Electronic Based Trading (E-Commerce) Regulation

Ministry of Trade
Jakarta, 28 April 2016
E-COMMERCE REGULATION

OBJECTIVES

Consumers Protection

- Preference in e-commerce transaction

Equal Playing Field

- for Merchant, Marketplace and logistic services
E-Commerce Roadmap

Financing
- Tax in E-Commerce
- Consumer Protection
- Communication Infrastructure
- Logistic Services
- Education
- Cyber Security

E-Commerce Regulation based on 2 aspects: Light Regulation and Safe Harbour
Business Players and TPMSE Providers

TPMSE Players

Merchant

Intermediary Medium Provider

TPMSE Provider
Taxes

Tax Enforcement

• No additional types of taxes
• Provision and taxation mechanisms are in accordance with the laws and regulation
Dispute Resolution

Dispute Resolution Mechanisms

Disputes can be resolved by courts or other mechanisms e.g. Online Dispute Resolutions (ODR)

Consumers can file a lawsuit through Consumer Dispute Settlement Body (BPSK) or regional courts
Consumer Protection on Electronic System (TPMSE) Process

Electronic Advertisement  
Electronic Offering  
Electronic Contract  
Transaction Evidence  
Shipping and Payment  
Return and Cancellation on Purchase
Roles of Ministry of Trade to Develop E-Commerce in Indonesia

- **DNI revision**
  - In order to create economic multiplier effect, Ministry of Trade has proposed to open e-commerce sector for foreign investment.

- **Development of E-Commerce Education**
  - Nation Branding, Graphic Design and Packaging to 1000 SMEs
Thank You