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# 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

- E-COMMERCE TRUST MARK
- TRANSFORMATIVE TECHNOLOGIES FOR CUSTOMS
- TRUSTED TRADER SCHEME FOR ASEAN E-COMMERCE
- DIGITAL IDS

## INSTITUTIONAL

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

**ORDER COMPLETION**  
Customer's order is fulfilled.

**PROCUREMENT BY MERCHANT**  
Production, sourcing of goods. Sellers may avoid inventory costs by delivering directly to customers.

**SALES AND MARKETING**  
Merchant engages in sales/marketing through online advertisements, search engines, social media to gain leads.

**PAYMENT**  
Payments are integral aspects to facilitate both B2C and B2B activities throughout ecosystem. Digital payments help to smooth payment processes and reduce frictions in the ecosystem.

**BROWSE AND PURCHASE**  
Platform provider provides the linkage between buyer and seller, and also other services to facilitate the transactions e.g. supporting different forms of payment systems, financing, dispute resolution.

**FIRST MILE DELIVERY**  
Pick up of goods and transporting it to the retailers' fulfilment center.

**SORTING, CROSS-BORDER TRANSFER & FULFILMENT**  
Packing and sorting of goods based on delivery location. Cross-border transfer via air, sea or land occurs to receiving fulfilment center.

**LAST MILE DELIVERY**  
Dispatch and shipping of goods from delivery hub to consumers.

## SEAMLESS CONNECTIVITY

- ASEAN LOW VOLUME SHIPMENT PROGRAM
- ASEAN CROSS-BORDER DELIVERY
- ASEAN PARCEL LOCKER ALLIANCE

## TALENT, INNOVATION & CAPACITY BUILDING

- SKILLS & TALENT ROADMAP
- E-COMMERCE INTERNSHIP
- ONLINE RESOURCE

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