



LATEST UPDATE ON E-COMMERCE ROAD MAP



Jakarta, June 2015

At a Glance

- On the first meeting 6 March 2015 Coordinating Minister of Economic Affairs took a lead in the preparation of the e-commerce Road Map;
- Series of meeting has been held, then first workshop was held on 10 April 2015.



Current Status

- Now we're waiting for first draft of the road map from Consultant (EY);
- The Ministry of Trade has held seven meetings with related government institutions since 2 April 2015, and also initiated public hearing for e-commerce regulation on 17 June 2015;



Workshop On e-commerce

- Has been held on 10 April 2015 in Jakarta Digital Valley, Multimedia Building, Telkom Jakarta;
- Implemented by Coordinating Ministry of Economic Affairs, Ministry of Communication and Information, and Ernst & Young (EY);
- Involving related ministries/institutions and industries.



Draft of e-commerce Regulation (TPMSE) (Ministry of Trade)

- The first draft has been shared among the government institution on 3 April 2015 and cross-sector discussions has been held to shape the draft;
- The public hearing was conducted in 17 June 2015;
- e-commerce regulation (PP) is planned to be published in 2015 as mandated by the Act No. 7/2014 on Trade.



General Issues on E-Commerce

- Lack of trust;
- Fragmented payment system, lack of integrated national payment system;
- Lack of infrastructure and slow speed of internet;
- Lack of e-commerce literacy;
- Unreliable logistics and courier services;
- Unfavorable investment regulation in e-commerce; e-commerce regulation (RPP TPMSE) making need to be accelerated.



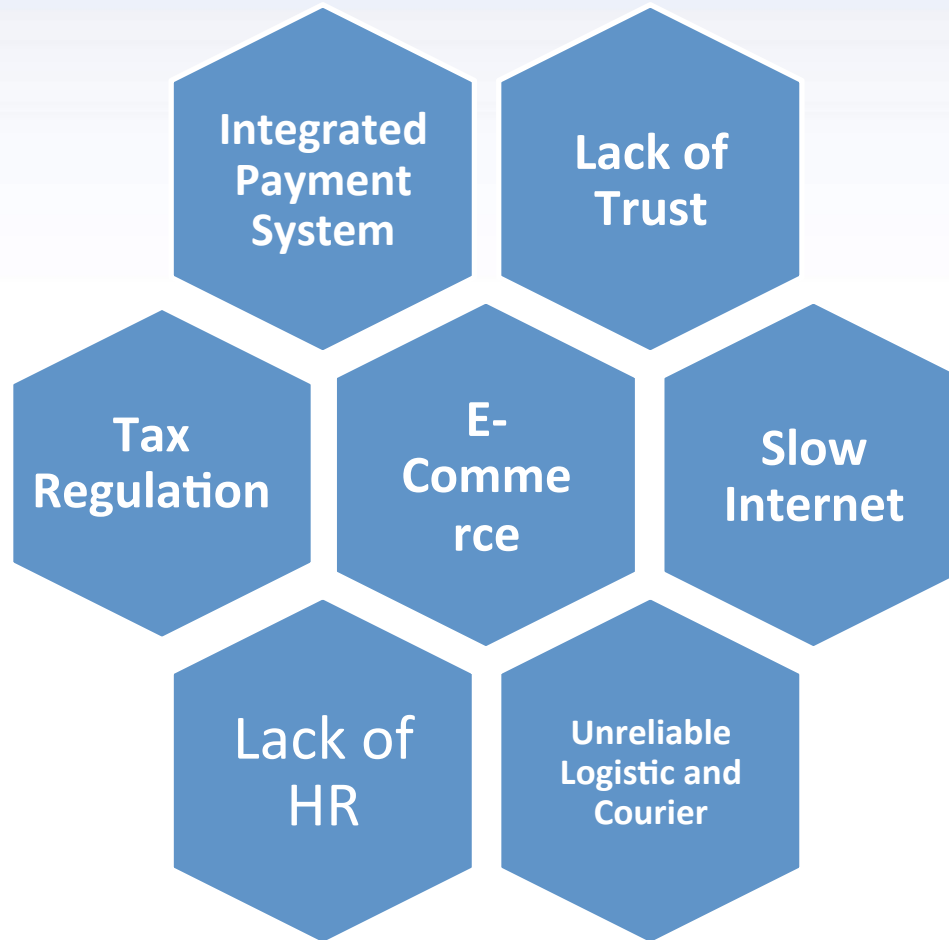
Draft of e-commerce Regulation (TPMSE) (Ministry of Trade)

Consist of:

- Merchant Registration;
- Payment System;
- Logistics and Delivery;
- Consumers Protection.



Issues Mapping on e-commerce by EY



Discussion On e-commerce Regulation (TPMSE)

- All players must use Indonesia domain (.id);
- Simple and easy licensing for UMKM, promoting small and medium enterprises to grow and become a global player;
- Definition of goods in e-commerce regulation, must meet the existing rules and regulations;
- Internet payment gateway regulation, designed as a hub-switch for national payment gateway.



Action Plan

- To ensure the Ministry of Trade in completing the regulation (RPP) accordingly;
- To ensure Kominfo and Consultant to finish the e-commerce roadmap as scheduled;
- Encourage commitment from the government institutions to support the e-commerce road map;



Suggestion/Opinion From The Industries

- Certification for e-commerce players to protect the customers, issued by the government or appointed institution.
- e-commerce brings positive impact to the economy. e-commerce can reach the rural area where the industries cannot afford to establish a store. International trade also facilitated by e-commerce and helping the merchant to access broader market;
- The e-commerce road map should be flexible to promote the dynamic state of commerce and technology.



Suggestion/Opinion From The Industries

- Company assessment by the government is necessary to foster fair trade;
- Infrastructure and the payment method availability (national payment gateway) is the key for Indonesian e-commerce to growth sustainability;
- The road map should be focused on the logistics and payment systems in addition to sales method. When the gateway on logistics and payment system has been formed, *e-commerce* in Indonesia can be increased up to 10% such as in China.



Conclusion

- Indonesia will work for the best in the preparation of the e-commerce road map to foster growth in line with costumer protection;
- Involvement from all sectors are expected in the implementation to support our national economy;
- The e-commerce road map to be prepared in a good coordination and transparent proccess.



Appendix



Meeting/Activities On e-commerce (1)

No.	Tanggal	Rapat/Kegiatan
1	6 March 2015	Coordination meeting on e-commerce road map at CMEA
2	11 March 2015	e-commerce road map discussion between CMEA and the Association (Idea).
3	12 March 2015	e-commerce road map discussion between CMEA and Kominfo
4	17 March 2015	e-commerce material submission to Secretary of CMEA
5	17 March 2015	e-commerce road map discussion between CMEA and Kominfo.
	19-23 March 2015	Compiled input from government institutions regarding e-commerce road map.



Meeting/Activities On e-commerce (2)

7	24 March 2015	Progres report on e-commerce road map to Mr. Loso, personal staff of Minister of CMEA.
8	30 March 2015	Preparatory Meeting on e-commerce road map with Dirjen Aptika Kominfo.
9	2 April 2015	Draft discussion on e-commerce regulation (RPP TPMSE) with the Ministry of Trade.
10	6 April 2015	e-commerce forum organized by iDEA at Double Tree Hotel.
11	6 April 2015	Follow-up inter ministerial meeting on e-commerce road map at Double Tree Hotel with the Kominfo, Mr. Rudiantara.
12	9 April 2015	Draft discussion on e-commerce regulation (RPP TPMSE) with the Ministry of Trade..
13	10 April 2015	e-commerce road map workshop at Jakarta Space Digital Valley PT. Telkom, by EY.



Meeting/Activities On e-commerce (3)

14	21 April 2015	Draft discussion on e-commerce regulation (RPP TPMSE) with the Ministry of Trade.
15	29 April 2015	e-commerce road map discussion with Industry Sector at CMEA
16	30 April 2015	Draft discussion on e-commerce regulation (RPP TPMSE) with the Ministry of Trade.
17	13 Mei 2015	Draft discussion on e-commerce regulation (RPP TPMSE) with the Ministry of Trade.
18	4 June 2015	Draft discussion on e-commerce regulation (RPP TPMSE) with the Ministry of Trade.
19	17 June 2015	Public hearing on e-commerce regulation (RPP TPMSE) by Ministry of Trade



SHORT BIO



Eddy Satriya was born in Bukittinggi, West Sumatra, on 6 January 1963. Currently working as Deputy Assistant for ICT and Utility in Deputy of Infrastructure and Regional Development, Coordinating Ministry for Economic Affairs (Menko Perekonomian), Republic of Indonesia. Dedicated most of his career in Telecommunications and Information Technology (IT), Energy and Utility sector, and Bureaucratic Reform for 23 years. Up until now, he has also been doing research and become more productive in writing articles and column and speaking for various topics, including ICT, energy, utility, related infrastructure issues, and reform agendas. Some of his publications are available online at: eddysatriya.blogspot.com and eddysatriya.wordpress.com .

He obtained a degree from the Electrical Engineering Department, **Major in Telecommunication** (1989), Faculty of Industrial Technology, Bandung Institute of Technology (ITB), Bandung, and the **Master of Arts in Economics** (1997) from the University of Connecticut (Uconn), Storrs, CT, USA.



Thank You

