



Electronic Based Trading (E-Commerce) Regulation

Ministry of Trade
Jakarta, 28 April 2016

E-COMMERCE REGULATION OBJECTIVES

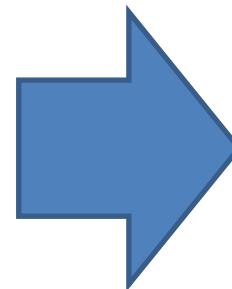
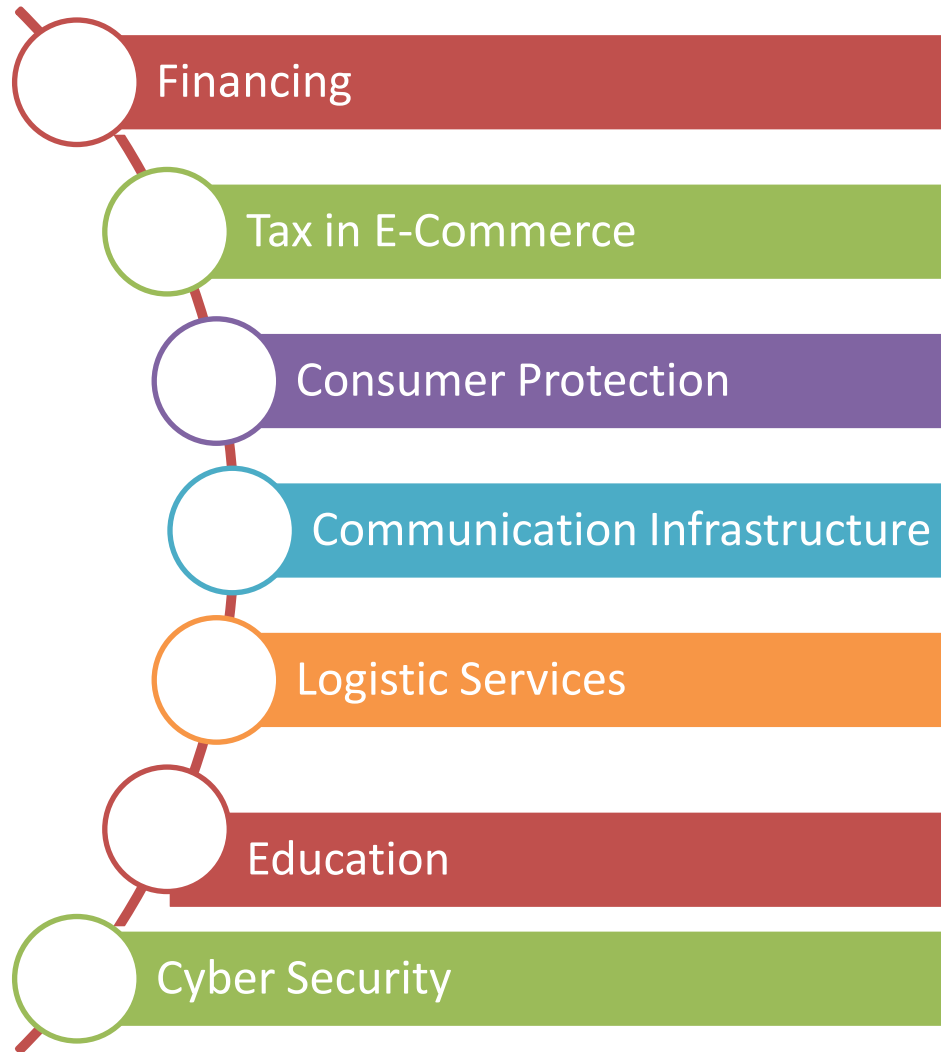
Consumers Protection

- Preference in e-commerce transaction

Equal Playing Field

- for Merchant, Marketplace and logistic services

E-Commerce Roadmap



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

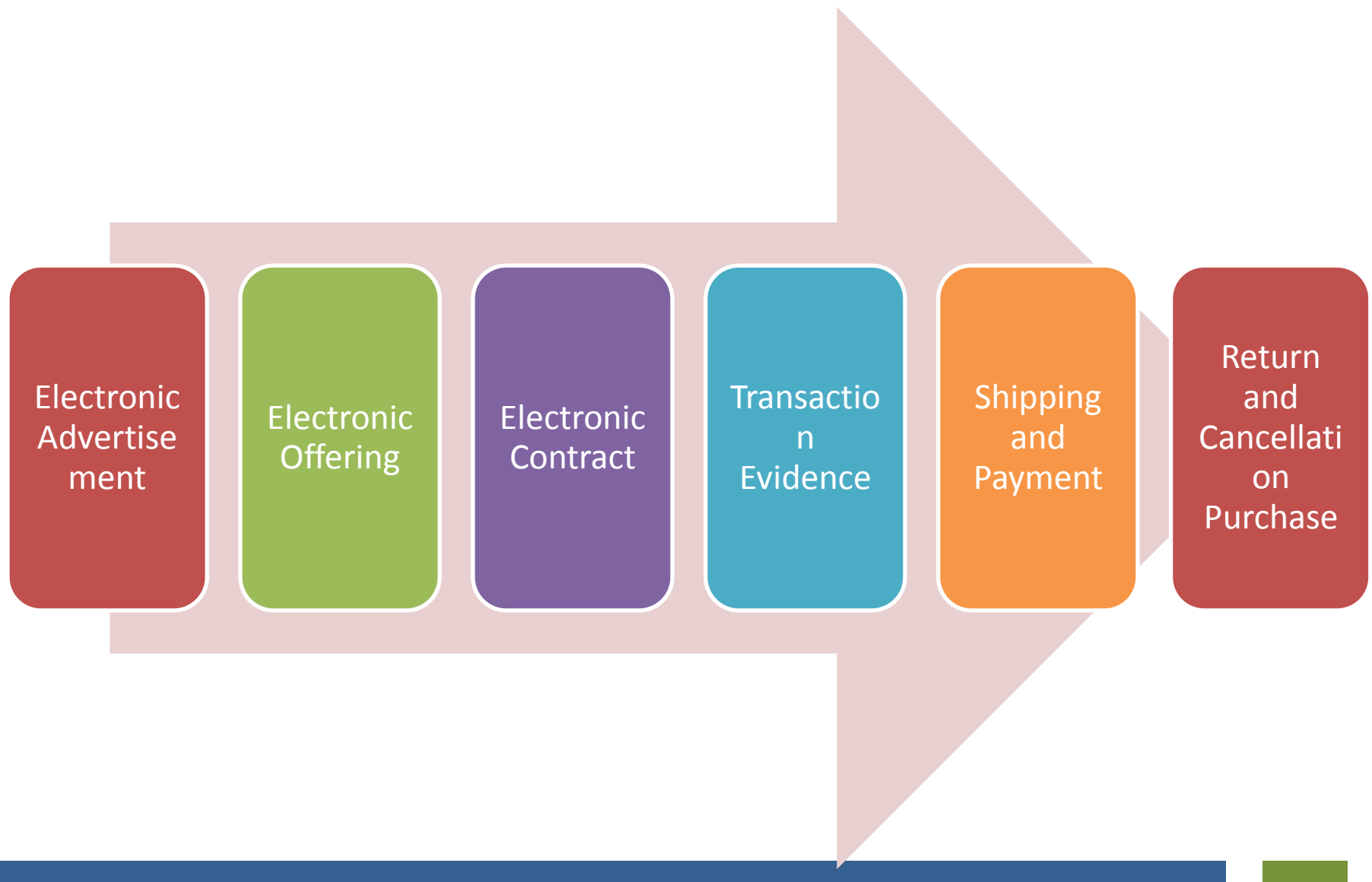


Disputes can be resolved by courts or other mechanisms e.g. Online Dispute Resolutions (ODR)



Consumers can file a lawsuit through Consumer Dispute Settlement Body (BPSK) or regional courts

Consumer Protection on Electronic System (TPMSE) Process



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

