

The First E-Commerce Virtual Conference in Myanmar

Ministry of Commerce

28th May 2020, Nay Pyi Taw

Main Theme: Outlasting the Crisis through the e-Commerce Acceleration

Morning Sessions	
9:30-10:00	Registration: <i>Participants join the virtual conference room and test connection.</i>
10:00 – 10:30	Keynote Speech by U Aung Htoo, Deputy Minister, Ministry of Commerce Remarks by U Zaw Min Win, Chairman, UMFCCI On-Going Initiatives on e-Commerce by U MinnMinn, Director General, Department of Trade
Ways to achieve the CERP Goal 5.1 indicators	
<i>The host will take about five minutes to prepare the session.</i>	
10:35-11:30	Session 1: How to encourage retail businesses to sell online using existing marketplaces/platforms (CERP AP 5.1.2 a) Selected Panelists <i>The session will focus on the opportunities for selling online and on persistent regulatory challenges and bottlenecks affecting the sector's growth. The public sector will brief participants on their on-going efforts to support reaching CERP Goal 5.1.</i> <i>Max. 5 minutes for each speaker</i> <i>The host will entertain up to three questions from the audience.</i>
<i>The host will take about five minutes to prepare the session.</i>	
11:35 – 12:30	Session 2: Enhancing the uptake of Electronic Payments (CERP AP 5.1.1 b) Selected Panelists <i>The session will focus on the current capacity of the banking sector for electronic payments and suggestions on how to increase the uptake of electronic payment solutions for e-Commerce and social-Commerce.</i> <i>Max. 5 minutes for each speaker</i> <i>The host will entertain up to three questions from the audience.</i>

	<i>END OF MORNING SESSION</i>
Afternoon Sessions	
14:00-14:30	<p>Session 3: How to promote last mile delivery services for online customers (CERP AP 5.1.2 c)</p> <p><i>Selected Panelists</i></p> <p><i>The session will highlight the changes in customer and vendors behavior due to pandemic and will provide suggestions on how to promote the sector.</i></p> <p><i>Max. 5 minutes for each speaker</i></p> <p><i>The host will entertain up to three questions from the audience.</i></p>
<i>The host will take about five minutes to prepare the session.</i>	
14:35-15:20	<p>Session 4: E-commerce Ecosystem Development</p> <p><i>Selected Panelists</i></p> <p><i>Our E-Commerce Ecosystem has a wide scope which covers a network of interconnected functions that comprise the full cycle of the buying and selling of goods and services electronically. Speakers in this session will exchange their views, comments and suggestions on enhancing Myanmar's E-Commerce Ecosystem Development.</i></p> <p><i>Max. 5 minutes for each speaker (total 35 minutes for 7 speakers)</i></p> <p><i>The host will entertain up to three questions from the audience.</i></p>
15:20 – 16:00	<p>Closing Remarks by the Ministry of Commerce</p> <p><i>All the discussants will be invited to give final remarks to the participants, indicating results achieved today, next steps and forthcoming initiatives.</i></p>
<i>END OF CONFERENCE</i>	