

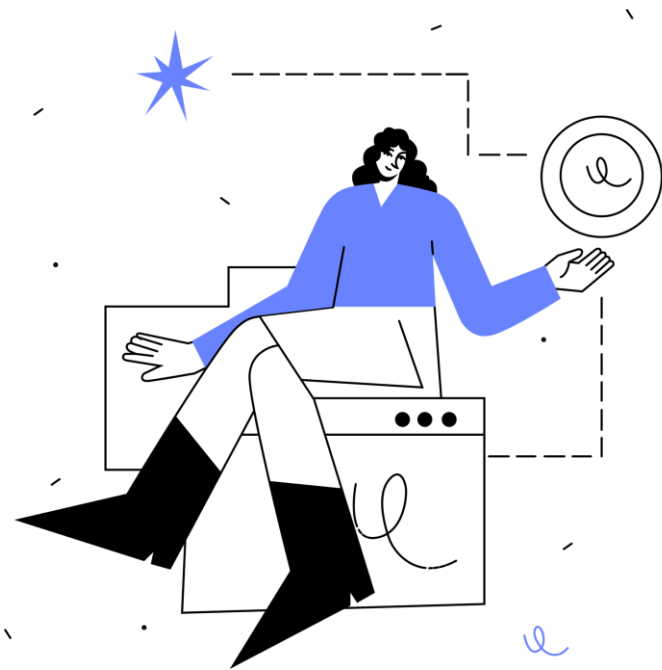
Liveable Cities Labs:

DIGITAL TRANSFORMATION IN A POST GCQ WORLD

E-Commerce in the New Normal

MARY JEAN T. PACHECO

Assistant Secretary for Digital Philippines
DTI Ecommerce Lead



?

How the Government can
support the MSMEs shift to
ecommerce



Super Summary



1 BASTA ECOMMERCE, MADALI

Market **A**ccess.
Digit**A**lization
Logistics **I**ntegration

A DTI Bayanihan Effort

**CTRL+BIZ:
REBOOT NOW!**

Take control of your business online

dti
PHILIPPINES

**2 ECOMMERCE 101:
OFFLINE TO ONLINE
ONBOARDING
EFULFILLMENT ; EPAYMENT
CARES -LOANS**



3 Digitalization of MSMEs Digitizing merchant payments

4 Making business registration easy



2020

STATE OF THE NATION ADDRESS

President Rodrigo Roa Duterte



*We need to build trust and confidence in online transactions, stronger protection for online consumers and enabling measures for online businesses is needed through the enactment of an **Internet Transactions Act (ITA)**. [applause] This is very good.*

*I thus direct the **Department of Trade and Industry and other relevant [government] agencies** to work closely with Congress in ensuring that the provisions of the proposed bill are responsive to the **needs of the consumers while promoting the growth of** **Commerce in the country**.*

07.27.2020



BASTA ECOMMERCE, MADALI

CONNECT WITH US

[Website: Ecommerce.dti.gov.ph](https://ecommerce.dti.gov.ph)



@DTI.ECommerce



@dti.philippines



@DtiPhilippines

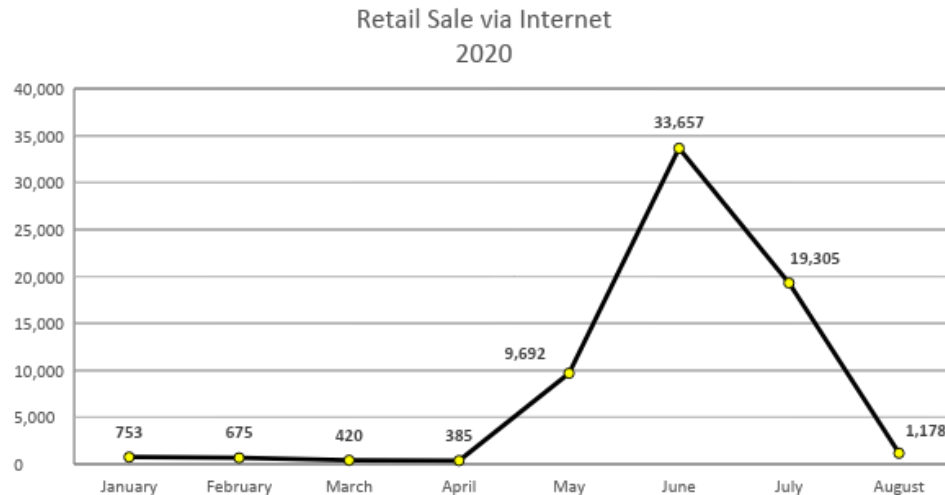


YouTube.com/DTIPhilippines

PSIC 47913

Retail sale via internet (as of August 3)

RETAIL SALE VIA INTERNET 2020	
Month	count
January	753
February	675
March	420
April	385
May	9,692
June	33,657
July	19,305
August	1,178
Total	64,887



CTRL+BIZ: REBOOT NOW

Series One

Apr 29 - May 2, 2020

Series Two

May 14-16, 2020

Special Edition x f

May 20, 2020

**statistics as of May 26, 2020*

BY THE NUMBERS



2 series
22 sessions
1 special edition



22 enabling partners
67 speakers and

panelists



39hr 14m 41s
total duration
(span of **8** days)



27,389
total emails sent



FACEBOOK STATS



6,970 total registered participants
425 average viewers per session
85% retention rate
243,994 views
5,894 share
499,351 reach

CTRL+BIZ: REBOOT NOW

Series One

Apr 29 - May 2, 2020

Series Two

May 14-16, 2020

Special Edition x f

May 20, 2020

**statistics as of May 26, 2020*

FUN FACTS



PANEL DISCUSSION ON

"How to do Marketing for eCommerce"
with Google and Zalora

HIGHEST UNIQUE VIEWERS ACCORDING TO ZOOM:

643 viewers



MASTER CLASS

"Things an Online Business must Know about Taxation" by Tax Whiz Mon Abrea

HIGHEST PARTICIPATION RATE:

58% of those who registered, participated in zoom



PANEL DISCUSSION ON

"How to Manage E-Payments" with PayMaya, Unionbank and Gcash

HIGHEST RETENTION RATE:

92%



MASTER CLASS

"Bakit Para sa 'yo ang ecommerce (o baka hindi naman talaga, the economics of ecommerce)" by Prof. Ronilo Balbieran

MOST NUMBER OF FB VIEWS:

93,200 and counting



Business Needs

26. At present my business needs the following:

[More Details](#)

Capital/Loan	241
Skilled human resources/work...	82
Training for staff	85
Training for owners	139
Assistance in government per...	114
Internet connectivity	80
Website development	160
Information	118

