



“Thailand Development Path towards Digital Economy”

Agenda



Overview of Thailand's e-Commerce



Thailand 4.0 & Thailand's e-Commerce

Development Plan



National Platform : Thaitrade.com



Step Forward

Thailand's e-Commerce Opportunity



Increasing internet & E-Commerce users

- 50% of population - Internet users
- Over 500k - E-Commerce users and keep increasing



Expanding E-Commerce volume & value

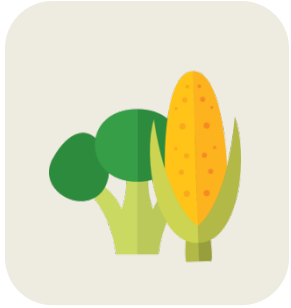
- 2016 : \$74.2 billion (+12.5% from 2015)
- 2017 : +21.7%
- 2021 : +24.5%



Major value from retails and wholesales sector

- Cosmetics, food & drink and electronics devices are top 3 main revenue
- B2B – biggest value (follow by B2C, B2G)
- B2C – biggest growth rate

What is Thailand 4.0?



Thailand 1.0

Thailand 2.0

Thailand 3.0

Thailand 4.0

Agriculture

Industrialization

Globalization

Agricultural Society

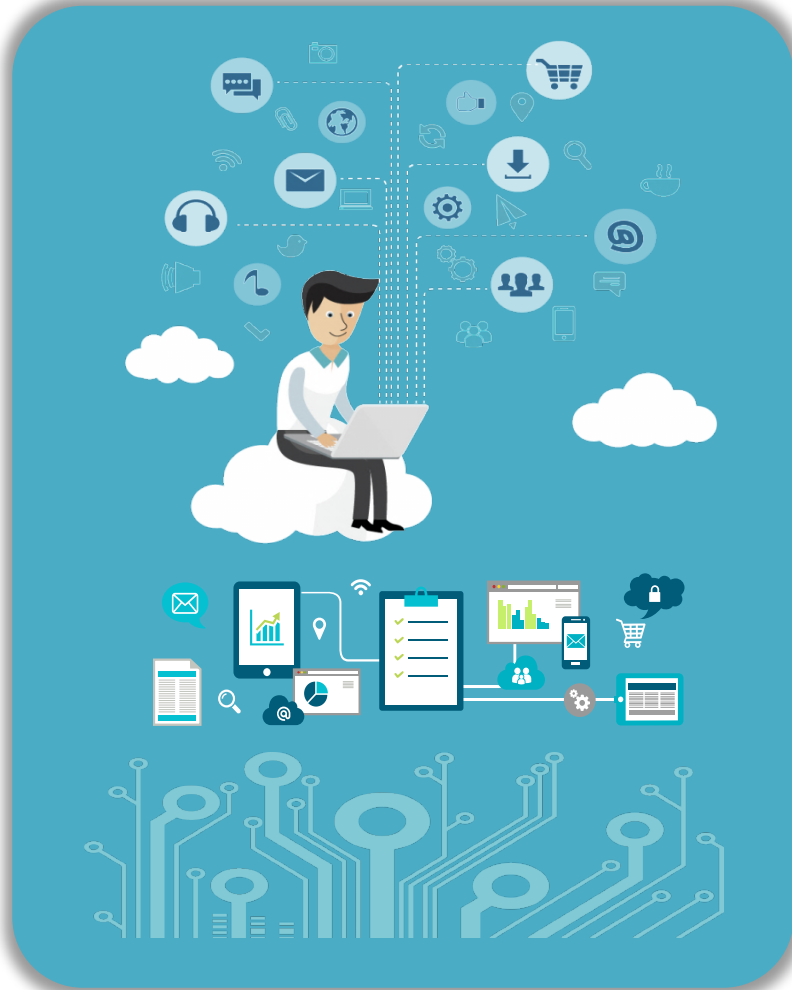
Light Industry

Heavy Industry

Cheap Labor

Export Promotion

What is Thailand 4.0?



Thailand 4.0

“Value-Based Economy”



Innovation

Technology



Creativity

Thailand's e-Commerce Development Plan

Thailand's e-Commerce Development Plan Phase I (2017-2021): 4 strategies



Competitiveness of Sellers



Ecosystem for e-commerce and trade facilitation



Effectiveness of key supporting factors



Trust building for all

National e-Commerce Platform

THXITRADE.COM
YOUR ULTIMATE SOURCING DESTINATION

THXITRADE.COM^{SOOK}

Thaitrade.com's Journey

2010

- Feasibility study
- Budget request
- B2B e-Marketplace development

2011

- Thaitrade.com launch
- Recruit 3,000 seller members
- Building 3,000 online stores
- Upload 20,000 SKUs

2012

- PR through media
- Online Marketing
- Increase seller members (+ 3,000)
- Recruit 20,000 buyer members
- Explore collaboration with partners

2013

- Partner with Alibaba.com
- Collaborate with Trade Associations to recruit more sellers (+3,000)
- Increase buyer members (+20,000)
- PR&Marketing

2014

- Partner with HKTDC.com, Tradekorea.com
- Reach out to more international buyers through partners
- Launch S.O.S. (Smart Online SMEs Capacity Building Program)
- Increase seller members (+4,000)
- Increase buyer members(+30,000)
- Gain +30,000 SKUs

Thaitrade.com's Journey

2015

- Expand more partners (TPOs/e Marketplaces/Logistics/e-Payment)
- Launch B2B2C website Thaitrade.com Sook (Small Order Okay) with e-Payment and logistic solution ready
- Increase seller members (+4,000)
- Increase buyer members (+40,000)
- Gain +50,000 SKUs
- Thaitrade.com won National Best Public Service's Award
- Thaitrade.com was one of 7 finalist for winning WSIS Prize 2015

2016

- Introduce Online and Offline (O2O) Business Matching services in all trade fairs organized by DITP
- S.O.S Capacity Building Program won National Best Public Service's Award
- S.O.S also won the WSIS Prize 2016
- Increase buyer members (+40,000)
- Increase seller members (+5,000)
- Gain +50,000 SKUs

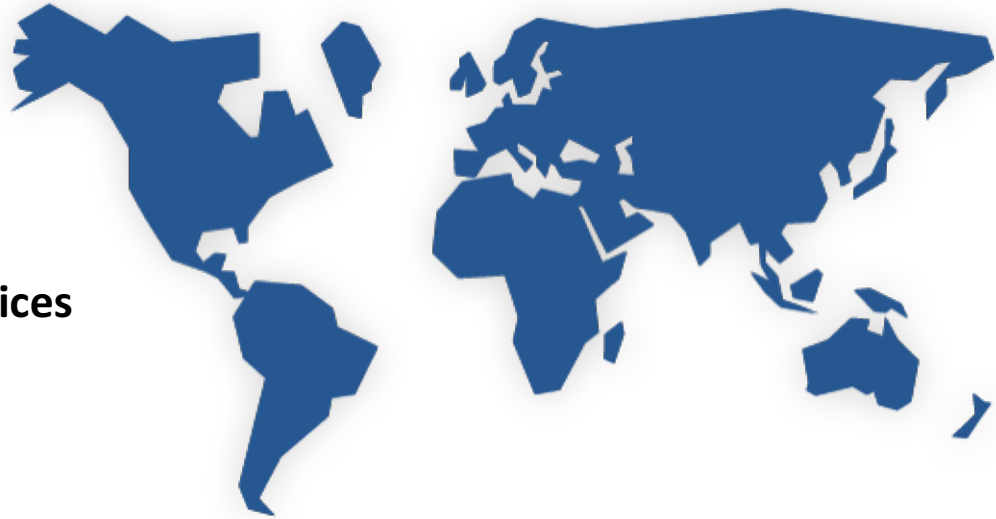
2017

- Partner with Amazon.com, eBay.com
- Thaitrade.com won The Best and Sustainable Public Service's Award
- Explore opportunity to expand Thaitrade.com to help local sellers
- Form the National e-Commerce Committees chaired by Minister of Commerce
- Increase buyer members (+40,000)
- Increase seller members (+5,000)
- Gain 50,000 SKUs

2018

- Launch new Thaitrade.com for B2B International/B2B2C international/B2C Domestic (in June)
- Partner with Gosoko, ShopJJ, Tmall
- Launch Official Thai Rice Flagship Store on Tmall.com to sell rice products to Chinese consumers
- Target: Increase seller members (Target :+50,000)
- Target: Increase buyer members(+100,000)
- Target: Gain +30,000 SKUs

Why Thaitrade.com?



E-Marketplace

THAITRADE.COM
YOUR ULTIMATE SOURCING DESTINATION



58 Oversea Offices



WSIS 2016



SOOK



**Verified by
Government**



Partnership



**Thaitrade
Service
Center**



**Business
Matching**

THAITRADE.COM : Alliances

YOUR ULTIMATE SOURCING DESTINATION



PAYMENT/LOGISTICS



TPO/GOVERNMENT



E-MARKETPLACE



SOCIAL NETWORKS



ASSOCIATION /FEDERATION



Thailand's Challenges

***e-Commerce
Ecosystem***



Infrastructure

***Logistics and
Trade
Facilitation***



***e-Commerce Training
& Development Plan***

***Readiness of
e-Payment***



***Laws and
Regulations***

Step Forward

Thailand's e-Commerce Strategic Roadmap

Goal : Encourage 100,000+ New Entrepreneurs using e-Commerce Channel and Double Thailand's e-Commerce Value

1

Competitiveness of Sellers

2

Ecosystem for e-Commerce and Trade Facilitation

3

Effectiveness of Key Supporting Factors

4

Trust Building for All

Thailand's e-Commerce Development Structure by Ministry of Commerce

1. Capacity Building

100,000

Niche e-commerce by DIT, DFT, DiP



General e-commerce by DBD



NEA (IT for SMEs) by DITP



Network of Academic Institutions



2. Building Trust

50,000

Registration of e-commerce Businesses

DBD Registered

DBD Verified

2017
20,000+

Private Sector



Public Sector



Traditional Trade Hybrid



Blue Flag Civil State



Domestic e-Commerce Enablers

- Assisting improving Product Contents and Picture
- Payment Services
- Logistics Services



Deliver directly to Domestic Consumers

4. International Market Access

40,000



THAI TRADE.COM

2017

- 5.5 Million Users
- 135,291 Buyers
- 22,734 Sellers
- 5,569 O2O BM
- 4,556 Million Baht

5. Access to International Market via DITP Partnership

World-Class E-Marketplaces



International e-Commerce Enablers

- Promote Thai Products and Services to meet global demand
- Assist improving Product Contents and Picture
- Match buyers and experts in targeted markets
- Trade Facilitation
- Payment Services
- Logistics Services and Warehousing

Deliver directly to International Consumers

Contribution to ASEAN

ASEAN stronger together



Drive inclusive growth of ASEAN's e-Commerce



Develop infrastructure and e-Commerce environment to pave the way for an inclusive ASEAN e-Commerce



Standardize rules and regulations and enhance national e-Commerce readiness to be able to plug-in with ASEAN and global e-Marketplaces



Facilitate and provide Thai SMEs' opportunity for cross border e-Commerce by using national e-Commerce as a fundamental platform