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TRADE POLICY OPTIONS TO SUPPORT E-COMMERCE FOR SMES IN ASEAN

**WORKSHOP ON USING
TECHNOLOGY IN SUPPORT OF
TRADE FOR MSMES**

**BANGKOK, THAILAND
1 DECEMBER 2016**



Stylized facts:

- 1) Improved access to the internet is good for the economy;
- 2) SMEs that use the internet, particularly e-commerce, grow faster;
- 3) Costs limit access to both the internet and e-commerce; and
- 4) Logistics for cross-border e-commerce limit SME participation.





AEC Blueprint 2025 on e-Commerce

... ASEAN shall intensify cooperation on e-Commerce ... with a view to develop an ASEAN Agreement on e-Commerce to facilitate cross-border e-Commerce transactions in ASEAN. These could include, but are not limited to, strategic measures such as putting in place the following:

- i. Harmonized consumer rights and protection laws;
- ii. Harmonized legal framework for online dispute resolution, taking into account available international standards;
- iii. Inter-operable, mutually recognized, secure, reliable and user friendly e-identification and authorization (electronic signature) schemes; and
- iv. Coherent and comprehensive framework for personal data protection.



AEC Blueprint 2025 on e-Commerce

Under Financial Integration

Expand the scope of financial access and literacy, as well as intermediary and distribution facilities, such as **digital payment services** to promote cost-reducing technologies and the development of financial services for smaller firms and lower income groups. Enhance discussion channels in ASEAN to develop best practices and exchange information as well as strengthen cooperation;



Other ASEAN Initiatives

- Master Plan for ASEAN Connectivity
 - Initiative 4: Enhance MSME Technology Platform. Promoting SME adoption of e-commerce beginning with a study of barriers to adoption of technology and then upgrading the SME Service Center.
 - Initiative 5: Develop an ASEAN Digital Financial Inclusion Framework
 - Initiative 7: Establish an ASEAN Digital Governance Framework
- ASEAN ICT Masterplan
 - Promote Digital Trade in ASEAN
 - Develop a Consultative Approach towards Over-the-top Services
 - Strengthen Digital Inclusion

DIGITAL ECONOMY

More than just e-commerce

- Payment systems
- Cloud computing
- Internet of Things (e.g., sensors for farms linked to cloud-based algorithms)
- Social media
- Advertising
- Etc.





ICT POLICIES

- Broadband access
- Affordable internet access
- Digital identities
- Data flow/location
- Data privacy
- Spectrum regulation to promote innovation

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_1955

