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## **DTI E-Commerce Office kicks off 1st e-tailers' workshop addressing MSME issues**

The formulation of the Philippine E-Commerce Roadmap 2015-2020 is deemed critical in addressing challenges encountered by various sectors as E-Commerce becomes prevalent in our daily lives and business operations. It focused on needed policies and programs to solve present challenges, categorized in six (6) I's, in implementing E-Commerce in the country, including policies and programs to gear up our E-Commerce players, particularly the MSMEs, for cross-border E-Commerce.

Without this, the government and private sector will always be in reactive mode in addressing industry needs and will miss opportunities to innovate early on. According to I-Metrics Asia-Pacific Corporation, E-Commerce purchases and revenues of companies in manufacturing, retail and wholesale, and services are already at 7% to 13% of our gross domestic product (GDP) as of March 2015.

According to the Philippine Statistics Authority:

"E-commerce refers to the selling of products or services over electronic systems such as the Internet Protocol-based networks and other computer networks. This is a new data item gathered in the 2012 CPBI. E-commerce sales in 2012 reached PHP79.00 billion, accounting for 0.6 percent of total income in 2012.

Among the three industry groups, Services sector reported the highest sales through e-commerce amounting to PHP60.17 billion or 76.2 percent share to the total e-commerce sales in 2012. Eighty-nine percent of these were contributed by Transport and Storage registering PHP53.42 billion sales from e-commerce. Administrative and Support Service Activities recorded PHP2.63 billion or 4.4 percent share and Wholesale and retail trade with PHP2.00 billion or 3.3 percent share to the total e-commerce sales of the Services sector.

No e-commerce sales were reported for Real Estate Activities, Professional, Scientific and Technical Activities, Human Health and Social Work Activities as well as for Agriculture sector in 2012.

Among Industry sector, only Manufacturing reported e-commerce sales amounting to PHP18.8 billion. This accounts for 0.3 percent of the total income of the Industry sector in 2012.

The top three regions in terms of e-commerce sales were NCR with PHP62.31 billion (78.9%) or 0.9 percent of the total income of the region, Central Visayas with PHP11.09 billion (14.0%) and Western Visayas with PHP2.44 billion (3.1%). However, no e-commerce sales were reported for Eastern Visayas and ARMM."

As more countries measure the impact of their Internet economy in relation to their GDP, the action agenda listed in the Philippine E-Commerce Roadmap views E-Commerce as an economic growth enabler and the Philippines' competitive advantage.

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