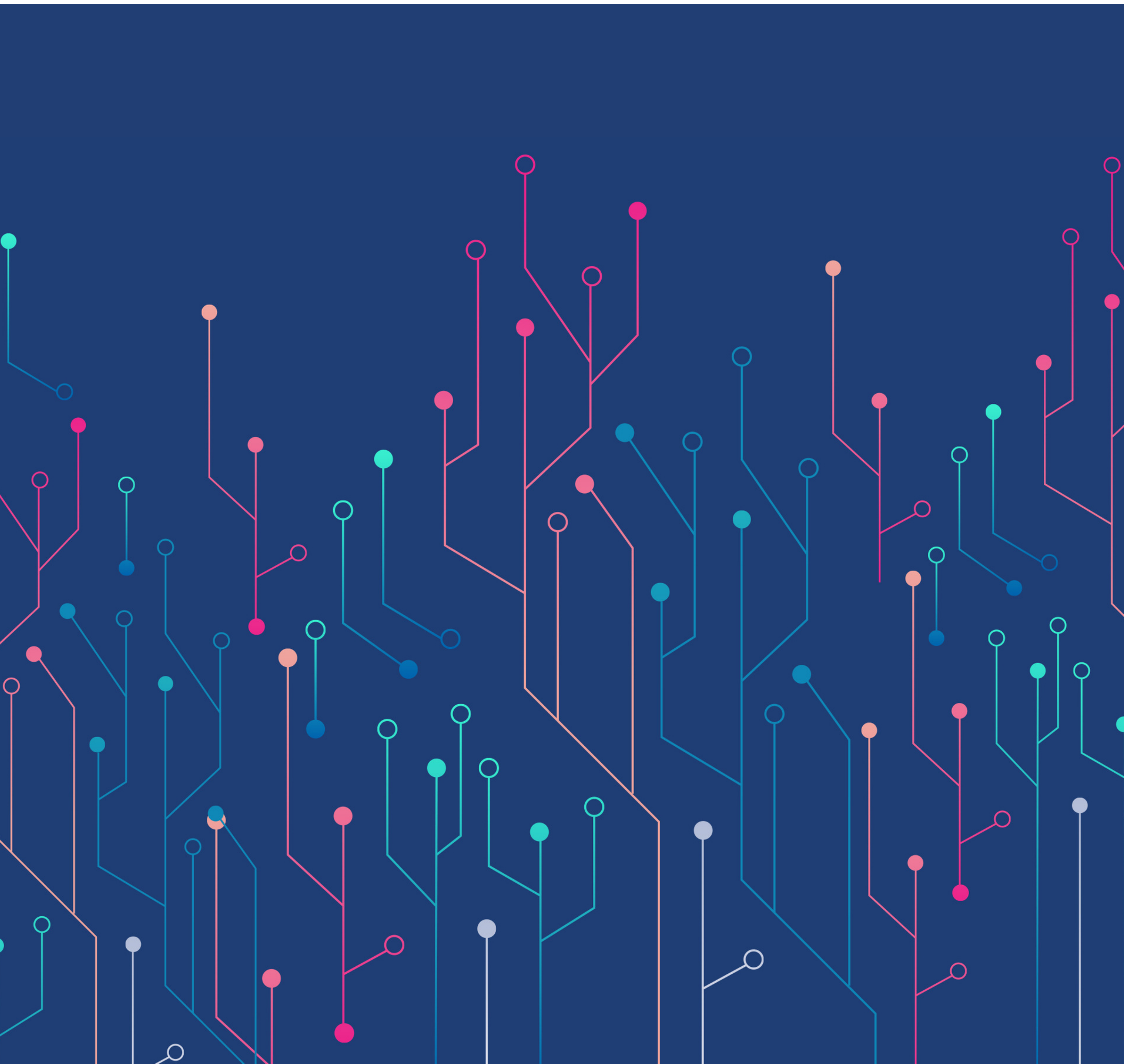


MEKONG
INSTITUTE



FOSTERING DIGITAL CONNECTIVITY IN THE LANCANG-MEKONG COUNTRIES





MEKONG
FORUM 2022



Accelerating Post COVID-19 Recovery and Building Resilience in the Greater Mekong Subregion

Session: Staying Ahead in Digital Acceleration

OCTOBER 19, 2022

The session highlights the importance of digital acceleration in the region to achieve economic recovery. It will look ahead and take a step towards emerging digital technologies and e-commerce which will be the engine driving Post COVID-19 recovery.

Don't pass up opportunities



MR. SURIYAN VICHITLEKARN
*Executive Director
Mekong Institute*



MR. SAJIB AZAD
*Policy Expert
UNCDF*



PROF. JIAN WANG
*Chair Professor
UIBE*



MR. CHONLADET KHEMARATTANA
*President
TFA*



MR. TIAT JIN (TJ) OOI
*Lead Consultant
the E-S-I Knowledge Lab, ERIA*



MS. XIN YI LIM
*Executive Director
Sustainability and Agricultural
Impact, Pinduoduo Inc*

More Information

THE DETAILS



OCTOBER 19, 2022



14.00 PM - 15.30 PM (GMT +7)



SCAN ME



PRESENT BY

Project on "Fostering Digital Connectivity in the Lancang-Mekong Countries"

STAYING AHEAD IN DIGITAL ACCELERATION



ABOUT MEKONG FORUM

The Forum, on the theme “Accelerating Post COVID-19 Recovery and Building Resilience in the Greater Mekong Subregion” is aimed at

- **Bring** together opinion leaders to discuss tools, instruments, experience and practical solutions which have been implemented to accelerate recovery and resilience of the GMS.
- **Demonstrate** the linkages between recovery and transition toward building resilience and capacity building and countries’ development agenda.
- **Serve** as a regional platform for building trust and synergies among the public and private sectors as well as development organizations and academia.

ABOUT STAYING AHEAD IN DIGITAL ACCELERATION

Objectives of the session:

- **Create opportunities** to share knowledge and experiences and discuss interesting projects, approaches, initiatives, and solutions related to Post COVID-19 recovery and resilience building as well as other topics.
- **Catalyze peer learning** for collaborative reflection and developing ideas to address questions and challenges.
- **Deepen understanding** of critical topics for MSMEs’ digitalization, share knowledge and perspectives from diverse experiences, and bring visibility to the multi-stakeholder webinar.



PUBLIC-PRIVATE

Public-Private Sector
Accelerating Action Towards
MSMEs Digitalization.



DIGITAL PAYMENTS

Digital Payments and Tools in
Enabling MSMEs to Participate in
the Digital Economy and Access
New Markets.



E-COMMERCE

Cross-Border E-commerce and
Platform Economy to Enhanced
Connectivity in LMC.

Part I: Introductory Remarks

“ACCELERATING POST COVID-19 RECOVERY AND BUILDING RESILIENCE IN THE GREATER MEKONG SUBREGION”

Introductory Remarks by
Mr. Suriyan Vichitlekarn,
MI Executive Director



The Executive Director thanked the distinguished audience for participating in the Forum. He highlighted the objectives of the Meeting and underlined the timeliness of the gathering as countries are now moving towards COVID-19 recovery. MI would use this Forum as a platform to collect ideas, issues and priorities important to the GMS to initiate further consultative processes, explore areas of potential collaboration and look at an agenda for action.

Mekong Forum I 2022

Staying Ahead in Digital Acceleration

The session highlighted the importance of digital acceleration in the region to achieve economic recovery. The focus was also on emerging digital technologies and e-commerce which are becoming another engine in driving post COVID-19 recovery.

Support to Digital Solutions to Accelerate Economic Recovery of MSMEs



To start the session, Mr. Sajib Azad, Policy Expert at UNCDF, shared key strategic approaches and experiences from the UNCDF project aimed at promoting and shaping digital economies in Asia. To support MSMEs to adopting digital solutions, UNCDF is implementing several projects in Cambodia, Laos, and Myanmar to equip digital payment ecosystems with a focus on offering payment services to farmers and businesses involved in agricultural value chains. This has been done by providing practical ways to build synergies among Micro Finance Institutes, Fintech, Mobile wallets, and Agritech. Emphasis was being placed on key strategic interlinked with partnerships with private and public stakeholders to support and unlock market constraints and leverage innovation, technologies aimed at empowering MSMEs and women's economics in operationalizing their digitalization and contributing to enhancing post COVID-19 recovery and achieving the SDGs.



From Cross-border E-commerce to Digital Trade

Prof. Mr. Jian Wang, Chair Professor of International Business and E-Business, Center for International Business Studies, University of International Business and Economics (UIBE), presented “Perspective of Cross-border e-commerce development in GMS.” He provided an overview of the global market transformations which present various opportunities to MSMEs. Then highlighted that the pandemic has accelerated cross-border e-commerce to digital trade to support the post-pandemic recovery. At the same time, it also has a few implications for the GMS countries for which further work will be required as

- Trusted environment: accessibility, e-payment, platform governance
- Efficient and harmonized system: trade facilitation, interconnectivity, stability, predictability, consistency
- Legal environment: consumer protection, cross-border data flow, privacy, cross-border cooperation

Led Agri-Tech Innovation: Agricultural E-commerce Platform Pinduoduo

To understand better the core value of enabling digitalization as the key to unlocking the value of agriculture industries to participation in the digital economy. Ms. Xin Yi Lim, Executive Director of Sustainability and Agricultural Impact of Pinduoduo Inc. (PDD), illustrated innovative technologies for agriculture and food transformation that PDD initiated platform to connect smallholder farmers with markets, to improve the 4 Betters – Better Production, Better Nutrition, a Better Environment, and a Better Life for All – in rural areas. To support the farmers’ upskilling efforts, PDD also fosters agricultural digitalization by:

- Bringing farmers online: agricultural e-commerce has broadened the channels
- Promoting smart agriculture: invests in agricultural technology to help growers improve their productivity
- Encouraging tech-savvy “New Farmers”: offers dedicated courses to equip interested youths with the necessary know-how to set up their e-commerce businesses



Fintech and Digital Payments Emerging Technologies to Enabling MSMEs Digitalization

Turning back to digital connectivity's practical and strategic elements, Mr. Chonladet Khemarattana, President, the Thai Fintech Association (TFA), elaborated on fintech innovations and growth drivers, highlighting the rise of digital payments and tools that assist MSMEs in lowering export costs and shortening transaction times. He highlighted on the Bank of Thailand's new financial landscape which facilitates digital leveraging of technology and data to drive innovation and empowers entrepreneurs and startups to participate in digital finance and services to stabilize local economies and accelerate recovery.

Embraces the Strength of Collaboration and PPPs Focus on Enabling Innovation Ecosystem

To conclude the session, Tiat Jin (TJ) OOI, Lead Consultant of the E-S-I Knowledge Lab, Economic Research Institute for ASEAN and East Asia (ERIA), embraced the strength of collaboration between all stakeholders in the entrepreneurship, startups, and innovation ecosystems. Key points highlighted on prospects of emerging digital technologies for MSMEs in the region and the concurrent challenges they face, followed by perspectives on how the digital startup ecosystem in the region can be enhanced further in light of its potential as an economic recovery engine. In the end, he provided recommendations for both the public and private sector as the region steers toward post-pandemic recovery in the midst of economic uncertainties.

STAYING AHEAD IN DIGITAL ACCELERATION



PROGRAM AGENDA AND SPEAKER PROFILES

Program Agenda: Staying Ahead in Digital Acceleration

October 19, 2022 14:00 – 15:30 (GMT+7)



Time (GMT+7)	Topics/ Event
14:00 – 14:15	Shaping Digital Futures Pathways to Post-COVID-19 Recovery Mr. Sajib Azad Policy Expert The United Nations Capital Development Fund, UNCDF
14:15 – 14:30	Perspective of Cross-border e-commerce development in GMS Prof. Mr. Jian Wang Chair Professor International Business and E-Business Center for International Business Studies University of International Business and Economics (UIBE)
14:30 – 14:45	Rural E-Commerce Model- case of Pinduoduo Ms. Xin Yi Lim Executive Director of Sustainability and Agricultural Impact Pinduoduo Inc.
14:45 – 15:00	The Rise of Fintech and Digital Payments- Emerging Technologies for Post COVID-19 Recovery Mr. Chonladet Khemarattana President Thai Fintech Association
15:00 – 15:15	Shaping ASEAN's Digital Startup Ecosystem Pathways to Post COVID-19 Recovery Mr. Tiat Jin (TJ) OOI Lead Consultant ERIA E-S-I Knowledge
15:15 – 15:30	Q and A



PROFILE

MR. SAJIB AZAD

**Policy Expert
The United Nations Capital
Development Fund (UNCDF)**

Mr. Sajib Azad has spent the last 20+ years supporting global financial services companies (such as HSBC, Santander, Standard Chartered), international financial/development institutions (for example World Bank, UN, ECGD) and regulators (including Bank of England, National Bank of Ethiopia, Bangladesh Bank, Bank of China) as well as other key stakeholders.

His current core areas of focus include digitization and finance with a view to driving broad-based resilient financial inclusion and economic development.



PROFILE

PROF. MR. JIAN WANG

Chair Professor

International Business and E-Business
Center for International Business Studies
University of International Business and
Economics (UIBE)

Jian Wang, a chair professor of international business and e-business, University of International Business and Economics, Beijing, China. He is director of Center for International Business Studies and Cross-border Ecommerce, an expert of APEC e-commerce Alliance, an expert of trade facilitation at UNESCAPE, an expert on the Digital Economy Committee of International Chamber of Commerce, and has done a lot of research and consulting on e-business model and regulation for policy makers and regulators. He is among the experts of consultants for China's legislation e-commerce law.

He is an active keynote speaker and resource person in discussions and workshops and activities for APEC (AsiaPacific Economic Cooperation), PECC (Pacific Economic Cooperation Council), ADB (the Asian Development Bank), UNCTAD (the United Nations Conference on Trade and Development), UNESCAP (the United Nations Economic and Social Commission for Asia and the Pacific) in the areas of trade facilitation, cross-border e-commerce, inclusive trade and finance.

He is a consultant and expert for China's Ministry of Commerce and large EC Platforms. He is a researcher and consultant for Alibaba Research Academy. He has completed many research projects and drafting of reports in areas of assessment of paperless trading among APEC economies, cross-border data privacy issues, cross-border e-commerce platform's role on trade facilitation, ecommerce opportunities for LDCs, and e-commerce platforms and inclusive trade, etc.

In recent years, he serves as consultant for local governments and private sector in China on development of cross-border e-commerce and inclusive trade. Many research projects have been done to support the local development.

He has been invited by China's leading internet companies and platforms, e.g. Alibaba, Baidu, Tencent, and other innovative private companies, e.g. Jingwei group, Linde group and others as a consultant on business. He is active research consultant and adviser for Alibaba Group and AliResearch on global trade transformation.



PROFILE

MS. XIN YI LIM

**Executive Director of
Sustainability and Agricultural
Impact, Pinduoduo Inc.**

Ms. Xinyi Lim is the Executive Director, Sustainability and Agricultural Impact at Pinduoduo. She is responsible for Pinduoduo's international corporate strategy efforts and innovation in sustainability and agri-tech.

Before joining Pinduoduo in late 2018, she worked for Singapore's sovereign wealth fund, GIC, in both its Singapore and New York offices as a technology and media analyst in its Public Equities division.

Xin Yi holds a Bachelor's degree from the University of Oxford and a Master's degree from Harvard University.



PROFILE

MR. CHONLADET KHEMARATTANA

**President
Thai Fintech Association (TFA)**

With over 16 years of experience in capital markets and the fintech industry, Mr. Chonladet can successfully lead his fintech start-ups to provide numerous valuable services in the wealth tech space. The unique solutions include Thailand's first robo-advisory app 'odini', Thailand's first curated mutual funds app 'FinVest', Thailand's first algorithmic trading website 'Finnize', etc. His principle is to create an ecosystem that provides access to efficient investment services at minimum cost and minimum investment amount for retail customers to start with. In addition, he firmly believes the typical Thai needs to start long-term investing properly, not speculating, as Thailand is becoming an aged society. At present, his companies have proved satisfying traction in terms of innovation and growth.

The notable strategy of Mr. Chonladet is a reliable business collaboration with partners such as co-creating investment ewallet with AIS, co-developing FinVest with Kasikorn Bank and Lufax, engaging into B2B partnerships with leading companies domestically and internationally. Transparency and good governance are indispensable for successful business partnerships. Therefore, Mr. Chonladet always set up the steering committee comprising executives and key staff from each party for project monitoring and critical decision making. In addition, he commits to fully complying with all regulators and coordination with them on any fintech-related initiatives.

His vital networking with stakeholders from both start-up and incumbent world supports him to become the president of Thai Fintech Association (TFA). Alongside his executive committees at the TFA, he has a concrete action plan to develop Thailand as a prominent regional fintech hub within two years. TFA has just rebranded to become more inclusive to start-ups, incumbents, regulators, and multi-national companies.



PROFILE

MR. TIAT JIN OOI (TJ)

**Lead Consultant
ERIA E-S-I Knowledge Lab**

TJ founded Curated Connectors following numerous engagements with MSMEs both locally and globally, with the aim of helping them grow their businesses through strategic and curated connections. His passion to empower MSMEs stemmed from his days with the Singapore Chemical Industry Council (SCIC), where he was a member of the secretariat and managed the industry's Responsible Care programme, being actively involved in helping SMEs adopt. Subsequently as General Manager of Absotech, a local chemical distribution company, his engagement deepened as he chaired the SCIC's SME Committee and represented SME interests on both the SCIC Responsible Care Committee and the National Chemical Management & GHS Taskforce.

With a career spanning more than 20 years, TJ brings to the table a wide range of skill sets from strategic planning, organisational transformation, business development to corporate administration, events management, and public speaking. He enjoys engaging audiences of all sizes and has had the opportunity to share with both the public and private sectors at regional and international platforms such as the WTO Public Forum.

He firmly believes that every small business can impact and empower lives as they grow and flourish. Hence Curated Connectors was set up with the vision of Empowering Lives through Connecting Businesses.

In his ongoing work with the Economic Research Institute for ASEAN and East Asia (ERIA), he is also the Lead Consultant for the Entrepreneurship, Start-ups and Innovation (E-S-I) Knowledge, an exciting initiative and exploration of the E-S-I ecosystems where research, thought leadership and business practicality blend together in evolving synergy.

TJ graduated with a Bachelors' Degree (Hons) in Electrical and Electronic Engineering from the University of Manchester, United Kingdom.



MEKONG INSTITUTE



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