



INTERNATIONAL WORKSHOP ON MEASURING E-COMMERCE **"TOWARDS A THRIVING DIGITAL ECONOMY ERA"**

Organized by UNCTAD and the Electronic Transactions Development Agency of Thailand (ETDA)

Tuesday 27 October 2015

Venue: ETDA, The 9th Tower Grand Rama 9 Building, Bangkok, Thailand

BACKGROUND INFORMATION

This workshop is organized in response to a request for technical assistance from ETDA regarding the measurement of e-commerce. Since 2004, UNCTAD's work programme on measuring ICT and e-business has been helping developing countries to produce internationally comparable ICT statistics and indicators for effective ICT policy making. This is achieved by facilitating consensus on methodologies and guidelines within the Partnership on Measuring ICT for Development, and with the collaboration of national statistical agencies from around the world. UNCTAD regularly organizes training and advisory services on business ICT statistics. Financial support from the Government of Sweden is gratefully acknowledged.

OBJECTIVE OF THE WORKSHOP

The workshop will facilitate the sharing of experiences on e-commerce statistics in order to identify commonly agreed practices and methodologies for producing internationally comparable indicators.

National experts are invited to share their experience, discuss methodological guidelines and provide feedback on the approach developed in Thailand, including by addressing a number of questions prepared by ETDA on the following points: the definition of e-commerce, identifying the total population of e-commerce users (households and enterprises), sampling, sampling ratios, coverage of establishment/enterprise surveys by economic activity and by enterprise size class, estimating total e-commerce sales.

The workshop will identify remaining challenges to producing internationally comparable e-commerce statistics and list some of the existing indicators relevant for e-commerce measurement.

PARTICIPANTS

ETDA, the Ministry of Information and Communication Technology, the National Statistics Office, Department of Business Development (provision of Ministry of Commerce), Ministry of Commerce, Bank of Thailand, eCommerce society, Payment gateway society, the Korea Association for ICT Promotion, Regional Center for Studies on the Development of the Information Society of Brazil (CETIC.br), Statistics Finland and United Nations Conference on Trade and Development (UNCTAD).



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AGENDA: TUESDAY 27 OCTOBER 2015

- 8:30 – 9:00 Registration and coffee break
- 9:00 - 9:20 *Opening session and welcoming remarks*
Mrs. Jirawan Boonperm, Chairman of the Executive Board of Directors, ETDA
Ms. Diana Korka, Associate Economic Affairs Officer, ICT Analysis Section, Science, Technology and ICT Branch, Division on Technology and Logistics, UNCTAD
- 9:20 - 9:45 *Introducing delegations*
- 9:45 - 10:00 Group photo
- 10:00 - 10:30 *Revolution of E-Commerce measurement in Thailand, new initiatives and standards*
Ms. Kulthirath Pakawachkrieters, Project Director, Researcher, Value of eCommerce in Thailand, ETDA
Questions and answers
- 10:30-11:00 *Measuring e-commerce and ICT at UNCTAD and the Partnership on Measuring ICT for Development*, Ms. Diana Korka, UNCTAD, Questions and answers
- 11:00 - 11:45 *E-commerce statistics: the experience of the Republic of Korea*
Dr. Kim Seung Keon, Vice President Korea Association for ICT Promotion (KAIT)
Questions and answers
- 11:45 - 12:15 *Interactive discussion*
- 12:15 - 13:30 Lunch break hosted by ETDA
- 13:30 - 14:15 *The Statistics Finland, Eurostat and OECD methodology and data collection on e-commerce: existing guidelines and statistical challenges*
Mr. Aarno Airaksinen, Senior Statistician Business Statistics, Businesses and Globalization and Information Society, Statistics Finland
Questions and answers
- 14:15 - 15:00 *Brazil's perspective on measuring e-commerce*
Mr. Winston Oyadomari, Survey Analyst, Regional Center for Studies on the Development of the Information Society of Brazil (CETIC.br)
Questions and answers
- 15:00 - 16:30 *Interactive discussion, summary and next steps of collaboration*
- 16:30 - 17:00 *Closing remarks*
Mrs. Surangkana Wayaparb, Executive Director and CEO, ETDA