



ศูนย์อาเซียนศึกษา
จุฬาลงกรณ์มหาวิทยาลัย
ASEAN STUDIES CENTER
CHULALONGKORN UNIVERSITY

Workshop on Cross-border E-commerce: Towards Seamless Connectivity
16-18 May 2017, Bangkok, Thailand

Jointly organized by:

Asian Development Bank (ADB) TA 8836: Building Capacity for Enhanced Connectivity in Southeast Asia and TA 8430: Regional Knowledge Sharing Initiative and ASEAN Studies Center, Chulalongkorn University,

SCHEDULE OF ACTIVITIES (8 May 2017, Updated Draft)

Day 1, 16 May 2017, Tuesday

Room 105, Maha Chulalongkorn University Building, Chulalongkorn University

0745 - 0800	Assembly at Sasa International House Lobby
0815 - 0830	Registration
0830 - 0900	Opening Ceremonies Welcome Remarks and Messages <i>Professor Suthiphand Chirathivat, Executive Director, ASEAN Studies Center, Chulalongkorn University, Thailand</i> <i>Mr. Wolfgang Kubitzki, OIC, ADB Thailand Resident Mission</i> Group Photo
0900 - 1015	Introduction and Setting the Workshop Roadmap <u>Resource Persons:</u> <i>Mr. Aekapol Chongvilaivan, Country Economist, Philippines Country Office, ADB</i> <i>Ms. Pamela Asis-Layugan, Team Leader and Training Specialist (Consultant)</i> <i>Ms. Jordana Queddeng-Cosme, Program Analyst (Consultant), ADB-RCDTA 8836</i> Interactive session for participants to get to know each other, develop a learning contract, and understand the workshop overview and objectives.
1015 - 1030	Tea/Coffee Break
1030 - 1115	Session 1: Cross-border E-commerce in the Globalized World <u>Resource Person:</u> <i>Ms. Alisa Di Caprio, Research Fellow, ADB Institute</i> Concepts, definitions, trends, and opportunities and risks of cross-border e-commerce and how it impacts the regional economies to be discussed. The critical role of Governments will be highlighted.
1115 - 1200	Session 2: Assessing E-commerce Readiness: Tools and Best Practices <u>Resource Person:</u> <i>Mr. Aekapol Chongvilaivan, Country Economist, Philippines Country Office, ADB</i> Feature select tools (e.g. UNCTAD B2C E-commerce Index) and best practices for assessing e-commerce readiness. Key elements of e-commerce transactions including internet access, payment systems for online purchases, and delivery systems presented as well as their potential (and risks) to promote cross border trade and facilitate goods and commodity flows.
1200 - 1330	Lunch

1330 - 1500	<p>Session 3: Case Studies on Cross-border E-commerce (Part I)</p> <p>Topic 3.1: Cross-border E-Commerce Innovation and Its Implication for Inclusive Trade: The Case of China <u>Resource Person:</u> <i>Professor Jian Wang, Director, Center for International Business Studies and Cross-border E-commerce Research Center, University of International Business and Economics (UIBE), People's Republic of China</i></p> <p>Topic 3.2: The Philippines E-Commerce Road Map <u>Resource Person:</u> <i>Mr. Arturo P. Boncato, Jr, Assistant Secretary, Department of Trade and Industry, and Philippine Senior Official for BIMP-EAGA</i></p> <p>Case studies on cross-border e-commerce opportunities and challenges in the People's Republic of China (PRC) and the Philippines. The PRC case will focus on promoting inclusive growth for SMEs and implications to trade policy and regulations. The experience of the Philippines in developing an e-commerce roadmap, progress, benefits and challenges as well as the role of government in creating an enabling environment for e-commerce development and innovations will be highlighted.</p>
1500 - 1515	<p>Tea/Coffee Break</p>
1515 - 1645	<p>Session 4: Case Studies on Cross-border E-commerce (Part II)</p> <p>Topic 4.1: Thailand's Nationwide Payment Systems Project: Towards a Cash-free Society <u>Resource Person:</u> <i>Dr. Anuchit Anuchitanukul, First Executive Vice President ,Head of Process and Product Improvement and Alternative Channels Group, Kiatnakin Bank Public Company Limited</i></p> <p>Topic 4.2: Cross-border E-commerce Applications in Tourism <u>Resource Person:</u> <i>Mr. Jens Thraenhart, Executive Director, Mekong Tourism Coordinating Office</i></p> <p>Case studies on cross-border e-commerce opportunities and challenges in Thailand and e-commerce applications in tourism. The Thailand case study will features steps being taken to transition into a "cash-free" society, which in turn will have significant advantages to boost commerce, security, transparency, and promote governance. Lessons on developing a comprehensive "e-framework" that will be a channel for all consumer-retailer, wholesaler-retailer, financial institution-financial institution transactions will be presented. The case study on e-commerce applications in tourism will include use of digital technology.</p>
1800 - 2000	<p>Welcome Dinner hosted by ADB and Chulalongkorn University at Thai House</p>

Day 2, 17 May 2017, Wednesday

Room 105, Maha Chulalongkorn University Building, Chulalongkorn University

0800 - 0815	Assembly at Sasa International House Lobby
0830 - 1030	Session 5: Tackling E-commerce Challenges <i>Panel Moderator:</i> <i>Ms. Alisa Di Caprio, Research Fellow, ADB Institute</i> <i>Panelists:</i> <i>Mr. Arturo P. Boncato, Jr, Assistant Secretary, Department of Trade and Industry, and Philippine Senior Official for BIMP-EAGA</i> <i>Professor Jian Wang, University of International Business and Economics (UIBE), PRC</i> <i>Dr. Anuchit Anuchitanukul, First Executive Vice President, Head of Process and Product Improvement and Alternative Channels Group, Kianakin Bank, Public, Ltd</i> <i>Ms. Kanya Sasradipoera, Senior Trade Specialist, ADB Thailand Resident Mission</i> Highlight e-commerce development challenges as experienced by real life businesses, SMEs, governments and other e-commerce operators and stakeholders. Challenges to be discussed can include ICT and logistics infrastructure constraints; underdeveloped customs clearance system for e-commerce; lack of well-functioning financial systems and on-line payment systems; e-commerce legislation, regulatory frameworks, and online security; levelled playing field for SMEs; and limited consumer preferences toward online transactions.
1030 - 1045	Tea/Coffee Break
1045 - 1215	Session 6: Regional Cooperation in E-Commerce Topic 6.1: Promoting Inclusive Trade through Cross-border E-commerce: The experience of the Asia Pacific Economic Cooperation (APEC) Topic 6.2: The e-ASEAN framework Agreement: Opportunities, Challenges and the Way Forward <i>Resource Person:</i> <i>Ms. Maria Lourdes A. Yaptinchay, Director, Sector Planning Bureau (SPB)</i> <i>Department of Trade and Industry</i> Presents regional cooperation frameworks in APEC and ASEAN in promoting cross-border e-commerce including rationale, benefits, opportunities, challenges and way forward. The digital prosperity checklist in APEC to be presented. Institutional arrangements and effectiveness including private sector participation especially SMEs to be highlighted.
1215 - 1330	Lunch

1330 - 1430	<p>Session 7: Towards Cross-border E-commerce Cooperation: Case Analysis Exercises <i>Participants organized in BIMP-EAGA, IMT-GT and GMS Teams</i> <u>Resource Persons:</u> <i>Mr. Aekapol Chongvilaivan, Country Economist, Philippines Country Office, ADB</i> <i>Ms. Pamela Asis-Layugan, Team Leader and Training Specialist (Consultant)</i></p> <p>Case analysis exercises on real life e-commerce challenges. Participants in small groups discuss issues and propose solutions and share in the plenary.</p>
1430-1500	<p>Session 8: Towards Cross-border E-commerce Cooperation: An Action Agenda (Part I) <i>Participants organized in BIMP-EAGA, IMT-GT and GMS Teams</i> <u>Resource Persons:</u> <i>Mr. Aekapol Chongvilaivan, Country Economist, Philippines Country Office, ADB</i> <i>Ms. Pamela Asis-Layugan, Team Leader and Training Specialist (Consultant)</i></p> <p>Guidance on proposals and elements for cross-border e-commerce cooperation taking into account concepts, trends, good practices and lessons in the workshop to be provided. Participants undergo integration exercise to apply concepts, trends, good practices and lessons in cross-border e-commerce in the workshop. The main output will be the proposed Framework and Action Agenda for cross-border e-commerce development and cooperation at national and subregional levels to be presented on Day 3.</p>
1500-1515	Tea/Coffee Break
1515-1730	<p>Session 9: Towards Cross-border E-commerce Cooperation: An Action Agenda (Part II) <i>Participants organized in BIMP-EAGA, IMT-GT and GMS Teams</i></p>
1800 - 2100	<p>Participants Free time <i>Evaluation form online</i></p>

Day 3, 18 May 2017, Thursday

Mekong and Tonle Sap Room, ADB Thailand Resident Mission, The Offices at Central World

0730 - 0800	Assembly at Sasa International House Lobby
0800 - 0830	Travel to ADB Thailand Resident Mission
0830 - 0945	<p>Session 10: Towards Cross-border E-commerce Cooperation: An Action Agenda (Part III) <i>Participants organized in BIMP-EAGA, IMT-GT and GMS Teams</i></p>
0945 - 1000	Tea/Coffee Break
1000 - 1200	<p>Session 11: Towards Cross-border E-commerce Cooperation: Team Presentations <i>Participants organized in BIMP-EAGA, IMT-GT and GMS Teams</i></p> <p>Participants present proposed Framework and Action Agenda for cross-border e-commerce development and cooperation at national and subregional levels. A panel of distinguished experts will provide comments and guidance on how to improve</p>
1200-1330	Lunch hosted by Asian Development Bank
1330-1430	<p>Synthesis and Moving Forward Closing Ceremonies Awarding of Certificates of Participation and Remarks/Messages</p>
1430 onwards	Participants Free time

Note: Participants depart to home countries on 19 May 2017, Friday