



ADB-ESCAP Workshop on Promoting e-Commerce in Asia and the Pacific: a Holistic Approach

27-28 August 2018, Bangkok, Thailand

E-commerce facilitates business and trade, leading to economic growth and job creation due to lower entry barriers to markets and a reduction in the transaction costs for doing business. SMEs and local start-ups could be the prime beneficiary of e-commerce through reduced costs and improved market access. The development of e-commerce in Asia and the Pacific has been driven by several factors including an expanding middle class and rapidly increasing mobile and internet penetration. However, disharmonious regulatory procedures and inadequate infrastructure restrain Asia from fully realizing the potential growth of e-commerce and digital trade.

Cross-border e-commerce has huge potential to make international trade more inclusive. SMEs, particularly in developing countries, have traditionally had difficulty participating international trade because of significant costs and limited capacities. This trend has changed dramatically in recent years mainly due to the global expansion of the Internet. Data from eBay, for instance, shows that SMEs that use on-line platforms are five times more likely to export than those in the traditional economy.

To realize the growth potential of e-commerce and cross-border e-commerce, governments must take more proactive policy measures, while multilateral organizations and the private sector should cooperate in fostering conducive environments. ADB and ESCAP support various activities and initiatives promoting e-commerce in Asia and the Pacific. Among others, ADB and ESCAP have recently published a report titled "Embracing the E-commerce Revolution in Asia and the Pacific"¹. ADB has organized knowledge sharing programs on cross-border e-commerce as an effective way to facilitate business and trade in support of the ASEAN and other sub-regional programs such as GMS, BIMP-EAGA and IMT-GT.

Against this backdrop, ADB and UNESCAP will jointly host a workshop on "**promoting e-commerce in Asia and the Pacific: a holistic approach**" on 27-28 August 2018 in Bangkok, Thailand. The workshop aims to identify programmatic approaches for promoting e-commerce and cross-border e-commerce in the participating countries of the workshop. The participants will learn about opportunities and challenges for developing e-commerce through interactive discussions. Around 50 participants from governments, international development partners, academia and private sector from the selected developing countries in Asia and the Pacific will join the workshop. In addition, ADB staff directly related to ADB's operations in trade facilitation and finance sector will participate and join discussion on how ADB and ESCAP can support developing countries in enhancing e-commerce and cross-border e-commerce, particularly through a comprehensive and programmatic approach. A tentative program of the program is attached.

¹ Available from <https://www.adb.org/publications/ecommerce-revolution-asia-pacific> or <https://www.unescap.org/resources/embracing-e-commerce-revolution-asia-and-pacific>.

Appendix 1. Tentative Program (as of 24 Aug 2018)

Day 1. 27 Aug 2018 (Mon)	
09:00-09:30	<p>Opening Session</p> <ul style="list-style-type: none"> Welcome Remarks: Mr. Wolfgang Kubitzki, Principal Social Sector Specialist, Thailand Resident Mission, Asian Development Bank Opening Address: Mr. Jonathan Tsuen Yip Wong, Chief, Technology and Innovation Section, Trade, Investment, and Innovation Division, United Nations Economic and Social Commission for the Asia and the Pacific (UN-ESCAP)
09:30-09:45	Group Photo & Coffee break
09:45-10:00	Brief Workshop Outline
10:00-12:00	<p>Session 1. Setting the Context</p> <ul style="list-style-type: none"> Moderator: Mr. Tengfei Wang, Economic Affairs Officer, Trade, Investment and Innovation Division, UN-ESCAP Speakers <ul style="list-style-type: none"> Mr. Sven Callebaut, Lead Consultant, Trade Adviser: Aid-for-Trade, E-commerce, Trade in Services Mr. Simon Lacey, Vice President, Global Government Affairs, Trade Facilitation and Market Access, Huawei Technologies Co, Ltd. Mr. Sami Farhad, Senior Director, International Policy and Government Affairs, Alibaba Group <i>Country Case Presentation (Philippines):</i> Ms. Jovita J. Vence, Senior Trade and Industry Development Specialist, Policy Research Division, Bureau of Trade and Industrial Policy Research, Department of Trade and Industry, Philippines <i>Country Case Presentation (Thailand):</i> Mr. Phantong Loykulnanta, Director of Suvarnabhumi Airport Cargo Clearance Customs Bureau, Thai Customs Department, Ministry of Finance, Thailand
12:00-13:00	Lunch
13:00-14:30	<p>Session 2. Enabling environment for e-commerce and cross-border e-commerce</p> <ul style="list-style-type: none"> Moderator: Ms. Anna M. Fink, Economist (Regional Cooperation), Economic Research and Regional Cooperation Department, Asian Development Bank (ADB) Speakers <ul style="list-style-type: none"> Mr. Luca Castellani, Secretary, Working Group IV (E-Commerce), United Nations Commission on International Trade Law (UNCITRAL) Ms. Lorryne Porciuncula, Economist, Digital Economy Policy, Science, Technology and Innovation, Organisation for Economic Cooperation and Development (OECD) <i>Country Case Presentation (Indonesia):</i> Mr. Cornelius Tjahjaprijadi, Researcher, Fiscal Policy Agency, Ministry of Finance, Indonesia

14:30-15:00	Coffee Break
15:00 - 16:30	<p>Session 3. e-commerce tax and custom tax</p> <ul style="list-style-type: none"> • Moderator: Mr. Yuji Miyaki, Public Management Specialist (Taxation), Central and West Asia Department, ADB • Speakers <ul style="list-style-type: none"> ○ Mr. Tejo Arum Kusuma, Technical Officer, Compliance and Facilitation Directorate, World Customs Organization ○ Mr. Brian McAuley, Independent Adviser on Tax and International Consultant, ADB and Ms. Sissie Gonzales-Fung, International Tax Policy Specialist and International Consultant, ADB ○ <i>Country Case Presentation (Lao PDR):</i> Mr. Sonethanou Singdala, Director for Trade in Goods Division, Foreign Trade Policy Department, Ministry of Industry and Commerce, Lao PDR (TBC)
18:00-19:30	Welcome Dinner

Day 2. 28 Aug 2018 (Tue)	
09:00 – 10:15	<p>Session 4. Electronic payment for e-commerce and cross-border e-commerce</p> <ul style="list-style-type: none"> • Moderator: Ms. Teresa Mendoza, Senior Economics Officer, Southeast Asia Department, ADB • Speakers <ul style="list-style-type: none"> ○ Ms. Laura Winwood, Director of the Technology Research Project Corporate (TRPC) ○ Mr. Boon-Hiong Chan, Head of Market Advocacy, Global Banking Division, Corporate and Investment Banking, Deutsche Bank AG Singapore ○ Mr. Daniel Wu, Director of Government Relations, Southeast Asia, Visa ○ <i>Country Case Presentation (People's Republic of China):</i> Mr. Jan F. Hinrichs, Natural Resources Economist, East Asia Department, ADB ○ <i>Country Case Presentation (Bangladesh):</i> Ms. Farida Yasmin, Second Secretary, National Board of Revenue, Ministry of Finance, Bangladesh (TBC)
10:15-10:30	Coffee Break
10:30 – 12:00	<p>Session 5. National and regional single window for cross-border e-commerce</p> <ul style="list-style-type: none"> • Moderator: Masato Nakane, Economist, South Asia Regional Department, ADB • Speakers <ul style="list-style-type: none"> ○ Mr. Sang Won Lim, Economic Affairs Officer, Trade, Investment and Innovation Division, UN-ESCAP ○ Mr. Jonathan Koh, Managing Director, Trade Facilitation Pte Ltd, Singapore ○ Ms. Marianne Wong, Independent Expert and Former Deputy Director, Customs Royal Malaysian Customs Department and the Chair of the ASEAN Single Window Working Group

	<ul style="list-style-type: none"> ○ <i>Country Case Presentation (Maldives):</i> Mr. Hassan Farish Rasheed, Chief Customs Officer, Information Technology, Maldives Customs Service (TBC) ○ <i>Country Case Presentation (Group 8: Sri Lanka):</i> Ms. R.M.Muditha Buddhika Kumari, Legal Officer, Ministry of Development Strategies and International Trade, Sri Lanka (TBC)
12:00-13:00	Lunch
13:00-13:30	<p>Special session</p> <ul style="list-style-type: none"> • Presentation of the joint ADB-ESCAP publication on “Embracing the e-Commerce Evolution in Asia and the Pacific” <ul style="list-style-type: none"> ○ Mr. Jong Woo Kang, Principal Economist, Economic Research and Regional Cooperation Department, ADB ○ Mr. Tengfei Wang, Economic Affairs Officer, Trade, Investment and Innovation Division, UN-ESCAP
13:30-15:00	<p>Session 6. E-solutions to facilitate e-commerce and cross-border e-commerce</p> <ul style="list-style-type: none"> • Moderator: Seok Yong Yoon, Principal Public Management Specialist (e-Governance), Digital Technology for Development Unit, Sustainable Development and Climate Change Department, ADB • Speakers <ul style="list-style-type: none"> ○ Mr. Wanawit Ahkuputra, Chair, Advisor to Permanent Secretary, Ministry of Digital Economy and Society, Thailand ○ Prof. Jian Wang, Professor and Director of International Business and E-Business, Center for International Business Studies, University of International Business and Economics, People’s Republic of China ○ Mr. Dominic Leong, Programme Officer, ICT Policy Section, United Nations Conference on Trade and Development (UNCTAD) ○ Mr. Madhav Ragam, Vice President, Government & Healthcare, IBM Asia Pacific
15:00 - 15:30	Coffee Break
15:30 - 17:00	<p>Session 7. Group projects</p> <ul style="list-style-type: none"> • Facilitator: Mr. Hans Van Rijn, Principal Public Management Specialist, East Asia Department, ADB <ul style="list-style-type: none"> ○ Group discussions ○ Group presentations
17:00 - 17:15	Wrap up and closing