Please visit this link to access the Report: https://pages.usasean.org/ ecommerce-report/



A VISION FOR CROSS-BORDER E-COMMERCE IN ASEAN

Based on interviews with more than 35 key stakeholders across ASEAN's e-commerce ecosystem - including online platform players, payment providers, logistics providers, financial institutions, technology players, e-commerce associations, and ASEAN government officials – this vision map depicts our collective vision for the future of cross-border e-commerce in ASEAN, and how we will get there.

TRUST AND RECOGNITION



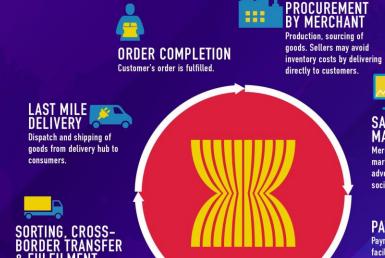






INSTITUTIONAL

- ASEAN E-COMMERCE ASSOCIATION
- PUBLIC-PRIVATE E-COMMERCE DIALOGUE



Pick up of goods and 📣

transporting it to the

retailers' fulfilment

center.

& FULFILMENT

Packing and sorting of goods based on delivery location. Cross-border transfer via air, sea or land occurs to receiving fulfilment center.



BROWSE AND PURCHASE

Platform provider provides the linkage between buyer and seller. and also other services to facilitate the transactions e.g. supporting

SALES AND MARKETING

PAYMENT

Merchant engages in sales/

advertisements, search engines, social media to gain leads.

Payments are integral aspects to

activities throughout ecosystem.

Digital payments help to smooth

payment processes and reduce

frictions in the ecosystem.

facilitate both B2C and B2B

marketing through online

SEAMLESS CONNECTIVITY

ASEAN LOW VOLUME SHIPMENT PROGRAM



ASEAN CROSS-BORDER DELIVERY



SKILLS & TALENT ROADMAP



E-COMMERCE INTERNSHIP





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