

BritCham Introductory Meeting: Business Group on online, innovations & technology (E-Commerce), 03rd August 2015.

Venue/Time: Comme a la Maison, 08.00-09.00

Speakers: BritCham – Olivia Widen, Executive Director
WorldBridgeE – Tomas Pokorny, CEO

Material: Power Point Presentation

Minutes of Meeting

1) Introduction & Presentation

- Participants introduced themselves and agenda for the meeting was presented.
- BritCham outlined the objective of the meeting – to identify whether there is an interest to establish a Business Group on the topic of e-commerce – and stressed that no duplication existed with any existing forum. BritCham stressed that both the Chamber and WorldBridgeE were acting as facilitators and any Group that was to be established would be entirely member-driven and owned by the members and participants of the Group.
- WorldBridgeE provided some background to E-Commerce, the industry in Cambodia and regional, and current developments and where things are in the country.
- WorldBridgeE outlined the background to the proposal to set-up a Business Group and highlighted the importance of collaboration with others and Government-based support.
- BritCham outlined the key aims of the Group in general terms and how these could be translated into activities.
- BritCham outlined how a Group of this kind could be structured, with the Chamber providing a facilitation role.

2) Summary Open Floor Discussion & Main Issues raised by participants

- Participants welcomed the initiative.
- Work of the EuroCham ICT Committee outlined, as well as the potential to work together on e-commerce (for example – writing a White Paper).
- The problem of tax payment raised, with no Government policy and generally no position or formal response by Government of e-commerce related issues.
- Lack of communication between Ministries working on e-commerce related issues raised – for example, MoC and MoH.
- Healthcare sector facing compliance issues related to e-commerce. Suggestion to potentially work with EuroCham Pharma. Committee to addressing this.
- An effective Group would need to ensure a forum where sellers, buyers and all relevant players were included or considered.
- Need to consider the global and not just the local picture, as well as regional with a view to ASEAN AEC integration.
- Delivery of online content raised.
- Logistical challenges related to transport of goods ordered online raised.
- Challenges of payment systems for online shopping raised.
- The need to build trust and knowledge in the wider community raised.
- The importance of working through existing Government-Private Sector mechanisms stressed – GPSF and WG on Law, Tax, Governance and Finance Services.

3) Conclusions & Next Steps

- Request for participants to:
 1. Confirm if you would like to participate in the Business Group;
 2. Confirm interest to nominate yourself as a lead representative for your sector (please state what sector you represent);
 3. State what areas/topics/issues of concern related to e-commerce you wish to see raised in this forum that may currently be impacting you or you feel are important.