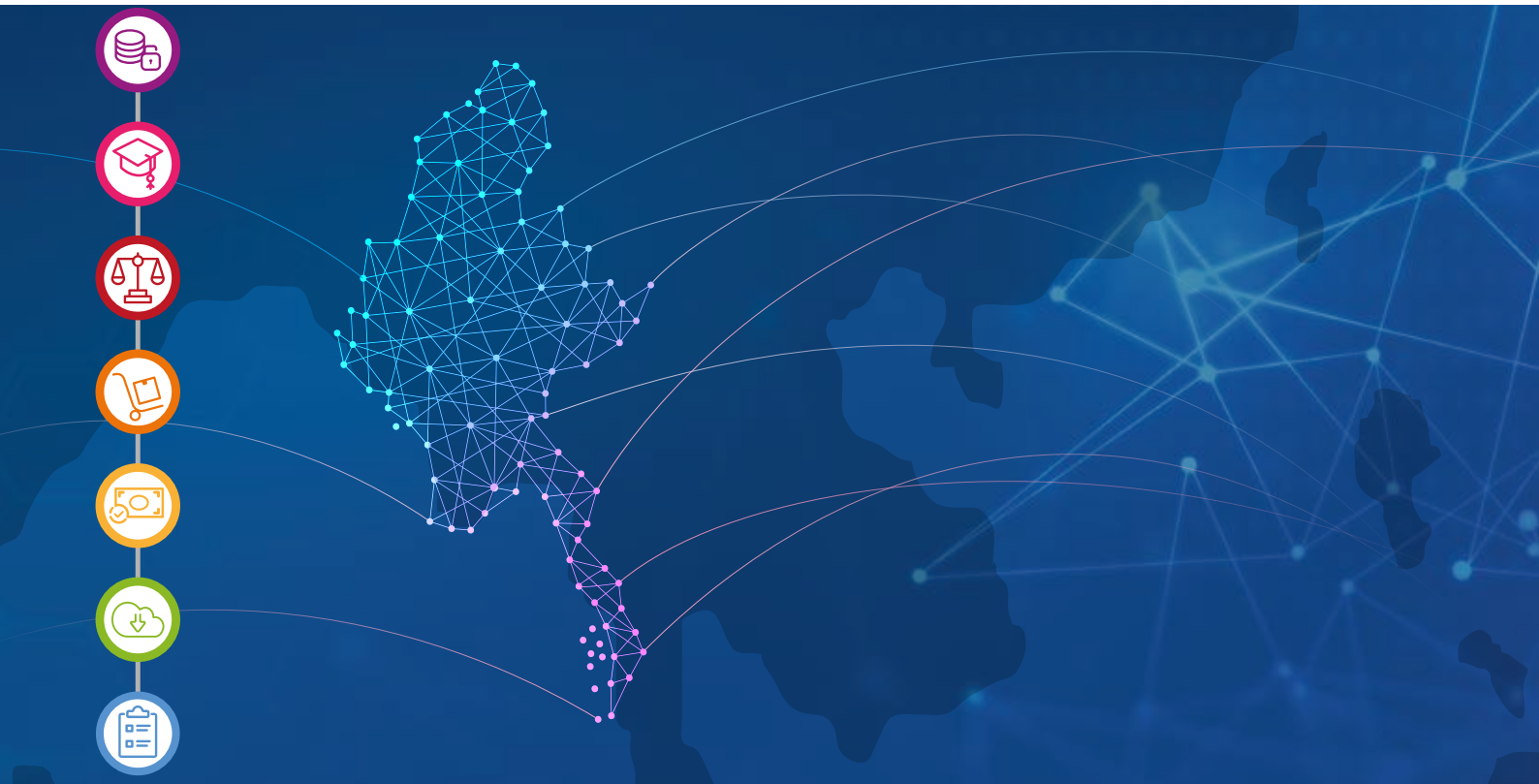




Myanmar

Rapid eTrade Readiness Assessment





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NOTE

Within the UNCTAD Division on Technology and Logistics, the ICT Policy Section carries out policy-oriented analytical work on the development implications of information and communication technologies (ICTs) and e-commerce. It is responsible for the preparation of the Information Economy Report (IER) as well as thematic studies on ICT for Development.

The ICT Policy Section promotes international dialogue on issues related to ICTs for development and contributes to building developing countries' capacities to measure the information economy and to design and implement relevant policies and legal frameworks. It also monitors the global state of e-commerce legislation (unctad.org/cyberlawtracker). Since 2016, the Section has coordinated a new multi-stakeholders' initiative entitled eTrade for all (etradeforall.org), which aims to improve the ability of developing countries, particularly least developed countries (LDCs), to use and benefit from e-commerce.

Reference to companies and their activities should not be construed as an endorsement by UNCTAD of those companies or their activities.

The following symbols have been used in the tables:

Two dots (..) indicate that data are not available or are not separately reported. Rows in tables have been omitted in those cases where no data are available for any of the elements in the row;

A dash (-) indicates that the item is equal to zero or its value is negligible;

Reference to "dollars" (US\$) means United States of America dollars, unless otherwise indicated;

Details and percentages in tables do not necessarily add up to the totals because of rounding.



PREFACE

The eTrade for all Initiative, launched at the fourteenth Ministerial Conference of UNCTAD in July 2016, is a practical example of how to harness the digital economy in support of the 2030 Agenda for Sustainable Development, notably Sustainable Development Goals (SDGs) 5, 8, 9, and 17. The initiative seeks to raise awareness, enhance synergies, and increase the scale of existing and new efforts by the development community to strengthen the ability of developing countries to engage in and benefit from e-commerce by addressing seven relevant policy areas:

- E-commerce readiness assessment and strategy formulation
- ICT infrastructure and services
- Trade logistics and trade facilitation
- Payment solutions
- Legal and regulatory frameworks
- E-commerce skills development
- Access to financing

As part of the initiative, demand-driven assessments are envisaged to provide a basic analysis of the current e-commerce situation in the countries concerned, and to identify opportunities and barriers. The resulting reports will serve as a valuable input to these countries' involvement in various discussions related to e-commerce and digital trade, the new UNCTAD Intergovernmental Group of Experts on E-commerce and the Digital Economy.

It may furthermore help LDCs to identify areas in which they could benefit from assistance by partners of eTrade for all.

The Myanmar Rapid eTrade Readiness Assessment is the fifth such assessment conducted by UNCTAD and the second for an ASEAN LDC after Cambodia (December 2016). With the eTrade Readiness Assessment for Lao PDR currently being conducted, UNCTAD will have covered all three ASEAN LDCs and contributed to Myanmar's effective participation in the ASEAN Work Programme on Electronic Commerce (AWPEC) 2017-2025. The AWPEC was finalized by the newly established ASEAN Coordinating Committee on Electronic Commerce (E-Commerce) and adopted by the ASEAN Economic Ministers (AEM) in September 2017. The AWPEC aims to facilitate cross-border e-commerce in ASEAN, covering multi-sectoral e-commerce initiatives in the areas of infrastructure, education and technology competency, consumer protection, modernization of the legal framework, security of electronic transactions, payment systems, trade facilitation, competition, and logistics. A key deliverable of the AWPEC is the development of an ASEAN Agreement on E-Commerce.

It is hoped that the report will contribute to the Government of Myanmar's quest to build a robust, safe and business-friendly e-commerce ecosystem. With the eTrade for all partners, UNCTAD is committed to continue supporting Myanmar in its resolve to harness the potential of e-commerce for development.

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ABBREVIATIONS

AIIB	Asian Infrastructure Investment Bank
ADB	Asian Development Bank
AEC	ASEAN Economic Community
AEM	ASEAN Economic Ministers
AFT	Aid-for-Trade
AMCHAM	The American Chamber of Commerce (AMCHAM) Myanmar
APN	Asian Payment Network
ASEAN	Association of South East Asian Nations
ASYCUDA	Automated System for Customs Data
ATIGA	ASEAN Trade in Goods Agreement
ATISA	ASEAN Trade in Services Agreement
ATM	Automatic Teller Machine
B4ETD	Business for eTrade Development
CBM	Central Bank of Myanmar
CIB	Credit Information Bureau
CIS	Customs Intelligence Database System
CLMV	Cambodia, Lao PDR, Myanmar and Vietnam
COD	Cash on Delivery
DACU	Development Aid Coordination Unit
DEDC	Digital Economy Development Committee
DICA	Directorate of Investment and Company Administration
DP	Development Partner
DTIS	Diagnostic Trade Integration Study
EIF	Enhanced Integrated Framework
EU	European Union
EUROCHAM	European Chamber of Commerce in Myanmar
FDI	Foreign Direct Investment
FERD	Foreign Economic Relations Department
FSP	Financial Service Providers
ICT	Information and Communication Technology
ISP	Internet Service providers
IT	Information Technology
ITeS	Information Technology-enabled Services

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