

e-Commerce Legal Roadmap for Thai MSME's

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OPPORTUNITIES AND TRENDS IN THAI e-COMMERCE ENVIRONMENT

DIGITAL LIFESTYLE THAI POPULATION



Internet Users

38.02 MILLION

Source : TRUEHITS / 2015

Mobile
Subscribers

83.05 MILLION

Source : NBTC / Q4 2015

Line Users

33 MILLION

Source : Tech in Asia; LINE / October 2014

Facebook Users

38 MILLION

Source: We Are Social ; Facebook / November 2015

e-PAYMENT 2014



825,200
BILLION BAHT

Source : Bank of Thailand / 2014

e-COMMERCE 2014

2,033.5
BILLION BAHT

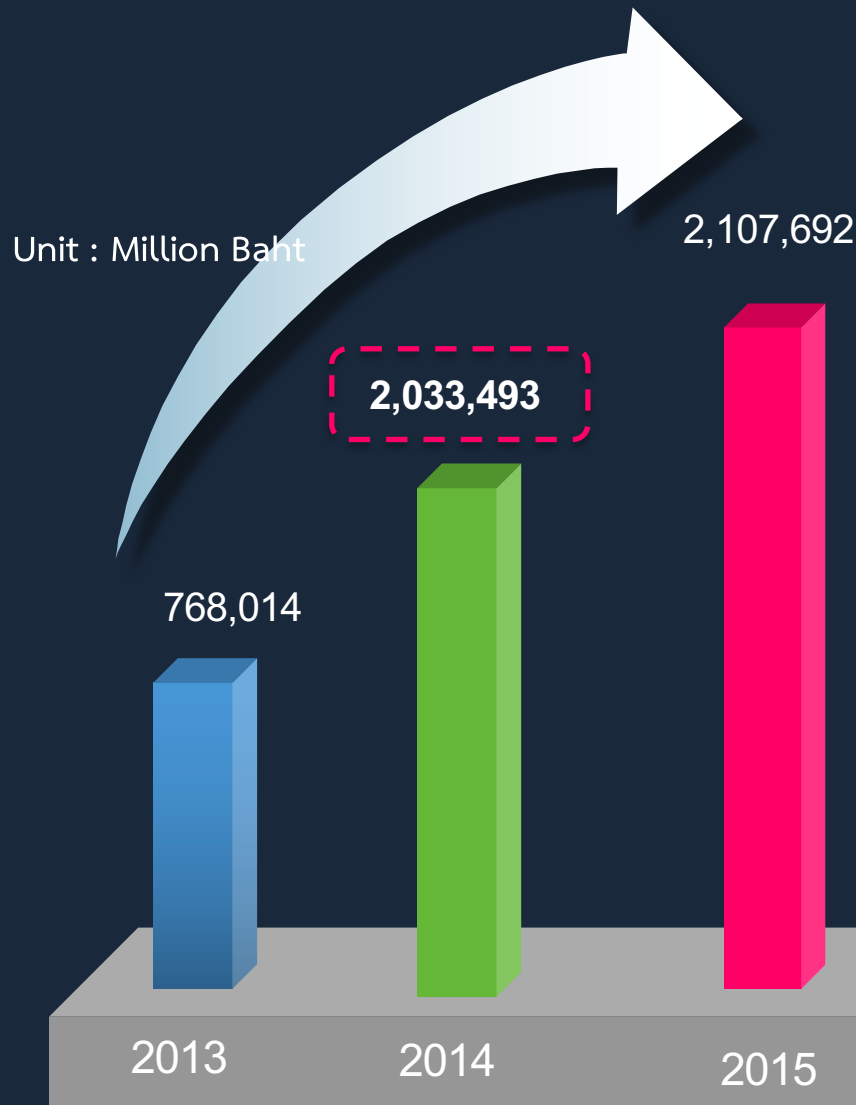


Source : ETDA / 2014

Value of e-Commerce in Thailand 2013-2015



Online Sales is only 1.7% of total retail but growing fast. Big opportunity to serve the other 98.3% of offline retail market



Growth Rate



Remarks :

2013 surveyed by National Statistical Office of Thailand
2014-2015 surveyed by ETDA

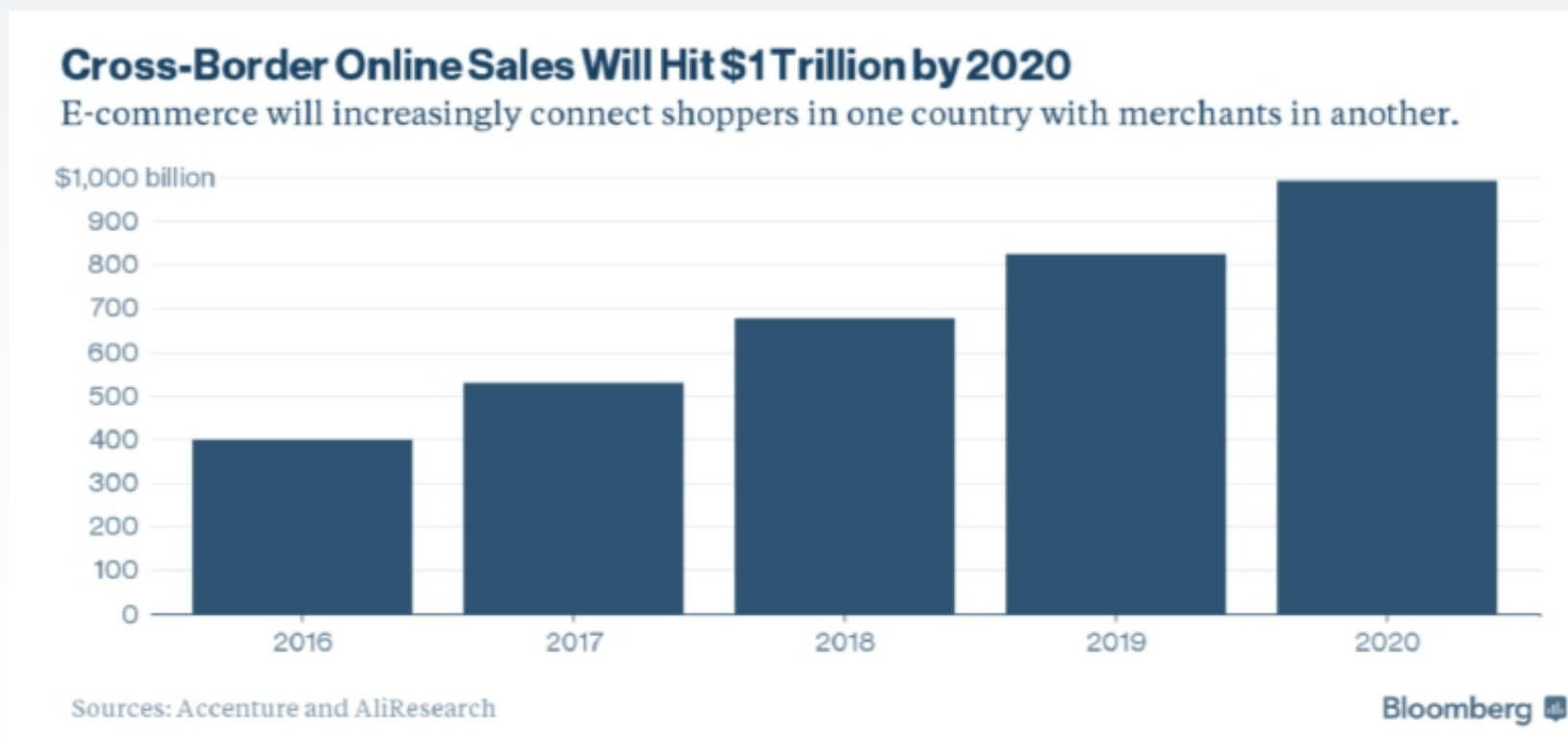
Value of e-Commerce

Source : ETDA, The Survey of Value of e-Commerce in Thailand, 2015



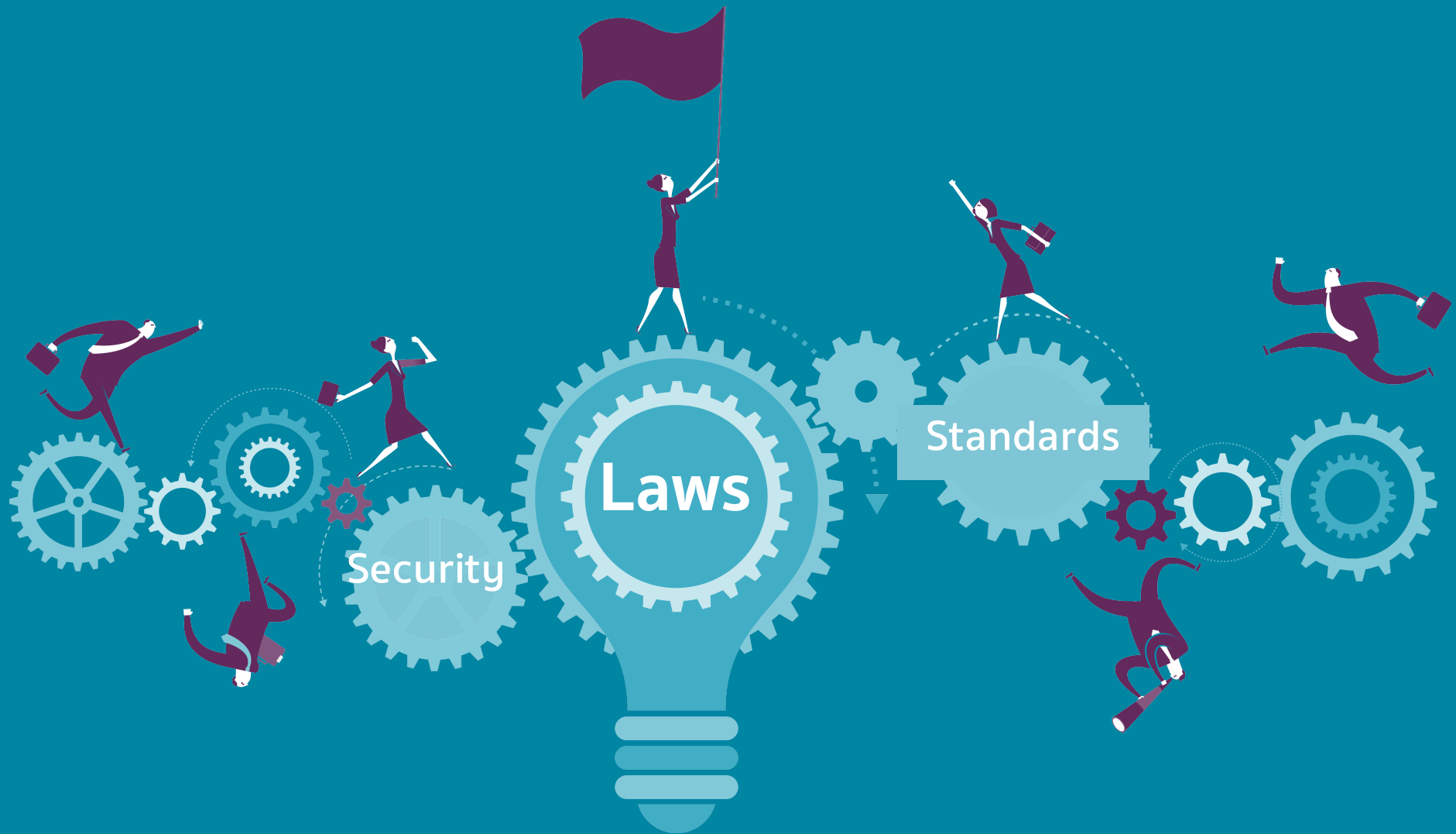
Cross-Border e-Commerce

***** Cross Border Sales will hit \$1Trillion by 2020**

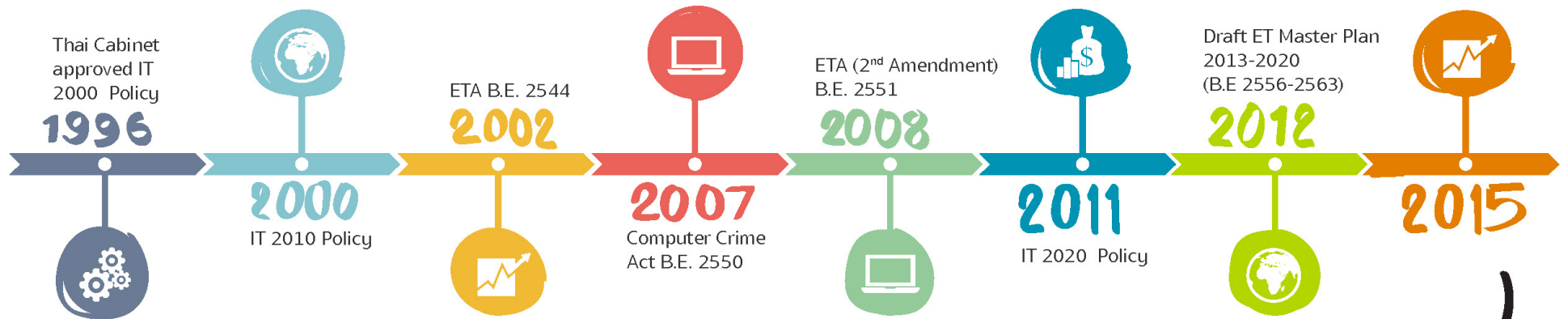


Source: aCommercelQ

Building Trust for Digital Economy : Soft Infrastructure



IT POLICY AND LEGAL DEVELOPMENT IN THAILAND



DIGITAL ECONOMY LAW

CABINET APPROVED IN PRINCIPLE ON 16 DECEMBER 2014 AND 6 JANUARY 2015

ELECTRONIC TRANSACTIONS BILL (NO. ...) B.E. ... (NO. 3)

COMPUTER-RELATED CRIME BILL (NO. ...), B.E. ...

CYBER SECURITY PROTECTION BILL, B.E. ...

DATA PRIVACY BILL, B.E. ...

BUILDING TRUST

BILL ON ORGANIZATION OF MINISTRIES, SUB-MINISTRIES AND DEPARTMENTS (NO. ...), B.E. ...

BILL ON ORGANIZATION TO ASSIGN RADIO FREQUENCY AND TO REGULATE THE BROADCASTING AND TELECOMMUNICATIONS SERVICES (NO. ...), B.E. ...

FUNDAMENTAL LAW

BILL ON NATIONAL COMMITTEE FOR DIGITAL ECONOMY AND SOCIETY, B.E. ...

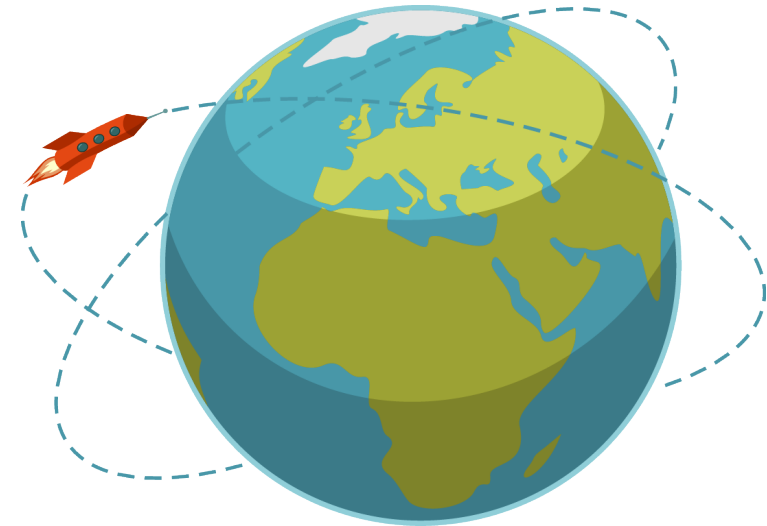
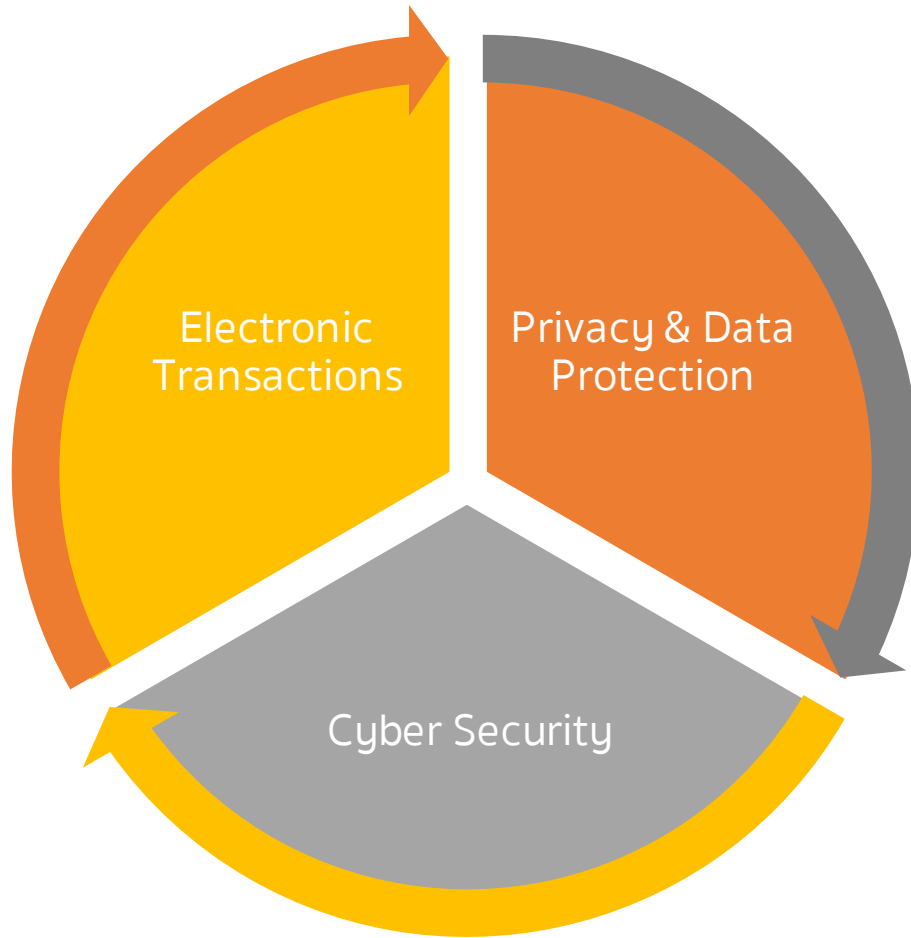
DIGITAL ECONOMY PROMOTION BILL, B.E. ...

DIGITAL DEVELOPMENT FUND FOR ECONOMY AND SOCIETY BILL, B.E. ...





LAWS FOR E-COMMERCE



Harmonization & Modernization



ELECTRONIC TRANSACTIONS LAW



=



Electronic

Paper

Functional
Equivalent
Approach

Technology
Neutrality

Party
Autonomy

Technology Changing

Legal Harmonization



Cross Border e-Commerce

THE NEED OF AMENDING ELECTRONIC TRANSACTIONS ACT



AEC BLUEPRINT

2008 - 2009

- MEMBER STATES TO ENACT THEIR e-COMMERCE LAWS
- IMPLEMENT HARMONIZED GUIDELINES AND PRINCIPLES FOR ELECTRONIC CONTRACTING AND ONLINE DISPUTE RESOLUTION SERVICES
- ADOPT REGIONAL FRAMEWORK AND STRATEGY FOR THE MUTUAL RECOGNITION OF DIGITAL SIGNATURES
- CONTINUED CAPACITY BUILDING AND INFORMATION SHARING FOR MEMBER STATES ON e-COMMERCE LEGAL INFRASTRUCTURE ACTIVITIES

2010- 2013

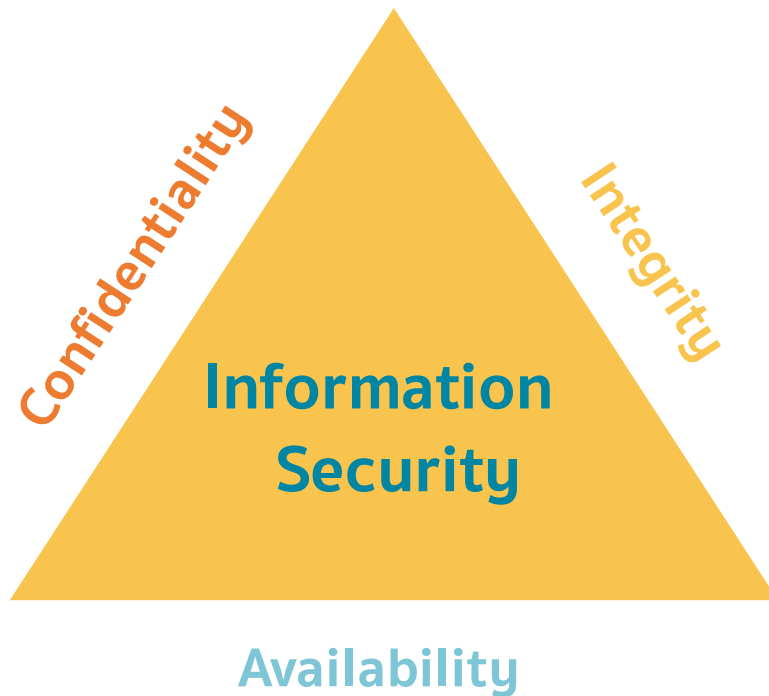
- UPDATE AND/OR AMEND RELEVANT LEGISLATIONS IN LINE WITH REGIONAL BEST PRACTICES AND REGULATIONS IN e-COMMERCE ACTIVITIES
- ADOPT BEST PRACTICES/ GUIDELINES ON OTHER CYBER-LAW ISSUES
- ADVANCING CROSS-BORDER ELECTRONIC TRANSACTIONS, THROUGH PILOT IMPLEMENTATION OF MUTUAL RECOGNITION OF FOREIGN DIGITAL SIGNATURES

2014 - 2015

- A HARMONIZED LEGAL INFRASTRUCTURE FOR e-COMMERCE FULLY IN PLACE IN ASEAN



CYBERSECURITY LAW



- Computer Crimes Prevention
- Deal with Cyber threats (Pre/Present/Post)
- Cooperation & Information Sharing
- Awareness



PRIVACY & DATA PROTECTION LAW

Duties of
Data
Controller

Data
Subject's
Rights

Security
Safeguards

Privacy
Management
Program



Legal Issues and Challenges e-Commerce in Thailand



Compliance with national legislations

Eliminating complicated procedure
(Reducing Red tape)

Strengthening trust & secure
transactions
e.g. Trustmark, Guidelines, Soft Laws

Legal Harmonization & Modernization

Cross border interoperability

Soft Law



CODE OF CONDUCT

- ✓ Disclosure of information
- ✓ Practices
- ✓ Security
- ✓ Privacy
- ✓ ADR (Alternative Dispute Resolution)
- ✓ Monitoring



Self-Regulated Society

The Results Are In
CONGRATULATIONS
 2015 Bizrate Circle of Excellence Winners!

We honor online retailers showcasing the very best in customer satisfaction.
[Check Out All the Winners >](#)




bizrate 
 search. compare. conquer.




Home > Store Ratings > Fairytale Brownies > Detailed Ratings

Fairytale Brownies Detailed Ratings - Customer Satisfaction



Gourmet Belgian Chocolate Brownie Gifts.



Most Current Certification:
 09/30/2015



2015 Platinum
 Circle of Excellence
 13 years






Founded since 1996. The merchant requests free evaluation. BizRate collects and aggregates online point-of-sale consumer feedback. Depicts online buyers' ratings of online merchants. BizRate does not accept money from merchants for evaluation or listing.

Fairytale Brownies Rating Overview

Overall Satisfaction:  **9.2** out of 10

Would Shop Here Again:  **9.3** out of 10

Likelihood To Recommend:  **9.3** out of 10

OVERALL RATING	PAST 3 MONTHS	PAST MONTH
 Positive	94%	89%
 Neutral	4%	5%
 Negative	3%	5%

SYMBOL KEY:

-  9.0 - 10.0 (Outstanding)
-  7.0 - 8.99 (Good)
-  6.0 - 6.99 (Satisfactory)
-  1.0 - 5.99 (Poor)



Customer Certified:

Customer Certified stores provide satisfactory service at a minimum and are committed to proactively collecting customer feedback on their service levels through the Bizrate Buyer Survey.



THANK YOU
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e-Commerce of % total retail in ASEAN

Evolution of e-commerce % of total retail in select countries

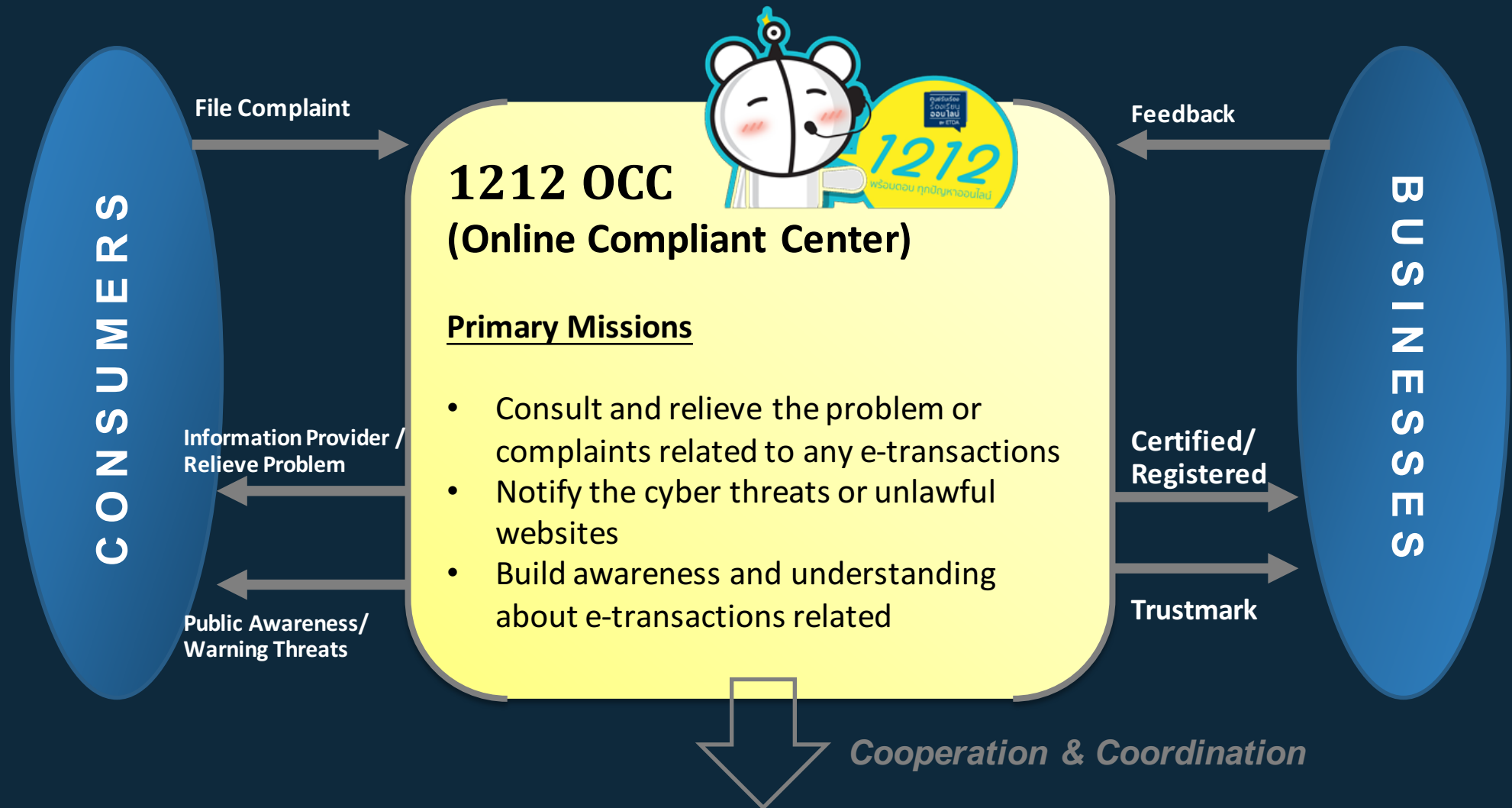


Sources: Euromonitor, Planet Retail, eMarketer, iResearch, Technavio; A.T.I

COUNTRY	2014 VALUE USD BN	% GROWTH	ECOMMERCE AS % OF RETAIL
China	450	50	10.1
Japan	71	14	4.9
South Korea	33,1	13	9
India	16.4	34	0.7
Singapore	4.4	7.7	7.2
Indonesia	2.6	44	0.6
Thailand	1	16	1



Framework for Consumer Protection Services



Public & Private Partner Organizations



+ e-Market places