

Thailand's Statement – UNCTAD Intergovernmental Expert group on E-commerce and the Digital Economy – 3,5 April 2019

"Working group on Measuring e-Commerce and the Digital Economy"

Thailand supports the setting up and Term of Reference of the Working Group on Measuring of e-Commerce and Digital Economy.

I would also like to share our experiences in measuring value of e-Commerce in the country. My organization, Electronic Transaction Development Agency or ETDA which is a special public organization under Ministry of Digital Economy and Society of Thailand, has been delegated and authorized from National Statistics Office of Thailand to produce the official statistics on e-Commerce.

Therefore, we have been conducting an annual survey to capture value of e-Commerce in Thailand since 2015.

Out of almost 700,000 establishments operating e-Commerce in Thailand, we divide them into 2 groups: (1) Large scale or "Enterprise" and (2) small scale or "SMEs".

For those of over 100 Enterprises we use face-to face interview and for the rest of around 700,000 SMEs we use mail and online questionnaire.

The data obtained from this survey is getting more and more interested from various users both public and private sectors.

This survey is one of the most complex survey in its nature, we have encountered data provider cooperation problem with increasingly in its level year by year.

Other issue we encountered is the need from our major users to provide the statistics on value of C2C (Consumer-to-Consumer) by which we still do not have a clear definition on it and no clue about its sampling frame.

We have been seeking for assistance from elsewhere, but we found none. Therefore, we appreciate the effort to urgently set up this IGE and Working Group on Measuring E-commerce and the Digital Economy. I also support the topics for the first meeting as proposed.

Finally, we welcome the Working Group on Measuring e-Commerce and Digital Economy to organize a meeting in Thailand.