



## ACTIVITIES

- Online baseline study
- Conduct of modular training courses including action plan implementation

The action research report will include a policy paper that offers recommendations on how to promote rural e-commerce development in the Lancang-Mekong countries.

## TARGET SECTORS

- One Tambon One Product (OTOP)/ One District One Product (ODOP)/ One Village One Product (OVOP)
- Rural agriculture cooperatives
- SME clusters
- Social enterprises
- Research institutions
- National Ministry of Industry/Commerce/ Information, Communication and Technology

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PROJECT SNAPSHOT

# ACTION RESEARCH ON RURAL E-COMMERCE DEVELOPMENT IN THE GMS

## DURATION

2 Years (2018-2020)

## TYPE

PERSONAL  
TRAININGJOINT  
RESEARCHPLATFORM  
BUILDING

## DESCRIPTION

The project seeks to promote e-commerce development as a tool that will enable enterprises to participate in broader markets and trade opportunities. It is geared towards building the capacities of business organizations and institutions engaged in rural community business development on e-commerce, and fostering stronger collaborations among stakeholders to promote rural e-commerce.

## OBJECTIVES

- Enhance the understanding of the potentials of rural e-commerce development
- Identify key intervention areas for e-commerce development in each country in the Lancang-Mekong region
- Explore online business prospects through various e-commerce opportunities
- Develop a mechanism for promoting rural e-commerce

## EXPECTED OUTCOMES



Source: National Administration of Surveying, Mapping and Geoinformation of China

RURAL E-COMMERCE  
DEVELOPMENTKEY INTERVENTION  
AREASE-COMMERCE  
OPPORTUNITIESRURAL E-COMMERCE  
PROMOTION

- Improved understanding of the potentials of rural e-commerce development
- Knowledge of key intervention areas in the rural business sectors in the Lancang-Mekong countries
- Enhanced business model that supports rural e-commerce development
- Improved collaboration between public and private sectors in the promotion of rural e-commerce