

JOINT MEDIA STATEMENT

ASEAN Online Sale Day on 8 August 2020

ASEAN will be launching the inaugural ASEAN Online Sale Day (AOSD) on ASEAN Day, 8 August 2020, the first time that an on-line shopping event will be conducted collectively on a region-wide scale.

On 15 July 2020, the ASEAN Coordinating Committee on E-commerce (ACCEC) officially launched a website dedicated to the AOSD (<http://aseanonlinesaleday.com>), which will feature participating businesses in the campaign.

Nearly 150 e-commerce businesses in ASEAN are expected to participate and offer a large range of goods and services at promotional or discounted rates through their e-commerce platforms on AOSD.

ASEAN's e-commerce sector is expected to triple in size from US\$100bn to US\$300bn in 2025.¹ Amidst the COVID-19 pandemic, e-commerce has been a bright spot of growth as consumers and businesses increasingly turn online. The inaugural AOSD seeks to further boost these trends and encourage consumers and businesses to actively interact and conduct commercial transactions on reputable and secured e-marketplaces or platforms operating across the region. The AOSD would also support on-going efforts by ASEAN member states to facilitate trade and e-commerce, deepen digital integration and more importantly instill trust and confidence in ASEAN business, including Micro, Small and Medium-sized Enterprises (MSMEs), who remain dynamic, resilient and open for business amidst COVID-19.

Digitalization and digital integration is becoming increasingly important for sustainable economic recovery and development in ASEAN. According a study by Bain & Company in 2017, the size of ASEAN's digital economy is expected to reach 8.5% of GDP in 2025, up from 1.3% in 2015. During the COVID-19 pandemic, digital transformation shifted gear to an accelerated pace. Working from home, distant learning, video conferencing, e-banking, e-health and e-commerce are profoundly transforming our everyday lives, many of which have become part of the new normal during the pandemic. ASEAN is well-positioned to adapt to and leverage digital transformation as a driver of growth through its growing ecosystem comprising more than 300 million mobile and broadband users in the region.

The AOSD shall be held on 8 August annually as an occasion to boost regional digital trade and enhance stronger collaboration between stakeholders, including relevant governmental agencies, businesses, and consumers, to advance and explore new policy initiatives and innovative technologies to promote cross-border e-commerce activities in ASEAN. With the inaugural launch of the AOSD on 8 August 2020, we look forward to working with stakeholders to improve future iterations.

¹ Source: Google, Temasek and Bain & Company. E-Conomy SEA 2019 Report.

For further information from each of participating Country, please send your inquiry through the following mail:

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