ASEAN Digital Integration Framework Action Plan (DIFAP) 2019-2025

INTRODUCTION

1.   In July 2018, ASEAN Coordinating Committee on Electronic Commerce (ACCEC) finalized the ASEAN DIGITAL INTEGRATION FRAMEWORK (DIF), which was later adopted at the 50ᵗʰ AEM in August 2018 and endorsed at 17ᵗʰ AEC Council in November 2018.

2.   The ASEAN DIF[1] proposes 5 policy areas that can help ASEAN overcome the barriers to digital integration, namely (1) Digital connectivity and affordable access, (2) Financial ecosystem, (3) Commerce and trade (4) Workforce transformation, and (5) Business ecosystem.

3.   The ASEAN DIF also identifies the following six priority areas for the immediate term to address the critical barriers and accelerate existing ASEAN platforms and plans to realise digital integration:

   i.   **Facilitate seamless trade**. With the increase in digital-enabled trade of goods, digital integration requires reliable physical infrastructure and favourable trade policies to facilitate seamless trade flows across ASEAN. In this regard, ASEAN Member States shall accelerate progress on seamless logistics to facilitate trade across borders, including digital-enabled trade within and across ASEAN Member States.

   ii. **Protect data while supporting digital trade and innovation.** It is the responsibility of governments and industry to ensure that data is protected and secured as the volume increases. The ASEAN Framework for Personal Data Protection provides for data protection while facilitating data flows across the ASEAN Member States. ASEAN Member States are encouraged to take into account the principles outlined in the ASEAN Framework for Personal Data Protection, ASEAN Framework on Digital Data Governance, and international frameworks to stimulate budding micro, small, and medium enterprises' (MSMEs) progress in digital integration.

   iii. **Enable seamless digital payments.** Digital payment is a key enabler to facilitate seamless cross-border digital trade and serves as a gateway to other digital financial services. It offers the potential to extend financial inclusion to underserved populations across ASEAN. In line with the goals under AEC 2025 Strategic Action Plans for Financial Integration, ASEAN Member States should implement interoperable frameworks that use common global standards, messages and rules; work with financial institutions to develop inclusive open application program interface (API) standards and roadmaps; and develop or build on existing national digital ID systems to encourage adoption of digital financial services by enabling real-time and secure verification of user identities.

   iv. **Broaden digital talent base**. Upskilling is critical in enabling the existing workforce to benefit from and accelerate the progress of digital integration. There are existing plans in ASEAN, such as the ASEAN ICT Masterplan 2020 and AEC Blueprint 2025 on upskilling

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[1] According to Bain & Company's study "Advancing Towards ASEAN Digital Integration: Empowering SMEs to build ASEAN's digital future"

of MSMEs, as well as Master Plan on ASEAN Connectivity (MPAC) 2025 that seeks to support the adoption of technology by MSMEs. ASEAN Member States have made some progress in this area. Yet many upskill programmes are at an early stage or only focus on urban populations. In order to accelerate results, ASEAN Member States shall partner with the private sector in designing the most relevant digital skills roadmaps and accelerate the roll-out of these programmes for prioritised sectors.

v. **Foster entrepreneurship**. There is a need to assist budding digital MSMEs navigate the business ecosystem to flourish - from the ease of starting a business to digital regulations. ASEAN Member States shall continue to simplify existing hurdles in setting up and doing business for its MSMEs. In addition, ASEAN Member States shall endeavour to ensure that new policies related to digital integration do not significantly impose burdens and deter MSMEs from participating in the digital economy.

vi. **Coordinate actions.** ASEAN shall designate one body to manage across all the different areas of this Framework. This will help accelerate digital integration through effective prioritisation, coordination and tracking across different objectives and timelines.

4. To advance the digital integration process in ASEAN, the identified "6 priority areas" are translated into an Action Plan, ASEAN Digital Integration Framework Action Plan (DIFAP) 2019-2025, with identified relevant/responsible ASEAN bodies.

COORDINATING MECHANISM

5. The ASEAN Coordinating Committee on Electronic Commerce (ACCEC) will serve as the coordinating sectoral body for this Framework. The ACCEC, assisted and supported by the other relevant ASEAN sectoral bodies, shall ensure effective implementation of all related digital integration initiatives and periodically coordinate its efforts and report progress to the ASEAN Senior Economic Officials Meeting.

6. In order to realise the objectives of this Framework, the Terms of Reference of the ACCEC was reviewed and revised to carry out its mandate see Annex 1.

ELEMENTS OF THE ASEAN DIGITAL INTEGRATION FRAMEWORK ACTION PLAN (DIFAP) 2019-2025

7. The DIFAP 2019-2025 is divided into different segments, based on the six priority areas identified in the study, keeping in mind that not all initiatives may fall neatly under the purview of particular sectoral bodies and there may be cross-cutting issues. As work progresses, the elements or initiatives may be updated and other sectoral bodies identified. The DIFAP 2019-2025 incorporates the related objectives and action plans of the ASEAN Economic Community (AEC) Blueprint 2025, in particular the ASEAN ICT Master Plan 2020, the ASEAN Work Program on Electronic Commerce 2017-2025 (AWPEC) and the Master Plan on ASEAN Connectivity (MPAC) 2025 and relevant Strategic Action Plans (SAPs).

8. The elements of ASEAN Digital Integration Framework Action Plan (DIFAP) 2019-2025 are:

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
PRIORITY AREA 1 FACILITATING SEAMLESS TRADE				
Implementation of ASEAN Agreements				
ATIGA - Fully operationalize the ASEAN Single Window (ASW)	All 10 AMS join the live-operation for the exchange of the ATIGA e-Form D through the ASEAN Single ASW	2019	ASWSC, TWG (Working Group on Technical Matters for the ASEAN Single Window)	
-Implement ASEAN-Wide Self-Certification (AWSC)	All 10 AMS implement ASEAN-Wide Self-Certification under ATIGA	2020	CCA, SCAROO	• All ASEAN Member States have signed the First Protocol to amend the ATIGA to allow AWSC and are in the process of preparing for the implementation of the scheme by March 2020. • AMS are in different stages of ratifying the Protocol and have finalized the amendment to the OCP to be endorsed by the AFTA Council at the 51st AEM-33rd ASEAN Free Trade Area (AFTA) Council Meeting in September 2019.
AFAFGIT - Ratify AFAFGIT and its Protocols	AFAFGIT and its Protocols implemented		TFWG, CPTFWG, ASEAN Insurance Regulators	

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
Protocol 2		2019	CPTFWG, SWG-ACTS	• 6 AMS (LA, MY, MM, SG, TH, VN) have ratified Protocol 2 as of 13 August 2019.
Protocol 7		2019	CPTFWG, SWG-ACTS	• All AMS have ratified Protocol 7 as of 19 February 2019.
ASEAN Agreement on Electronic Commerce - Ratify the ASEAN Agreement on Electronic Commerce	ASEAN Agreement on Electronic Commerce ratified	2019	ACCEC	• All AMS have signed the ASEAN Agreement on Electronic Commerce and are conducting their respective ratification process, cognisant of the targeted timeline to complete the ratification by the 35th ASEAN Summit in November 2019.
Customs Procedures: Reforms, Simplification, Improvement				
Customs-specific recommendations under the Low Value Shipment Program (LVSP) - Simplify clearances, procedures, documentation, and returns in line with WTO and WCO Guidelines.	Outcome of Discussion between the Joint Business Council and CPTFWG.	Ongoing	CCC, CPTFWG	• The Joint Business Council (JBC) was asked to liaise with the CPTFWG to further discuss the technical aspects of the customs-specific recommendations under ALVSP, (Consultation with the Private Sector at the 28th Meeting of the ASEAN DGs of Customs held on 12 June 2019).
- Implement Authorized Economic Operators (AEO) program -Implement an ASEAN AEO-MRA with	- All 10 AMS implement national AEO programs -Sub-Working Group on	2020 2020	CCC, CPTFWG	

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
corresponding output and timeline	ASEAN AEO-MRA to be formed and to commence work on an ASEAN AEO-MRA on a pathfinder basis			
ASEAN Work Program on Electronic Commerce 2017-2025				
Outcome 1 Region-wide Accessibility of Broadband Infrastructure **1.1** Identify gaps in internet access, affordability and network interoperability	Mapping of priority locations requiring Broadband deployment for private sector participation	Ongoing	TELSOM	• This activity is to be conducted domestically by each ASEAN Member State, especially, in conjunction with their universal service programmes.
1.2 Promote affordable access to international mobile roaming services in ASEAN	Adoption of an ASEAN framework to provide affordable intra-ASEAN mobile voice, SMS and data roaming services	Completed	TELSOM	• The ASEAN International Mobile Roaming (IMR) Framework was adopted at the 17th TELMIN in Siem Reap, Cambodia, on 30 November 2017.
1.3 Provide broadband access to rural and underserved areas	ASEAN Framework on the next generation Universal Service Obligation (USO 2.0)	2019	TELSOM	• The draft ASEAN Framework on USO 2.0 was discussed at a Consultative Workshop in Jakarta, Indonesia, 25-26 July 2019. • The Framework will be presented for TELSOM's endorsement at the TELSOM-ATRC Leaders' Retreat in Bangkok, Thailand, 22-23 August 2019.
Outcome 2 Conducive Environment to Foster the Growth of e-Marketplace and e-Commerce Platforms	Guidelines developed	2019	ACCEC	• Viet Nam leads the drafting of the guidelines, in collaboration with AMS and

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
2.1 Develop ASEAN guidelines on accountability and responsibilities of online intermediaries (platform providers)				relevant international organisations. Viet Nam will conduct a domestic review of the draft guidelines in Vietnamese language and hold an ASEAN workshop on the guidelines.
2.2 Develop coordination mechanisms to enhance enforcement of intellectual property rights in the digital environment	Coordination mechanism developed	2019	AWGIPC	• The 4th Meeting of ASEAN Network of IP Enforcement Experts (ANIEE) was held on 25-26 April 2019 in Manila, Philippines. Back-to-back with it, a Regional Workshop on IPR Enforcement was organised by ARISE+ IPR, which shared the technical information and knowledge on the IP enforcement practices in EU, the issues and challenges on the advanced technology being used by counterfeiters, and the importance of IP education as an infringement prevention mechanism, as well as inter-agency cooperation, in combating IP infringement. • A WCO Sub-Regional Workshop on Border Enforcement on Counterfeiting and Piracy will be held on 9 – 13 July

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
				2018 in Langkawi, Malaysia. The ANIEE and IP representatives will be present as part of collaboration with AMS/ASEC Customs colleagues on this matter.
Section Modernizing the Legal Framework **Outcome 9** Updated E-Commerce Legal Framework **-** Voluntary internal and peer reviews of national laws/regulations on e-commerce	National laws and regulations on e-commerce covering the legal status of electronic transactions/ contracts, the legal status of the e-commerce platform providers/operators and merchants, electronic signatures, online consumer protection, and personal data protection reviewed.	2020	ACCP, ACCEC	• At the 17th ASEAN Senior Law Officials Meeting (ASLOM) in May 2017, the Working Group on Examining Modalities for Harmonisation of ASEAN Trade Laws reported that most AMS who have electronic communications legislation based their laws on the 1995 UNCITRAL Model Law on Electronic Commerce. These laws are inadequate, as they do not provide reference for Internet transactions. It was further noted that the model law has been updated by the 2005 UN Convention on the Use of Electronic Communications in International Contracts (ECC). Some working group Members were of the view that ASLOM can formulate an ASEAN Model Law on electronic transactions that

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
				will cover not just e-commerce but also electronic identity as well as various regulatory issues. The working group also noted a report from Singapore on the recently established Singapore International Commercial Court (SICC), which could serve as a vehicle to contribute to the harmonisation of interpretation of commercial laws. The Meeting noted the working group's recommendations, namely: (1) ASLOM to recommend to the ALAWMM that ASEAN Member States be encouraged to accede to the 2005 UN ECC and update their domestic laws accordingly; and (2) that the working group monitors international developments on the law of electronic identity management with a view to making recommendations to ASEAN Member States on this subject. • The ACCP is expected to undertake peer reviews of

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
				consumer protection laws which would include e-commerce protection mechanisms in 2019. The Self-Assessment Toolkit for consumer protection laws (the first of three 2018 priorities) has been delayed but is expected to be ready by end-2018. • Philippines leads the development of survey on AMS' e-commerce-related laws and regulations by making use of a questionnaire from a similar survey conducted by the APEC Committee on Trade and Investment (CTI).
Outcome 10 Transparent National Laws and Regulations on e-Commerce - Provide comprehensive updated information on domestic e-commerce-related laws and regulations	The information is publicly available in the ASEAN Trade Repository	2018	ACCEC	• AMS to propose the addition of links to information on e-commerce related regulations in their National Trade Repository (NTR). • Thailand leads the development of an extended NTR which also contains information on e-commerce-related laws and regulation as a model for other AMS. Thailand launched the extended NTR in April 2018

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
				(http://www.thailandntr.com/en/e-commerce). Most AMS have their laws and regulations related to e-commerce available on the related Ministries' website for the purpose of transparency but may not have posted them on their respective NTR. AMS agreed to post the information on domestic e-commerce-related laws and regulations in their respective NTR by end-2018.
Outcome 15 Trade Facilitation Policies in Support of E-Commerce **15.1** Review the de minimis threshold and duty drawback procedures for e-commerce deliveries and product returns	Exemption from taxes or duties of low value e-commerce shipment and duty drawback procedures for e-commerce returned items reviewed.	Completed	CPTFWG	• Completed as per 25th CPTFWG Meeting held on 23-25 October 2018.
15.2 Review the simplification of customs procedures including through exchange of electronic certificates, at land and air borders for e-commerce deliveries	Simplified customs procedures for low value shipment and return items reviewed	2020	CPTFWG	• Most of the AMS allow/have simplified customs procedures for low value shipment. Work is underway to compile the AMS simplified Customs procedures on Low Value Shipment (LVS).
15.3 Develop national web sites providing comprehensive updated information on customs procedures, taxes and duties for e-commerce delivery.	Transparency of customs procedures, taxes and duties for e-commerce delivery	Completed	CPTFWG	• Completed as per 25th CPTFWG Meeting held on 23-25 October 2018.

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
Section Competition **Outcome 16** A level playing field in the e-commerce sector - Build and strengthen capacity of competition authorities to identify / detect and address anti- competitive activities in the digital industry	1. Competition assessment framework for competition issues in e-commerce sector developed 2. Training programmes and educational materials developed	2020	AEGC	• The 49th AEM welcomed the publication of the Handbook on E-Commerce and Competition in ASEAN in August 2017, which was spearheaded by Singapore. The Handbook aims to build awareness and foster greater understanding of the competition and regulatory challenges arising from e-commerce. • AEGC organised a regional workshop on Competition Analysis in E-Commerce which was hosted by Indonesia and held in Jakarta, from15 to16 November 2017. The issues addressed were anti-competitive infringements in online platforms, assessing market power in e-commerce and competition restraints affecting e-commerce. • A regional workshop on Big Data and Competition Law was hosted by Indonesia and Singapore on 6-7 August 2018 in Singapore. The workshop discussed the challenges in anti-trust analysis of online platform

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
				industries, market power and market definition in Big Data-based industries, assessment of network effects, and case studies on unilateral conduct, collusive behavior, and merger reviews.
Section Logistics **Outcome 17** Improve ASEAN logistics services to facilitate e-commerce - Coordination with relevant ASEAN sectoral bodies and logistics service providers to identify measures to improve ASEAN logistics services' support for e-commerce	Stocktaking conducted and recommendations developed	2018	ACCEC	• Indonesia conducted a national-level focus group discussion on the subject matter and plans to organise a regional workshop on 7 November 2018, back-to-back with 11th ACCEC meeting.
Section E-commerce Framework **Outcome 18** ASEAN Agreement on Electronic Commerce - Review of the elements of ASEAN e-commerce framework and develop an ASEAN agreement on e-commerce	ASEAN agreement on Electronic Commerce signed	2018	ACCEC	• The Agreement was endorsed at the 50th AEM Meeting and signed at the sidelines of 33rd ASEAN Summit on 12 November 2018.
- Encourage adoption of digital identities of business and consumers	Conduct a workshop to exchange information, best practices on standards and compatibility of digital IDs	2020	TBC	• Singapore to conduct a workshop – Digital Identity Dialogue – to discuss the benefits and use cases of digital identity in ASEAN.
PRIORITY AREA 2 PROTECTING DATA WHILE SUPPORTING DIGITAL TRADE AND INNOVATION				
Data Protection				
- Harmonise domestic data protection policies, strengthen the data ecosystem, achieve legal and regulatory alignment of data regulations and governance	Harmonisation of domestic data protection policies achieved	Ongoing	TELSOM	
	(a) ASEAN Data	Ongoing	TELSOM,	• The implementation of the

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
frameworks, and foster data-driven innovation across ASEAN Member States in line with ASEAN Framework on Personal Data Protection (PDP) and referring to the best practices of the advanced economies	Classification Framework; (b) ASEAN Cross Border Data Flows Mechanism; (c) ASEAN Digital Innovation Forum; and (d) ASEAN Data Protection and Privacy Forum.		ACCSQ	proposed initiatives by AMS, such as the ASEAN Data Classification Framework, and the ASEAN Cross-Border Data Flows mechanism, should be flexible and take into consideration AMS' readiness to adopt these initiatives domestically or participate in the initiative.
- Consider establishing an ASEAN data classification scheme (drawing on already established international frameworks and guidelines) to define and categorise data establish their level of sensitivity that will determine corresponding safeguards when data is used, shared or transferred across borders.	ASEAN Data Classification Framework	Ongoing	TELSOM	
- Encourage free flow of cross border data for conducting business objectives while respecting domestic laws and regulations.	"ASEAN Cross Border Data Flow Mechanism" developed	Ongoing	TELSOM	
Cyber Security				
- Develop an ASEAN Framework on Digital Data Governance by engaging actively with industry to design high standard, workable data management policies that protect security and privacy while also enabling business use and regulatory access - domestically and across borders.	ASEAN Framework on Digital Data Governance developed	2019	TELSOM	
ASEAN Work Program on Electronic Commerce 2017-2025				
Section Security of Electronic Transactions **Outcome 11** Coherent and Comprehensive Framework for Personal Data /Privacy	Best practices identified	2019	TELSOM	• The ASEAN Framework on Digital Data Governance, which aims to harmonise

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
Protection - Identify best practices in Personal Data Protection (PDP) to promote the implementation of ASEAN PDP Framework				baseline principles and standards for data protection, advance digital innovation and the use of open and big data, and facilitate data flows. The Framework was endorsed at the 18th ASEAN Telecommunications and Information Technology Ministers Meeting (18th TELMIN) in December 2018. The initiative will be continued in 2019.
Outcome 12 Interoperable, Mutually Recognised, and Secure Electronic Authentication Mechanism - Study suitable mechanisms for authentication of electronic signatures and trade documents, based on internationally recognised practices	Voluntary adoption of the electronic authentication mechanisms for cross-border electronic trade documents	2018	TELSOM	• Under TELSOM's 2017 work plan, a study on establishing an MRA on electronic signature and authentication with support from Japan is currently in preparation for implementation.
Outcome 13 Strengthening International Cooperation amongst the relevant agencies in charge of cybersecurity - Establish a regional coordination mechanism amongst cyber security agencies to share best practices, exchange information on policies, strategies and cooperate in response to cyber security incidents, as tasked by ASEAN Leaders in the ASEAN Leaders' Statement on Cybersecurity Cooperation	Coordination mechanism institutionalized	2019	TELSOM	• The ASEAN Network Security Action Council (ANSAC), as sub working group under TELSOM responsible for cyber security issues reported the outcome of feasibility study of establishing an ASEAN (regional-level) Computer Emergency Response Teams (CERT) during 18th TELMIN in December 2018.

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
				Phase-2 of the project will be continued in 2019.
	Policy Paper for Cybersecurity Resilience and Information Sharing Platform (CRISP)		ASEAN Senior Level Committee (SLC)	• The ASEAN Senior Level Committee (SLC) presented a proposal on Cybersecurity Resilience and Information Sharing Platform (CRISP) at the 16th ASEAN SLC meeting on 18 October 2018. The proposal was brought to the table pursuant to the request by the ASEAN Finance Ministers and Central Bank Governors in April 2018, to explore the modalities for cybersecurity information sharing and capacity building. The proposal which was also made in pursuant of the ASEAN Leaders' Statement on Cybersecurity Cooperation, ASEAN Economic Community 2025 Blueprint and ASEAN ICT Master Plan 2020; received no key objections from ASEAN member states (AMS).

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
PRIORITY AREA 3 ENABLING SEAMLESS DIGITAL PAYMENTS				
Towards Safe and Secure, Efficient and Interoperable E-Payment Systems				
- Support an open ecosystem to enable regulated payment service providers and operators to operate efficiently and to compete fairly, subject to controls to mitigate risks of disruption to payment systems or to financial stability. This is expected to encourage payment service providers and operators to invest and innovate payment solutions for both consumers and merchants. - Promote the use of safe, efficient, and affordable e-payment and payments innovation to support regional payments integration	Implementation of cross-border retail payment and payment innovation, i.e., fast payment, QR code payment, etc.	2021	WC-PSS	• Pilot project of cross-border retail payment, QR Code Payment
ASEAN Work Program on Electronic Commerce 2017-2025				
Section Electronic Payment Systems **Outcome 14** Secure, Safe Payment Systems **14.1** Develop guidelines on electronic payment solutions which cover security requirement and privacy principles	Implementing guidelines of the ASEAN Payments Policy Framework for Cross-Border Real-Time Retail Payments	2020	ACCEC in consultation with the relevant sectoral bodies WC-PSS	• The WC-PSS is currently drafting the implementing guidelines, for finalization by year 2020. • The major areas of the guidelines include risk management procedures, consumer protection, and compliance with laws/ regulations on security requirements and privacy principles, among others.
14.2 Develop a workplan to foster interoperability between real-time retail payment systems by adopting international standards.	Implementing guidelines of the ASEAN Payments Policy Framework for Cross-Border Real-Time	2020	ACCEC in consultation with the relevant sectoral bodies	• The WC-PSS aims to finalize the guidelines by year 2020 and have at least 2 AMS participating in

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
	Retail Payments with the corresponding roadmap		WC-PSS	the ASEAN Payments Policy Framework by year 2021. • Another major area of the implementing guidelines is for the AMS to facilitate clearing and settlement and achieve interoperability, not only on the domestic but also on the broader regional scale. This should include, among others, adopting international standards such as the ISO 20022 international messaging and communication standard.
PRIORITY AREA 4 BROADENING DIGITAL TALENT BASE				
- Prepare ASEAN readiness for industrial transformation to Industry 4.0 by enhancing cooperation among AMSs in common targeted industries	Declaration on ASEAN Industrial Transformation to Industry 4.0 adopted	2019	SEOM	
- Define specific ICT/digital skills requirements and roadmaps for MSMEs	Self-diagnostic tool to help MSMEs identify their technology and digital skills needs	2021	ACCMSME, ACCSQ	
- Enhancing human capital development in ASEAN for embracing the Fourth Industrial Revolution (4IR).	Guideline on Skilled Labor / Professional Services Development in Response to the Fourth Industrial Revolution (4IR) as part of the part of Thailand's 2019	2019	SEOM ASEAN-BAC	

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
	priority economic deliverables and ASEAN BAC's 2019 Legacy Project entitled" ASEAN Human Empowerment and Development" (AHEAD).			
ASEAN Work Program on Electronic Commerce 2017-2025				
Section Education and Technology Competency **Outcome 3** Human Capacity Development Programmes Instituted **3.1** Develop skills at all levels to maximise competency in e-commerce for relevant-industry regulators, consumer protection officials, and law enforcement officials	Sectoral Roadmaps on Capacity Building Developed	2025	All relevant sectoral bodies	• The ASEAN-Korea Centre organised a capacity building workshop on cross-border e-commerce for Greater Mekong Sub-region (GMS) in Seoul, Korea, 21-25 August 2017. • The Workshop on Financial Technology and Payment Systems, organised by US-ASEAN Connectivity through Trade and Investment (US-ACTI) Project was held on 24 May 2018 in Jakarta, Indonesia. • CCI Workshop on Digital Economy scheduled on 12-13 July 2018 in Singapore. • The ACCP will undertake an activity to develop a Capacity Building Roadmap on e-commerce for consumer protection officials in 2019. • Under COPAS, OECD has prepared a draft policy brief on fostering digital trade for

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
				MSMEs, as reference for ACCMSME. • The ACCP will undertake to develop a Capacity Building Roadmap on Consumer Protection including protection systems in e-commerce in 2019. • As part of ASEAN Finance Ministers and Governors Meeting's efforts to leverage innovative financial technology to promote financial inclusion, Guidance Notes on Digital Financial Services is being developed and targeted for publication by the end of 2018.
3.2 Disseminate to business, especially MSMEs, best practices in the use of the internet for the improvement of their business, including essential tools for business management, as well as information on the available training providers and their range of courses	Information/educational materials and programmes developed	On going	ACCMSME	• 20 ASEAN MSMEs were selected to join Alibaba e-marketplace through the project "Enhance export capacity for ASEAN MSMEs via e-commerce adoption towards AEC". They had been trained to utilise e-commerce to develop their business at the workshop held on 11 July 2018 in Hanoi, Viet Nam. Study trip to visit successful e-commerce platforms in China was also held from 29 July to 1 August 2018 as

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
				part of the project.
				• ACCMSME and Japan agreed to publish a 2018 edition showcasing 50 successful MSMEs that have benefited from digitalisation, with a potential to internationalise and promote cross-border services and e-commerce flows, including the use of FinTech – these stories to serve as inspiring role models.
				• ASEAN Korea Centre (AKC) had organised the 2018 ASEAN Digital Commerce Forum on 4 – 5 July in Seoul, Korea; and aimed to enhance mutual understanding of the benefits of e-commerce cooperation as an essential element for trade facilitation and provide networking opportunities to e-commerce practitioners and business leaders of ASEAN and Korea (covers both public and private sector participants).
				• Digitise ASEAN 2018, the 2nd edition of the Conference organised by

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
				ASEAN-BAC, was held on 5 June 2018 in Singapore. The breakout session during the Conference focused on digitally impacted sectors, i.e. Banking and Finance, Healthcare, and e-Commerce & Supply Chain. • Relevant modules available at ASEAN SME Online Academy (www.asean-sme-academy.org) , includes: legal aspects of cross-border eCommerce; Strengthening Global Presence through Online Marketing; and Boost Your Business with Facebook. • Other on-going initiative in 2018 include white paper on Women's Economic Empowerment (WEE) in the Digital Economy, as part of efforts to mainstream WEE in the AEC.
3.3 Provide education to the public with regard to safe use of the internet, on the availability of self-regulatory options, screening and filtering technologies and dispute resolution mechanism	Educational materials and programmes developed	2019	ACCP	• A module on consumer protection in the phone/ internet-based services and e-Commerce sector was completed and has been uploaded onto the ACCP website. • The First Handbook on ASEAN Consumer

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				Protection Laws and Regulations was launched on 7 May 2018 at the side-lines of the 17th ACCP Meeting. A copy of the Handbook is available at http://www.asean-consumer.org/read-news-asean-launches-handbook-on-asean-consumer-protection-laws-and-regulations. • Regional awareness campaign and more information materials will be developed to be placed on-line in 2019-2020.
Section Consumer Protection **Outcome 4** Consumer Rights Principles for On-line B2C Recognised - Integrate e-commerce considerations into the ASEAN High-level Consumer Protection Principles	E-Commerce considerations are reflected in the ASEAN Consumer Protection High-Level Principles	Completed	ACCP	• The ASEAN High-Level Principles incorporating the e-commerce considerations were endorsed by the 49th AEM on 7 September 2017. It has been uploaded on the ACCP website at *aseanconsumer.org* and was informed to the AEC sectoral bodies at the 8th COW Meeting in January 2018.
Outcome 5 Code of Conduct for On-line Business Developed **-** Develop guidelines/code of good on-line business practice based on self-regulation best practices	Guidelines developed	2019	ACCP	• The 9th ASEAN-US Federal Trade Commission (FTC) Workshop on Consumer Protection held from 9-10 May 2018 identified best

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
				practices in business code of conduct and also looked into industry self-regulation. • Preparation to develop the code will begin in late 2018.
Outcome 6 Consumer Rights Awareness Enhanced **-** Conduct regular consumer right awareness training for consumers and consumer associations	Consumers are aware of on-line rights as illustrated under the ASEAN Consumer Empowerment Index	2019	ACCP	• A preparatory meeting to develop the ASEAN Consumer Empowerment Index was held from 19-20 July 2017 in Jakarta, Indonesia. The Meeting agreed to conduct an ASEAN-wide Empowerment Index. • A second preparatory meeting for the development of the ACEI will be held in 2019 with the finalisation of the Guidance Document in end-2018.
Outcome 7 Availability of Alternative Dispute Resolution (ADR)/On-line Dispute Resolution (ODR) **-** Establish ADR mechanisms, including online dispute resolution systems, to facilitate the resolution of claims over e-commerce transactions, with special attention to low value or cross-border transactions based on the best practice for fair, easy-to-use, transparent and effective ADR mechanisms.	ASEAN ADR and ODR mechanism developed	2020	ACCP	• An ASEAN-Korea Brainstorming Workshop on Building Regional Online Dispute Resolution (ODR) System and Interagency Coordination Mechanism to Improve Consumer Protection in e-Commerce was organised back-to-back with a workshop on Capacity Enhancement in Investigating and Handling e-Consumers Disputes, in Ho Chi Minh City, Viet Nam,

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
				8-11 August 2017. - The Guidelines on the ASEAN ADR will be developed in 2019. - The 9th ASEAN-USFTC Workshop on Consumer Protection held from 9-10 May 2018 (see initiative 5) also looked into best practices on ODR.
Outcome 8 Regional/ International Cooperation Enhanced **8.1** Develop ASEAN Guidelines on Cross-Border B2C Complaints	Guidelines are adopted by ASEAN	2018	ACCP	• Based on the ASEAN-Korea Workshop (see initiative 7), a project proposal has been developed for the preparation of these Guidelines with support under the ASEAN-Korea Fund.
8.2 Develop a framework of cross-border cooperation in addressing consumer protection issues	Framework of Cooperation Adopted	2019	ACCP	• The 17th ACCP in May 2018 identified elements of a cooperation framework with a draft expected to be discussed at the 18th ACCP in November 2018.
8.3 Develop informal/ formal mechanisms for cross-border cooperation such as an MOU	ASEAN adopts an informal/formal regional mechanism of cooperation on cross-border complaints handling	2020	ACCP	• Subject to the outcomes of the discussions under initiative 8.2.
8.4 Participation in the UN Inter-Governmental Experts Consumer Protection Law (IGE Consumer Protection)	Participate in the UN IGE Consumer Protection Meetings	2018	ACCP	• Indonesia, Lao PDR, Malaysia, Myanmar, Philippines and Vietnam attended the 2017 IGE on

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
				Consumer Protection. Other AMS were represented by their Geneva-based officials. • The next IGE will be held from 9-10 July 2018 and AMS are expected to be represented.
8.5 Regular interaction with international organisations conducted regularly to enhance understanding, learn best practices	Interaction with UNCTAD/OECD (seminars/ workshops)	2018	ACCP	• Joint Consultations with UNCTAD were held at the 16th ACCP on 24 October 2017 to discuss further collaboration, including sharing the Latin-American experience on online dispute resolution.
PRIORITY AREA 5 FOSTERING ENTREPRENEURSHIP				
Digitalisation of ASEAN MSMEs - Provide policy directions for formalization and promotion schemes for digitalized micro enterprises	Policy Guidelines on Digitalisation of ASEAN Micro Enterprises Action Agenda on Digitalisation of ASEAN MSMEs through Capacity Building Initiatives	2019 2019 2020	ACCMSME, ACCSQ	
- Establish and promote a 'Digital Service Hub' that will enhance trade supply chain and also improve the competitiveness of ASEAN SMEs in a low-cost manner — planned for completion by 2021 in the ASEAN Strategic Action Plan for SME Development 2016-2025	Enhancement of existing platforms to include the functionalities of the Digital Service Hub.	2021	ACCMSME, ASEAN-BAC	

INITIATIVES	OUTPUTS	TIMELINE	IMPLEMENTING BODIES	IMPLEMENTATION
Continue efforts to simplify business registration process to enable less costly and faster business formation.	Annual monitoring of the implementation of the ASEAN Work Programme on Starting a Business (2016-2025)	2025	ACCMSME	
- Promote MSMEs participation in e-commerce platforms, many of which have that opened MSMEs to global markets, making them "micro-multinationals" which engage actively in micro-supply chains	Capacity building programs for MSMEs to participate in e-commerce platforms	2020	ACCMSME	
PRIORITY AREA 6 COORDINATING ACTIONS & REVIEW				
Implementation and Coordination of ASEAN Digital Integration Framework				
Develop an ASEAN Digital Integration Action Plan (DIFAP) 2019-2025	DIFAP 2019-2025 developed	2019	ACCEC	
Review and revise the role of ACCEC to include coordinating and tracking of the implementation of the DIF	Revised Terms of Reference (TOR) of the ACCEC	2019	ACCEC	
Review Mechanism				
Review and update elements or initiatives and other sectoral bodies identified in the DIFAP		Biannual	ACCEC	
Develop a monitoring and reporting mechanism to measure the implementation of the DIFAP 2019-2025 and progress in developing the ASEAN digital economy	"ASEAN Digital Integration Framework and Economy Monitoring Index" developed	2020	ACCEC, USAID-IGNITE	

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