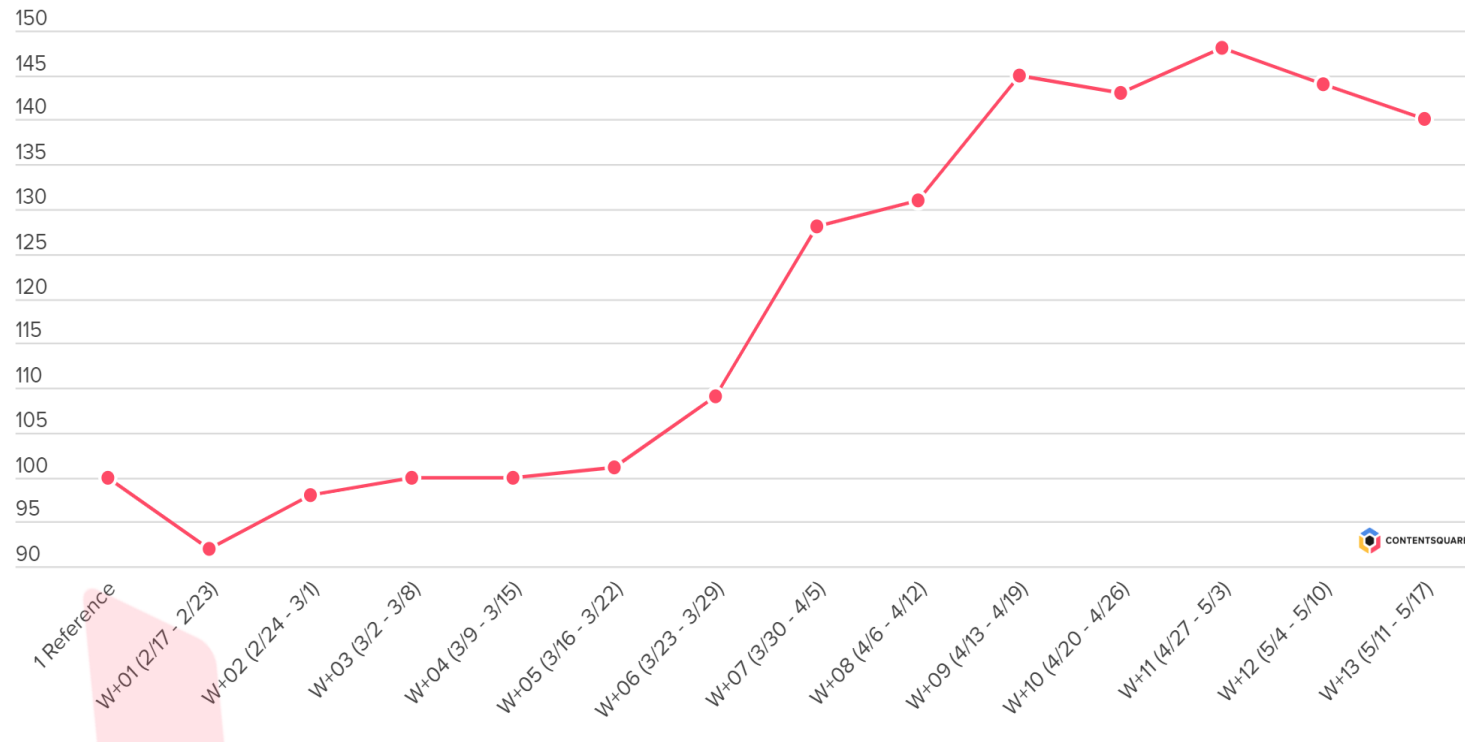


Main KPIs evolution per week (Index 100)

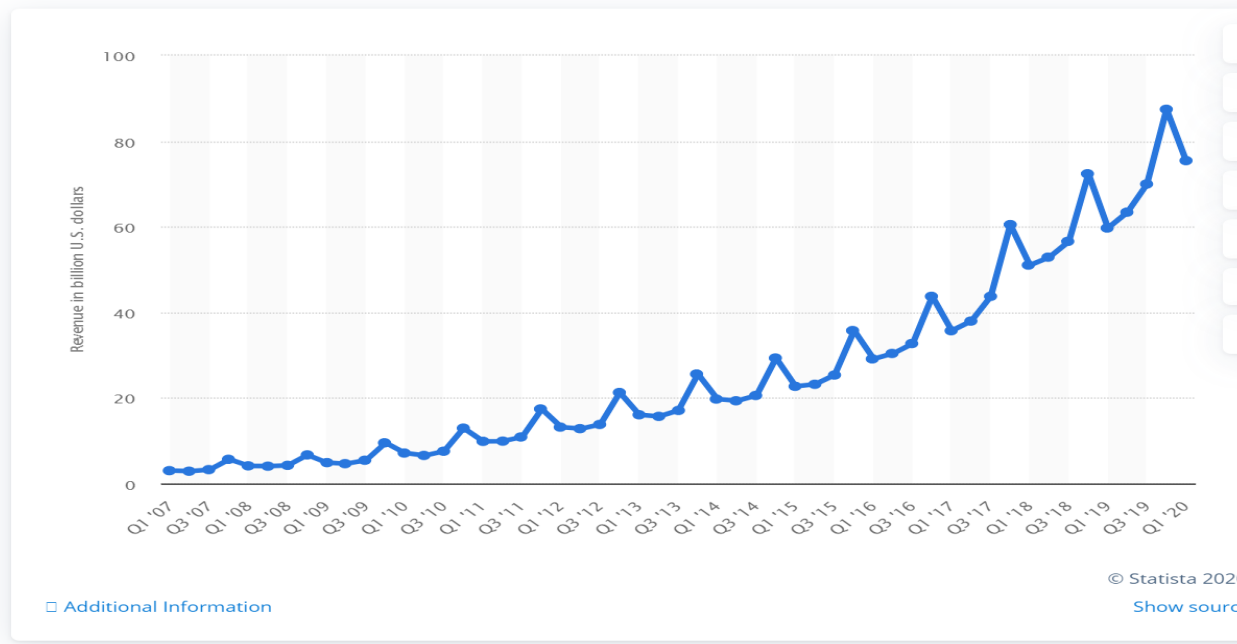
Since the Covid-19 outbreak (reference period Jan 6-Feb 16)



<https://contentsquare.com/covid-19-ecommerce-impact-data-hub/>

Net revenue of Amazon from 1st quarter 2007 to 1st quarter 2020

(in billion U.S. dollars)



<https://www.statista.com/statistics/273963/quarterly-revenue-of-amazoncom/>

Presentation Outline

- E-commerce development in Asia
- Promoting e-commerce in Rural Area

E-Commerce in Asia

E-commerce involves the purchase and sale of products (such as physical goods, digital products or services) transacted over computer networks. Major categories include B2C, B2B, and C2C (OECD, 2011).

Asia is the fastest-growing region in the global e-commerce market. However, e-shopper penetration in Asia (the percentage of the online population that bought a product online) is the lowest globally, highlighting Asia's still untapped market lace.

Figure 16. E-commerce Sales
(In percent of total retail sales, 2016)

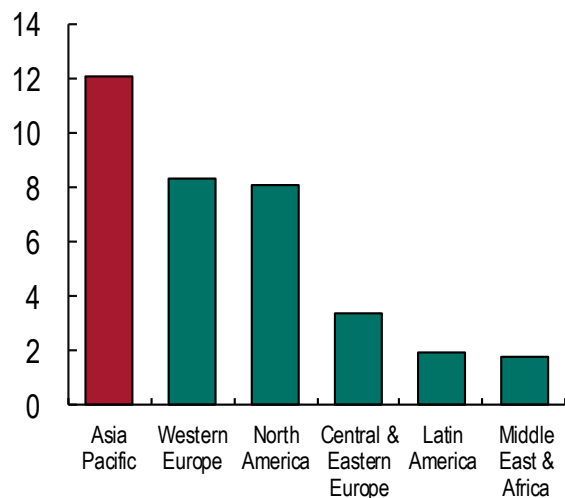


Figure 19. E-shopper Penetration
(In percent of total number of internet users)

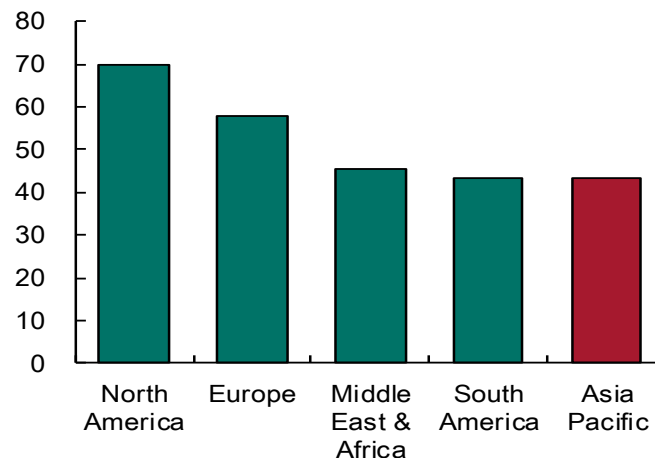
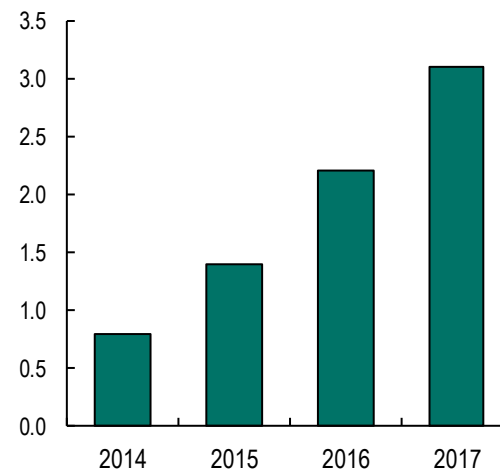


Figure 18. Indonesia: E-commerce Sales
(Percent of total sales)



Sources: E-commerce Foundation; and IMF staff calculations.

Sources: eMarketer; and IMF staff calculations.

Sources: ystats.com; and IMF staff calculations.

Benefits of e-commerce

E-commerce is especially beneficial for small firms in Asia

E-commerce provides new business opportunities and access to larger markets, supporting investment.

Fast-growing cross-border e-commerce brings greater potential to increase participation in regional and global value chains and support international trade.

Firms engaged in e-commerce export 50 percent more, relying on their skilled labor force and capacity to innovate.

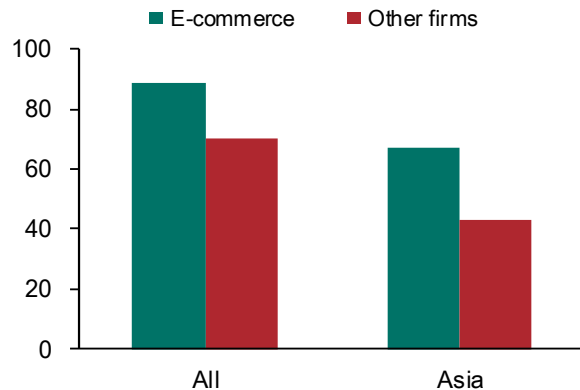
E-commerce can boost private consumption. E-commerce may translate into better access to a wide range of products and services at lower prices, ultimately boosting consumption

Benefits of e-commerce

Participation in online commerce is associated with a more than 30 percent increase in TFP at the firm level. Innovation, human capital, and to some extent access to finance account for online firms' better performance.

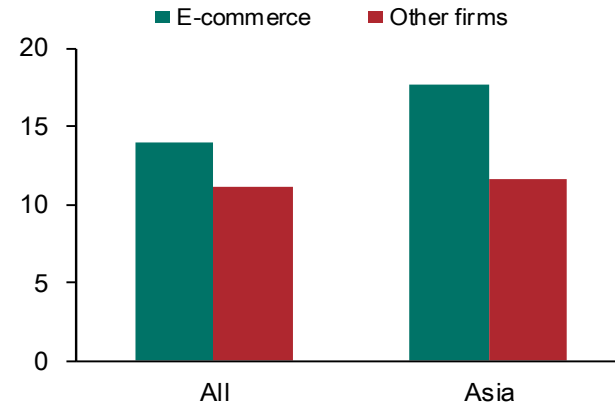
In Asia, firms engaged in online activities seem to have sizably higher labor productivity—on average 50 percent higher than other firms

Figure 34. Labor Productivity
(Average, in thousands of US dollars)



Sources: World Bank, Enterprise Survey; and IMF staff calculations.
Note: Labor productivity is the ratio of value added by the number of employees.

Figure 35. Labor Productivity
(Median, in thousands of US dollars)



Sources: World Bank, Enterprise Survey; and IMF staff calculations.
Note: Labor productivity is the ratio of value added by the number of employees.





During my recent visit to Guizhou, I witnessed how trade can reduce poverty. Poverty in Guizhou was reduced from about 27% to 8% in five years. Two of the most important drivers of this poverty reduction were e-commerce in the form of a Taobao village and big data. Now agriculture products like kiwi and spicy chicken from Guizhou are shipped to many provinces in China and all over the world. --Dim Yong Kim, former World Bank Group President, Nov 5, 2018

Conclusion

- E-commerce can bring in positive social and economic benefits to the rural area
- Public-Private Partnership can efficiently overcome the obstacles of developing e-commerce in rural area
- e-commerce significantly spurs entrepreneurship in both urban and rural areas. Its role is even more remarkable in rural areas.
- The governments should work together with the private sector to promote the development of e-commerce, integrate it into the local economy, and leverage it to upgrade the industrial structure.

Thank you very much!