

CLMVT Forum 2018
Day 1 – 16 August 2018 (14.00 – 16.00 Hrs.)

Discussion Paper for

Roundtable Discussion: Digital Economy: Gateway for CLMVT to the World
Room 2: From Offline to Online: CLMVT Opportunities in Trade and Investment through Digital Platform

Lead Discussants:

- **H.E Mr. Chhuon Dara**, Secretary of State, Ministry of Commerce, Cambodia
- **H.E. U Htay Aung**, CEO, Aung Chaw Trading Co., Ltd. & Former Minister, Ministry of Hotel & Tourism, Myanmar
- **Mr. Thaung Tin**, Senior Vice-President, The Republic of the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI)
- **Mr. Paul Srivorakul**, CEO, aCommerce, Thailand
- **Mr. David Jou**, CEO, Pomelo Fashion, Thailand
- **Mr. James Z. Dong**, CEO, Lazada, Thailand

Moderator: Dr. Somprawin Manprasert, Chief Economist, Bank of Ayudhya Public Company Limited

Background and Overview

The rapid development of digital technologies leads to unprecedented transformative and paradigm shifts in the economy, businesses and society, which are no longer limited to offline platform. Among a wide range of digital platforms, e-commerce plays a prominent role in the evolving digital economy landscape. It both facilitates globalisation and transforms entities' behaviour.

The emergence of e-commerce will break through limitation of time and space of traditional trade pattern and has brought about a far-reaching impact on how entities can be part of the fast-growing inter-linkages of domestic economies to the global market. E-commerce is one of the potential strategies to promote trade and investment in the region as well as to enhance connectivity between regions. Ultimately, it could foster economic development more inclusively, contributing to shared prosperity for all.

E-commerce offers opportunities for businesses regardless of their sizes to engage in local, regional, and global markets, notably by offering greater market access to customers / players within the supply chains, and by reducing costs for both inputs and final products. However, such tremendous gains are not automatic and only some are resilient and adaptive enough to reap potential benefits.

Despite the fact that e-commerce has been widely utilized and mature in developed countries, its development is still underway in most developing countries, including CLMVT. In order to harness digital trade and ensure that utilization and benefits are equally distributed, appropriate set of regulations and institutions as well as proper support for skill

development are necessary. Key issues must be explored and this requires cooperation from all relevant stakeholders.

CLMVT countries must be ready to facilitate and support entrepreneurs at all walks of lives, particularly SMEs and young entrepreneurs, to leverage the digital transformation in order to ensure smooth transition of trade and investment through digital platform.

Possible Points for Discussion:

- (1) The looming impacts of technology on the present and the future of trade
 - How does digitisation affect the economy, businesses (large, small, and entrepreneur), and consumers?
- (2) The role of government to foster digital platforms and support SMEs and entrepreneurs
- (3) How the private sector can utilize e-commerce and digital platform in the fast-changing environment? What are existing barriers and how can these barriers be overcome?
- (4) What are the most challenging constraints for SMEs and entrepreneurs when entering into online platform?
- (5) Recent examples of best practices in selling and marketing techniques in the digital era, as well as big data analysis, especially in relation to customer demand.
