



ADB-UNESCAP-AIC E-COMMERCE FORUM
**ADVANCING GREENER
 AND INCLUSIVE TRADE**
 through **E-Commerce** in Asia and the Pacific

Google Office, 80 Pasir Panjang Road, Mapletree
 Business City II, Singapore 11371 (Registration at Level 2)

16 SEPTEMBER 2024



08:00 AM

Registration
 Coffee / Networking

8:30 AM

OPENING SESSION: State of E-commerce in Asia and the Pacific

Speakers:

- Albert Park, Chief Economist, Director General, Economic Research and Development Impact Department (ERDI), ADB
- Wilson White, Vice President for Government Affairs and Public Policy, Google

9:00 AM

SESSION 1: E-commerce Evolution in Asia and the Pacific: Current Trends and Future Outlook

Discover the transformative journey of e-commerce in Asia and the Pacific. This session will delve into how the pandemic has not only accelerated e-commerce but also exposed critical supply chain vulnerabilities and barriers in cross-border trade, particularly in developing economies. Key questions include:

- What are global and regional market and technology trends in e-commerce?
- How has the COVID pandemic reshaped consumer behavior toward e-commerce?
- What are some examples of digital and physical infrastructure influencing e-commerce growth or hindrance?

Speakers:

- Jeff Paine, Managing Director, Asia Internet Coalition (AIC) (moderator)
- Jong Woo Kang, Director, Regional Cooperation and Integration Division, ERDI, ADB (to present on *Trends and Issues in Ecommerce in Asia and the Pacific*)
- Divya Das, Independent E-commerce Compliance Expert
- Vidmay Naini, General Manager for Global Emerging Markets, eBay
- Yinghui Tng, Head of Southeast Asia, Government Affairs and Public Policy, Google

EVENT SCHEDULE



10:00 AM

Coffee Break

10:15 AM

Session 2: Inclusive E-commerce by Leveraging Technology
(hosted by United Nations ESCAP)

Join us to explore the critical components of a thriving digital marketplace: reliable internet access, robust online payment systems, a supportive legal framework, efficient logistics, and comprehensive e-commerce skills development. This session will highlight how technology can bridge the digital divide and empower SMEs to compete in the e-commerce arena while addressing the barriers they face. Key questions include:

- What are essential elements for a sustainable and inclusive digital marketplace?
- How has the COVID pandemic reshaped consumer behavior toward e-commerce?
- What are some examples of digital and physical infrastructure influencing e-commerce growth or hindrance?

Speakers:

- Tengfei Wang, Economic Affairs Officer, United Nations ESCAP (moderator and presenter)
- Rifan Ardianto, Director of E-Commerce and Trade in Service, Ministry of Trade, Indonesia
- Sami Farhad, Senior Lecturer, Zhejiang University; and Senior Advisor, Alibaba Group
- Kostas Rossoglu, Head of Public Affairs/Government Affairs, Shopify
- Erin Watson, Managing Director, Baker & York

11:30 AM

Session 3: Sustainable E-commerce: Exploring Environmental Impacts
(hosted by ADB)

Join us for an insightful session on the environmental impact of e-commerce. While e-commerce offers benefits like reduced transportation emissions, less paper waste, and efficient digital storage, its rapid growth also poses significant environmental challenges. This panel will emphasize the importance of measuring carbon footprints and adopting eco-friendly practices such as sustainable packaging solutions, recycling initiatives and the development of green delivery methods. Key questions include:

- What are the likely impacts of increased e-commerce activity on carbon emissions?
- How do different stages of an e-commerce transaction affect CO2 emissions?
- What initiatives are e-commerce businesses taking to measure and mitigate their carbon footprint?

Speakers:

- Kijin Kim, Senior Economist, ERDI, ADB (moderator)
- Heidi Mah, Associate Director, BGA Singapore
- Yah Shze Min, Manager for Customer Trust and Public Policy, Amazon
- Christopher Ong, Managing Director, DHL Singapore

12:30 PM

Lunch Break



2:00 PM

**Session 4: Navigating Competition Policy in the E-Commerce Era
(hosted by ADB)**

Join us for a compelling session on the complexities of enforcing competition policy in e-commerce markets. With players often occupying multiple roles across different markets, the digitized economy presents unique challenges that require context-specific solutions and innovative analytical models to understand multi-sided markets. Key topics include the challenges in enforcing competition policy in cross-border e-commerce, balancing regulation with the need to foster innovation and leveraging big data analytics to identify anti-competitive behaviors. This session will explore:

- What challenges and factors should be considered in enforcing competition policy in cross-border e-commerce?
- How can regulation inadvertently stifle innovation, and what measures can prevent this?
- How can big data analytics support competition policy enforcement?

Speakers:

- Yesim Elhan-Kayalar, Advisor, Office of the Chief Economist, ERDI, ADB (moderator)
- Yoonee Jeong, Senior Digital Technology Specialist, ADB (presenter)
- Herbert Fung, Senior Director (Data & Digital), Competition and Consumer Commission of Singapore
- Hee-Eun Kim, Director, Competition Policy Asia Pacific, Meta
- Burton Ong, Associate Professor, Faculty of Law, National University of Singapore; and Head (Competition Law), EW Barker Centre for Law & Business
- Ploykaew Porananond, Assistant Professor, Faculty of Law, Chiang Mai University

3:15 PM

Coffee Break

3:45 PM

**Session 5: Digital Taxation in E-Commerce: Policies for the Future
(hosted by The Asia Internet Coalition)**

Join us for an engaging session on the rapidly expanding world of cross-border e-commerce, which is growing at twice the rate of domestic sales, with a compound annual growth rate of 29%. Asia and the Pacific are leading the charge, showcasing higher growth and larger volumes than any other region. To foster sustainable growth and innovation in this sector, it is crucial to adhere to taxation principles such as neutrality, efficiency, certainty, simplicity, effectiveness, fairness, and flexibility. This panel will highlight the benefits of multilateral taxation efforts, with a focus on the OECD's role in establishing international best practices. A multilateral framework is essential for creating a fair and supportive taxation environment for the burgeoning e-commerce industry in Asia. Key questions will include:

- How can governments effectively tax cross-border e-commerce given its high growth compared to domestic sales?
- What are the key taxation principles that matter in e-commerce and broader economic activity?
- What best practices can governments adopt for taxing cross-border e-commerce?
- How can companies and national governments support ongoing multilateral taxation efforts at global and regional levels?



Speakers:

- Deborah Elms, Head of Trade Policy, Hinrich Foundation (moderator)
- Mackenzie Gunther, Tax Sub-Committee Representative, AIC (presenter)
- Michael Nixon, Partner, Deloitte (former Senior Advisor to the OECD)
- Yang Li, Head of Public Affairs, Asia Pacific, Booking.com

5:00 PM

CLOSING SESSION: Towards a Sustainable and Inclusive E-Commerce Ecosystem

This session will summarize the day's discussions, highlighting key takeaways, and outlining actionable strategies for ADB and stakeholders to foster a more sustainable, competitive, and inclusive e-commerce ecosystem in Asia and the Pacific.

Speakers:

- Jackie Surtani, Regional Director, Singapore Office, ADB (moderator)
- Deborah Elms, Head of Trade Policy, Hinrich Foundation
- Sanghyun Lee, Global Head of Key Markets, Government Affairs & Public Policy, Google
- Albert Park, Chief Economist and Director General, ERDI, ADB

5:30 PM

Networking Reception: Harry's Bar Mappletree Business City