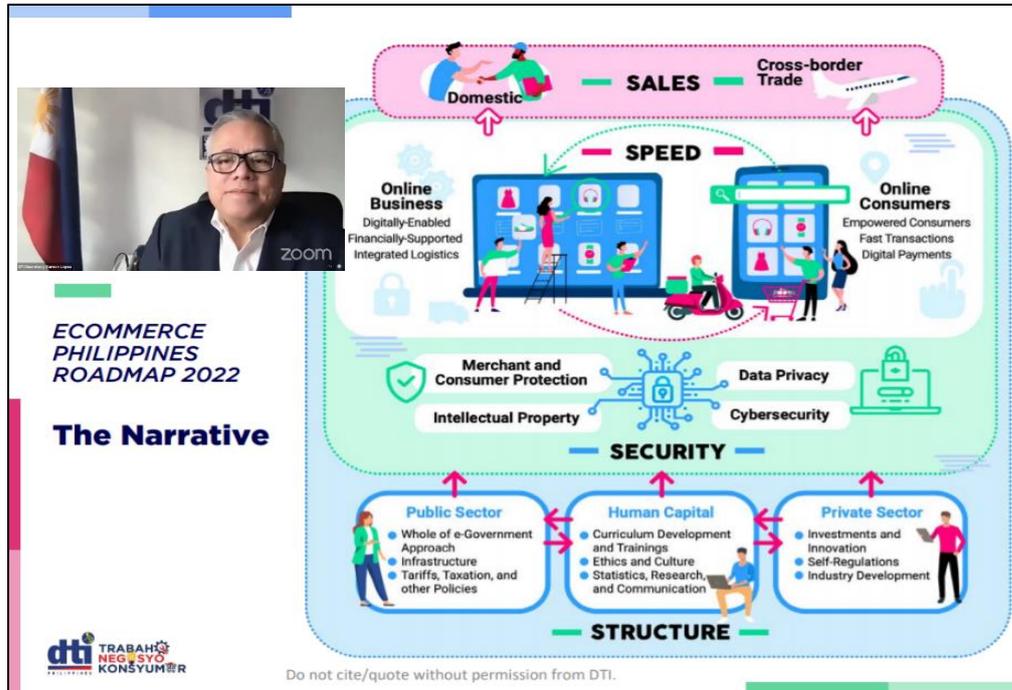


# What's Up @ dti PHILIPPINES

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## DTI launches the eCommerce Philippines 2022 Roadmap



*Department of Trade and Industry Secretary Ramon M. Lopez (inset) presents the narratives of the eCommerce Philippines Roadmap for 2022 during its launch on 29 January 2021.*

The Department of Trade and Industry (DTI) led by **Secretary Ramon M. Lopez**, together with **Digital Philippines Assistant Secretary Mary Jean T. Pacheco**, has launched the eCommerce Philippines 2022 Roadmap on 29 January 2021, livestreamed via the DTI eCommerce Official Facebook Page.

Opening the program was **DTI Office of the Secretary Chief of Staff and Management Services Group (MSG) Undersecretary Ireneo V. Vizmonte** who commended the DTI eCommerce team for accelerating the implementation of e-commerce initiatives amidst the challenges brought about by the pandemic.

In his keynote message, **Secretary Ramon M. Lopez** said the country's economy can take advantage of the e-commerce opportunities that had been brought to light by the COVID-19 pandemic. "We started the journey of the eCommerce Roadmap in August 2019, mindful already at that time that e-commerce was the wave of the future. But when the pandemic struck, we saw e-commerce adoption in the Philippines boom," he said.

Despite the economic challenges brought about by the pandemic, the Secretary said the Philippines is on its way to recovery to reach pre-pandemic levels and even beyond, noting that e-commerce takes a huge role in this goal.

Due to quarantine restrictions being implemented, more consumers sought online services for daily consumption. Moreover, business owners have also transitioned to online platforms to

cope with the increasing demand online. Notably, the DTI's Business Name Registration team reported that from 1,700 from January to March 2020, the number of online business sellers totaled up to 88,000 until December last year.

The Secretary said the increase in the demand for online services revealed several issues, gaps, and opportunities in the country's e-commerce system.

A series of focused group discussions (FGDs) covering the e-commerce ecosystem was organized in coming up with the 2022 roadmap, that was participated in by various digital platforms players, payment and logistics providers, and the government policy makers.

With the mantra "Basta E-Commerce, MADALI (Market Access. DigitAlization. Logistics Integration)," the 2022 strategic framework focuses on Security + Speed + Structure = Sales, as supported by the following four key narratives:

1. Basta E-commerce, MADALI – While MADALI also refers to Market Access, DigitAlization and Logistics Integration, the key idea is to provide both online sellers and buyers an easy and fast system that will enable them to engage in e-commerce consistently.
2. Building TRUST – The challenge is to come up with more efficient and effective redress mechanisms to cater to more online buyers and sellers and build trust in our country's e-commerce.
3. Tayaan ang Pilipino – This is the Department's promise to the stakeholders. The government shall facilitate funding to financially support the transition of business to digital platforms, including tech start-ups.
4. Whole-of-Government is key – The whole of the Duterte Administration is working hand-in-hand in order to continuously promote and support the country's E-commerce.

The launch was attended by various representatives from concerned public and private sectors who also served as panel reactors that included **Department of Labor and Employment (DOLE) Secretary Silvestre H. Bello III, Bureau of Customs (BOC)-Assessment and Operations Coordinating Group Deputy Commissioner Edward James A. Dy Buco, Technical Education and Skills Development Authority (TESDA)- Policies and Planning Deputy Director Rosanna A. Urdaneta, Bureau of Internal Revenue (BIR) Deputy Commissioner Lanee C. David, Philippine Postal Corporation (PhilPost) Chairman Norman N. Fulgencio, Bangko Sentral ng Pilipinas (BSP) Technology Risk and Innovation Supervision Department Director Melchor T. Plabasan, and Department of Information and Communications Technology (DICT)-Government Digital Transformation Bureau Director Leo L. Urbiztondo Jr.**

Representatives from the private sector included **Lazada Philippines CEO Ray Alimurung, Philippine Chamber of Commerce and Industry (PCCI)-Membership and Special Projects Chair and Director for Ma. Alegria S. Limjoco, Quad X President and COO Mia Icasiano-Bulatao and Paymaya Philippines founder and CEO Mr. Orlando B. Ve.**

Asec. Pacheco said the Roadmap is not just about DTI but rather a network of all concerned government agencies and the private sector linked together towards providing market access, digitalization, and logistics integration.

*"We are very confident that there is really so much potential of e-commerce for us. Because the Philippine economy and the Filipinos are geared for economic global leadership, due to our large, young, still-growing population that are technology-savvy,"* she added.

Closing the event was **DTI-Consumer Protection Group Undersecretary Ruth B. Castelo**, noting that CPG fully commits to pursue the strategies embodied in the E-Commerce Philippines Roadmap 2022 particularly on the security aspect. A significant number out of the 22 action items will be carried out by the Bureau of Philippine Standards (BPS), Fair Trade Enforcement Bureau (FTEB), and the Consumer Policy and Advocacy Bureau (CPAB).

The launch was then followed by a press conference via Zoom.