

# Digital Transformation and Post-Pandemic Recovery in ASEAN

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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>

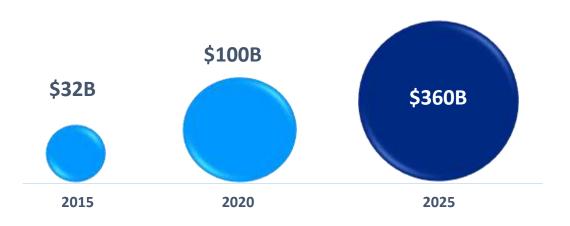


AI Adoption Plan – Indonesia (24.6%), followed by Thailand (17.1%), Singapore (9.9%), Malaysia (8.1%) \*



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

2020 2018 **ASEAN Digital ASEAN Integration Index** Framework on 2005 **Digital Data** Agreement to Governance Establish and Implement the **ASEAN Single** Window 2021 2019 **ASEAN Digital ASEAN Digital** Masterplan

**Implementation** of E-commerce **Agreement** 

2025

**Digital** 

**Integration** 

**Framework** 

**Action Plan** 

2021

Work Plan on the

**ASEAN Digital Economy** 

**ASEAN** Framework on Personal Data Protection

2016

Integration Framework Action Plan 2019-2025

**ASEAN Agreement on Electronic Commerce** 

2021

**Bandar Seri Begawan Roadmap - ASEAN Digital Transformation Agenda to Accelerate ASEAN's Economic Recovery and Digital Economy** Integration

2000

E-ASEAN Framework Agreement

ERIA

Economic Research Institute for ASEAN and East Asia

### **ASEAN Digital Economy Strategy**

Establish an open, secure, interoperable, competitive, and inclusive digital economy

Digital trade, including ecommerce is the driver (Work Plan on E-commerce) Accelerate digital transformation in all economic sectors
(Digital Integration
Framework Action Plan)

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

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

Bandar Seri Begawan Roadmap (BSBR) 2021-2025

### **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



## ASEAN Digital Integration Framework Action Plan 2019-2025

Priority areas to address critical barriers to promote digital integration

Digital infrastructure, trade policies 1. Facilitate seamless trade 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 Upskilling workers to benefit from digital integration 4. Broaden digital talent Assist digital MSMEs 5. Foster entrepreneurship Institutions for digitalization 6. Enhance coordination efforts



## 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
- ASEAN Regional CERT

ASEAN Interoperation

**OR Code Framework** 

- Work Plan on the Implementation of **ASEAN Agreement on** E-commerce
- ASEAN Digital Master Plan 2025

- 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

**Transformation** Recovery **Acceleration** 



## Thank you

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