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 1st
- 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

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2020</th>
<th>2025</th>
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<tr>
<td></td>
<td>$32B</td>
<td>$100B</td>
<td>$360B</td>
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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
Establish an open, secure, interoperable, competitive, and inclusive digital economy

Enhance digital connectivity (infrastructure and data), cybersecurity

Promote interoperability, harmonization of laws and regulations, standards

Digital talent, innovation and R&D, Investment and start-ups

Foster integration in ASEAN Digital Ecosystems (ASEAN Digital Masterplan 2025)

Accelerate digital transformation in all economic sectors (Digital Integration Framework Action Plan)

Digital trade, including e-commerce is the driver (Work Plan on E-commerce)

Bandar Seri Begawan Roadmap (BSBR) 2021-2025

ASEAN Digital Economy Strategy
ASEAN Digital Masterplan 2025

ADM 2025 Vision: ASEAN as a leading digital economy

Conditions to realize ADM2025:
- Improve connectivity
- Enhance services which run over connectivity
- Remove barriers to business and consumers for using digital services

Desired Outcomes:
- Better digital services to recover quickly from pandemic
- Increased quality and coverage of infrastructure
- Delivery of trusted digital services
- Sustainable and competitive market for digital services
- Better quality and use of e-government services
- Lower trade barriers to facilitate cross-border trade
- Improve productivity
- Digitally inclusive digital society

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ASEAN Digital Integration Framework
Action Plan 2019-2025

Priority areas to address critical barriers to promote digital integration

1. Facilitate seamless trade  →  Digital infrastructure, trade policies
2. Protect data to facilitate trade flows  →  Personal data protection, digital data governance
3. Enable seamless digital payments  →  Inter-operable frameworks based on global standards
4. Broaden digital talent  →  Upskilling workers to benefit from digital integration
5. Foster entrepreneurship  →  Assist digital MSMEs
6. Enhance coordination efforts  →  Institutions for digitalization
## 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

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BSB Roadmap: from recovery to transformation

- **2021**
  - 38th ASEAN Summit Leaders Statement on Advancing Digital Transformation
  - Work Plan on the Implementation of ASEAN Agreement on E-commerce
  - ASEAN Digital Master Plan 2025

- **2022**
  - ASEAN Interoperation QR Code Framework
  - ASEAN Regional CERT
  - Preparatory work for a Study on ASEAN Digital Economy

- **2023**
  - Online Intellectual Property Platform
  - Identification and implementation of interoperable standards in specific areas such as paperless trade, payment, cybersecurity.

- **2024**
  - Completed the Study on ASEAN Digital Economy
  - ASEAN-wide Unique Business Identification Numbers.

- **2025**
  - Negotiation of the ASEAN Digital Economy Framework Agreement

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**Recovery**

**Acceleration**

**Transformation**
Toward an ASEAN Digital Economy

- Work Plan on Implementation of ASEAN E-commerce
- ASEAN Digital Masterplan 2025
- Banda Seri Begawan Roadmap on Digital Transformation
- E-government
- 4th Industrial Revolution Strategy
- MPAC 2025, ACRF and other sectoral plans

ASEAN Digital Economy Framework Agreement
Thank you

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