational efficiency, and strengthens the organization's long-term competitiveness.

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About Banpu

Banpu Public Company Limited is a versatile energy company, operating across four business pillars under its Energy Symphonics strategy: Next-Gen Mining, U.S. Closed-Loop Gas, Power+, and Future Tech – 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 eco-friendly energy.

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