

# Digital Transformation and Post-Pandemic Recovery in ASEAN

Intergovernmental Group of Experts  
on E-commerce and the Digital Economy  
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# Digitalization has become a lifeline during the pandemic ...



**400 mil users online – fastest growing**



**Cellular users – 138/100 persons in 2020**



**Automation (manufacturing industry) – Singapore ranked 1<sup>st</sup>**

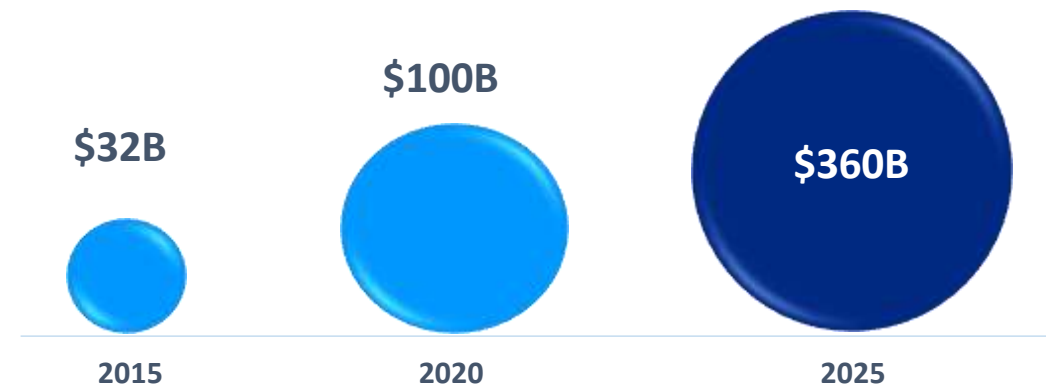


**AI Adoption Plan – Indonesia (24.6%), followed by Thailand (17.1%), Singapore (9.9%), Malaysia (8.1%) \***



**Digital payment expected to rise to USD 1.1 trillion by 2025**

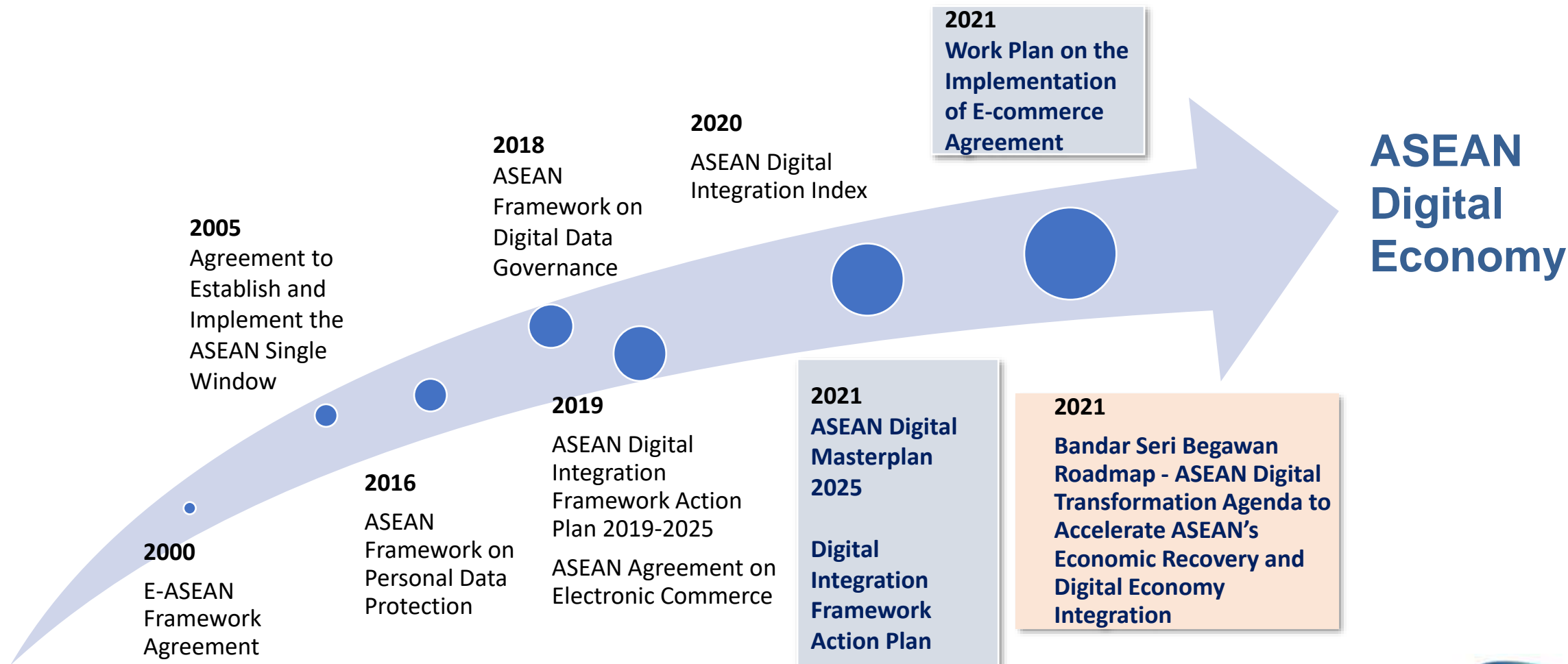
**Southeast Asia Internet Economy**



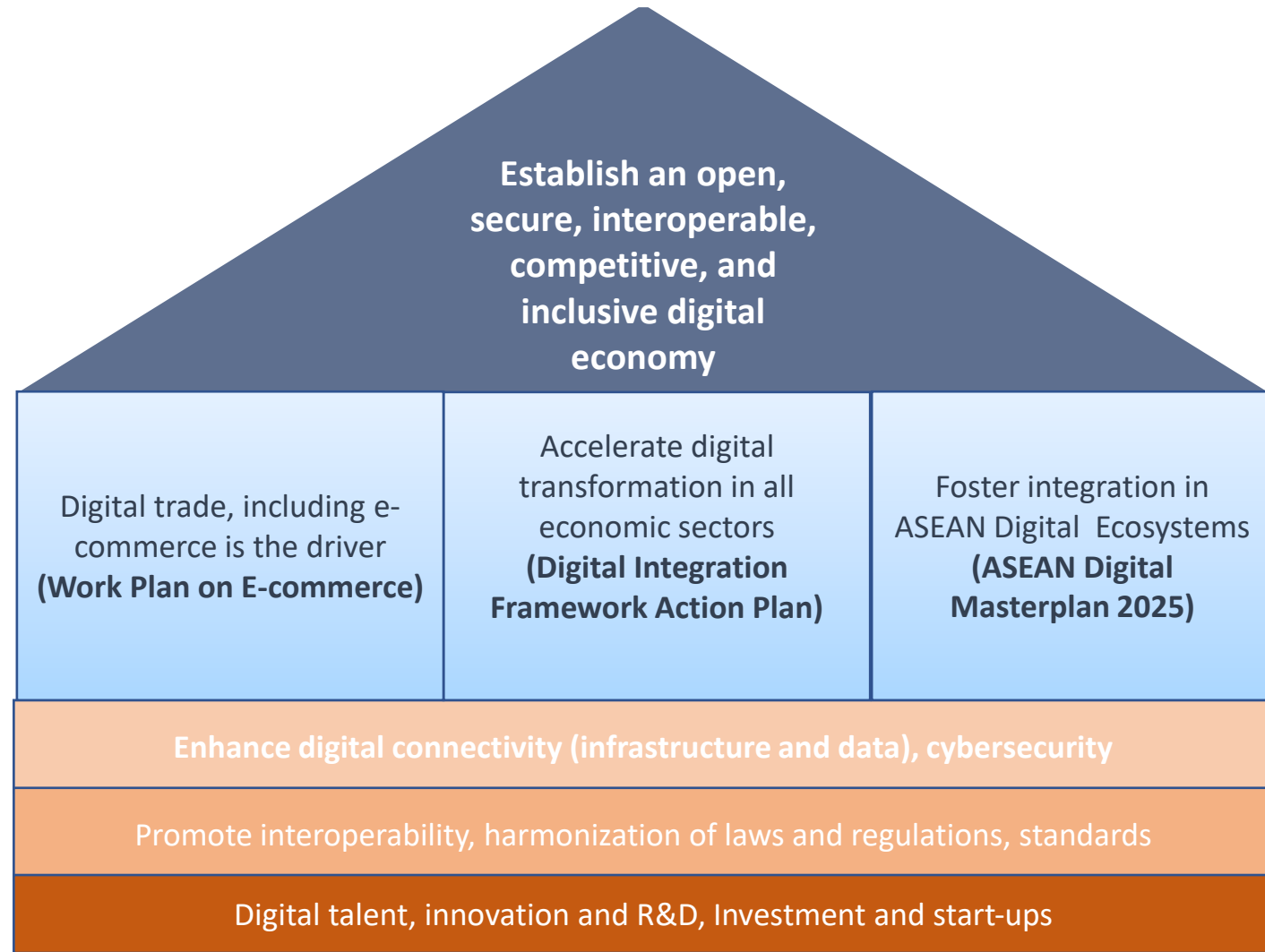
*Note: \*Based on a 2018 survey carried out by the IDC Asia/Pacific involving 502 executives & IT heads in the Asia-Pacific (excluding Japan).*

*Source: ASEAN Secretariat; International Federation of Robotics, 2020; and International Data Corporation Asia/Pacific, 2018; Google, Temasek and Bain & Company, e-Conomy SEA, 2019, 2020.*

# ... accelerating ASEAN's digital transformation post pandemic

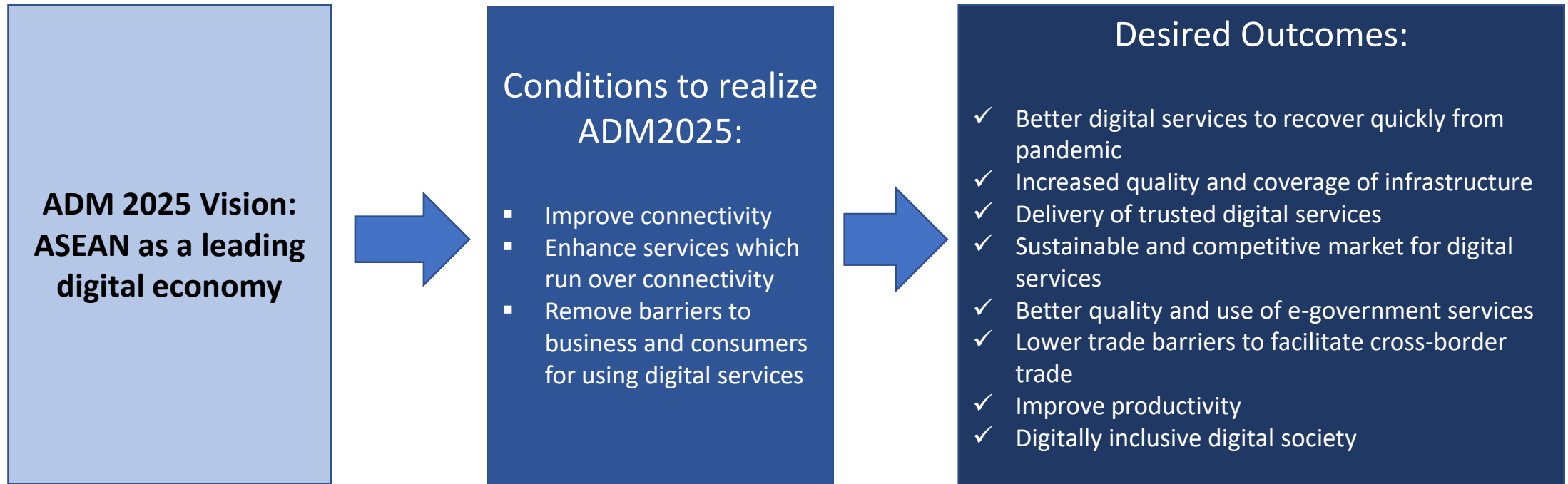


# ASEAN Digital Economy Strategy



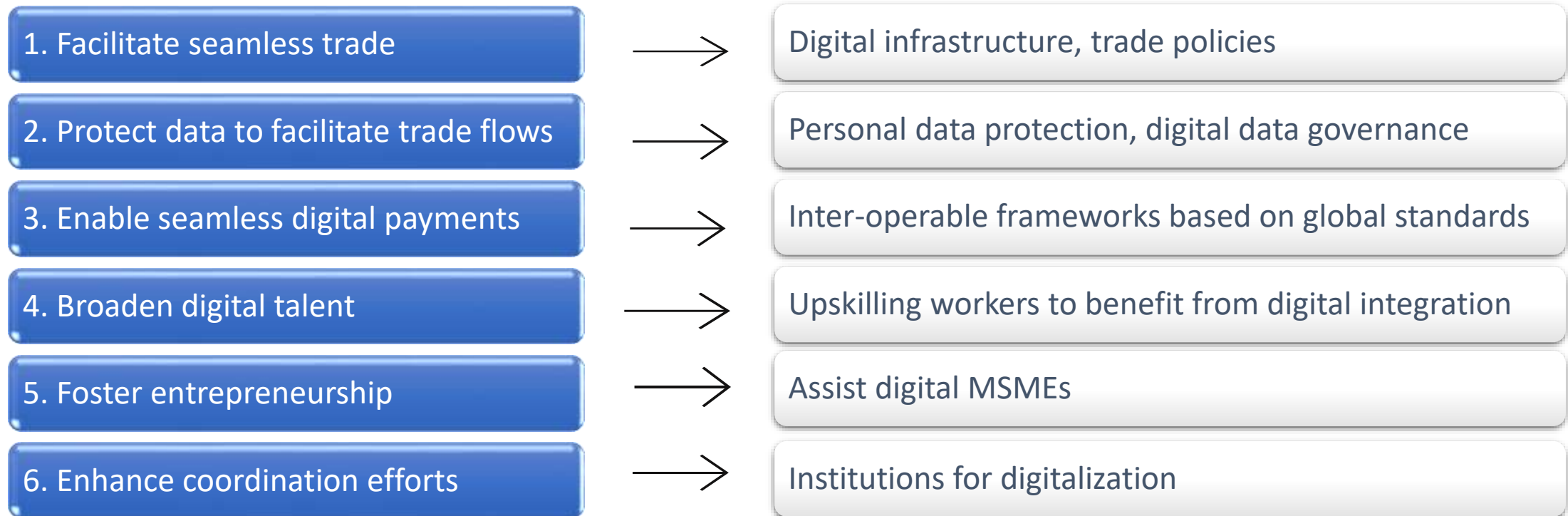
**Bandar Seri Begawan Roadmap (BSBR) 2021-2025**

# ASEAN Digital Masterplan 2025



# ASEAN Digital Integration Framework Action Plan 2019-2025

Priority areas to address critical barriers to promote digital integration



# ASEAN Agreement on E-Commerce Work Plan 2021-2025

## Cross-Border Workstream

- Trade facilitation/logistics
- Paper less trading
- Revenue aspects of digital trade
- Cross-border transfer of information
- Location and computing facilities

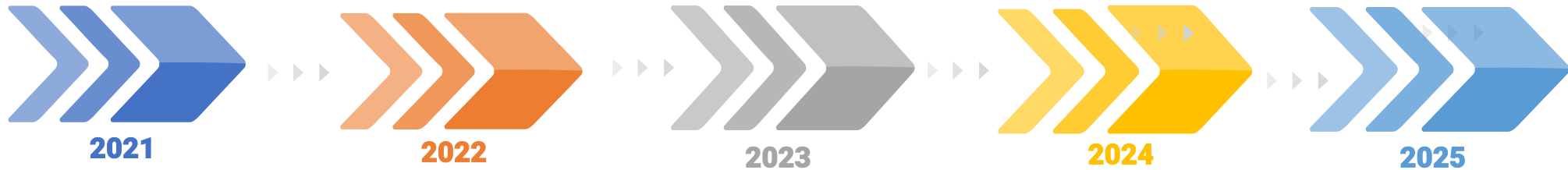
## Business Focus Workstream

- Electronic transaction
- Electronic authentication
- Electronic signature
- Electronic payments
- IP commitments
- Technology neutrality for e-commerce
- Competition for e-commerce

## Consumer Focus Workstream

- Consumer protection
- Alternative dispute resolution mechanism
- Data protection and privacy
- Cybersecurity

# BSB Roadmap: from recovery to transformation



- 38<sup>th</sup> ASEAN Summit Leaders Statement on Advancing Digital Transformation
- Work Plan on the Implementation of ASEAN Agreement on E-commerce
- ASEAN Digital Master Plan 2025

- ASEAN Interoperation QR Code Framework
- ASEAN Regional CERT
- Review of ASEAN Digital Integration Framework Action Plan (2021-2025).
- Preparatory work for a Study on ASEAN Digital Economy

- Online Intellectual Property Platform
- Identification and implementation of interoperable standards in specific areas such as paperless trade, payment, cybersecurity.

- Completed the Study on ASEAN Digital Economy
- ASEAN-wide Unique Business Identification Numbers.

Negotiation of the ASEAN Digital Economy Framework Agreement

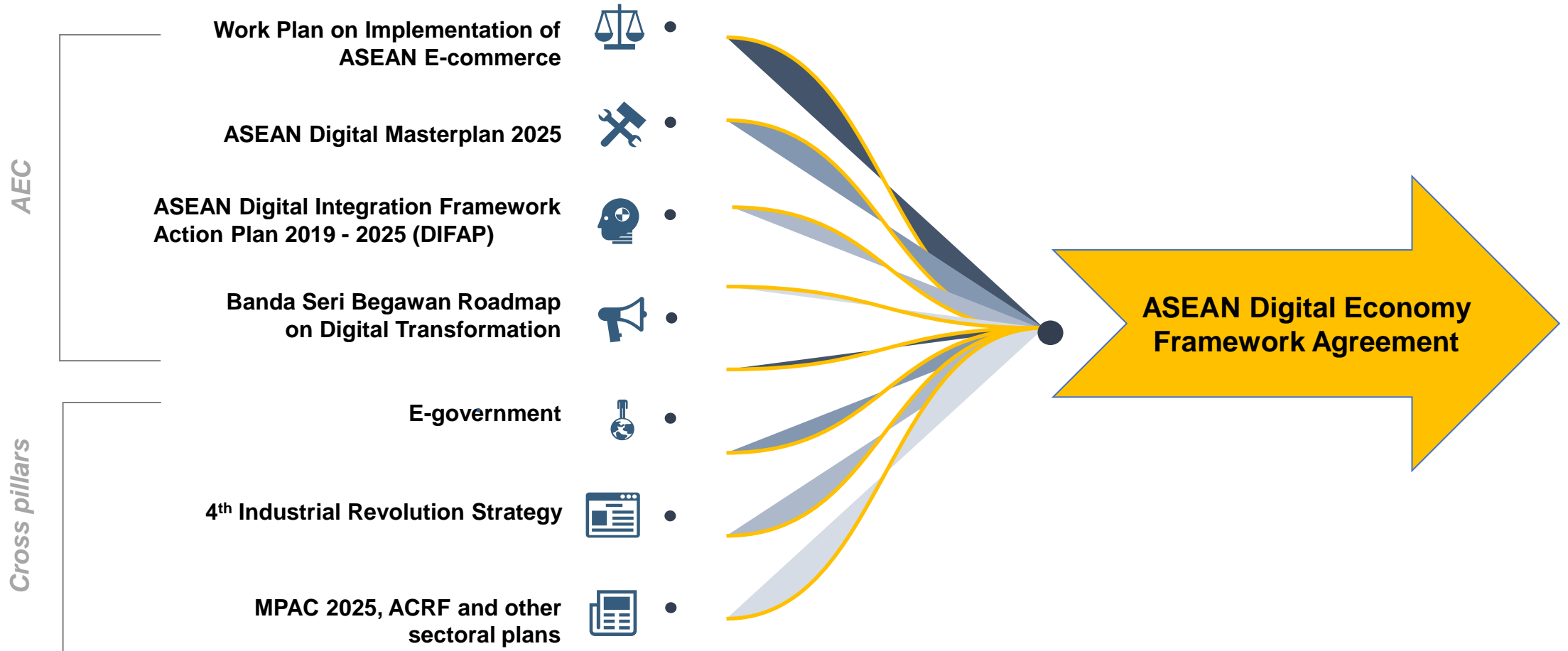
Recovery

Acceleration

Transformation



# Toward an ASEAN Digital Economy



# Thank you

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