

**WORKSHOP ON THE UN ELECTRONIC  
COMMUNICATIONS CONVENTION :**

# **A LEGAL TOOL TO PROMOTE CROSS-BORDER ELECTRONIC COMMERCE**

FRIDAY, APRIL 3, 2015  
UNCC, BANGKOK, THAILAND

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# MISSION

SECURITY  
STANDARDS  
LAW

FOR

QUALITY  
OF LIFE

&

ECONOMY  
GROWTH



# 1. QUALITY OF LIFE

- SECURE ONLINE
- e-PAYMENT STANDARD
- e-DOC FOR FACILITATION
- GUIDELINES FOR AUTHENTICATION



# 2. ECONOMY GROWTH

- PROMOTE SMES & OTOP FOR e-MARKET
- TRUSTMARK ON WEBSITE FOR SECURITY AND PRIVACY PROTECTION
- IT STANDARD FOR BUSINESS PROCESS MANAGEMENT
- e-TRANSACTIONS STATISTIC

# INTERNET OF THINGS



## DIGITAL LIFESTYLE THAI POPULATION



Internet Users

**26** MILLION

Line Users

**33** MILLION

Mobile  
Subscribers

**97** MILLION

Facebook Users

**28** MILLION

## e-PAYMENT 2014



**825**

TRILLION BAHT

## e-COMMERCE 2014

**768,014**  
MILLION BAHT

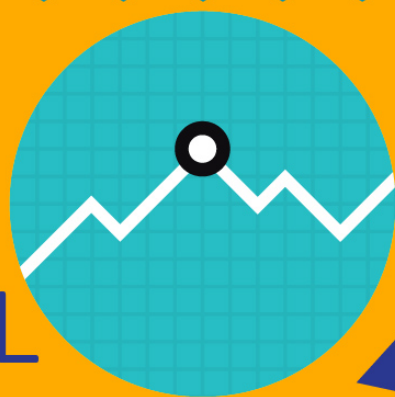




# DIGITAL ECONOMY WHY DE? GOAL?

INCREASE  
THE NATIONAL

GDP BY 1%



INCREASE  
THE ACCESS  
TO HIGH SPEED  
INTERNET  
NETWORKS BY

10%

# DIGITAL ECONOMY STRUCTURE

## LAYER:1

e-Commerce  
e-Transaction  
e-Government  
Internet of Things

|                   |                        |                      |
|-------------------|------------------------|----------------------|
| e-Health Services | e-Agriculture Services | e-Tourist Services   |
| e-Gov Services    | e-Commerce Platform    | e-Trade Facilitation |

## LAYER:2

DE Promotion (Service Infra)  
Back-End Apps  
Digital Content

|  |   |
|--|---|
| Digital Content<br>• Entertainment<br>• Advertising<br>• Marketing<br>• Educations | e-Payment<br><br>Logistic & Fulfillment<br><br>Back Office Tool |
|--|---|

Critical Service Infra

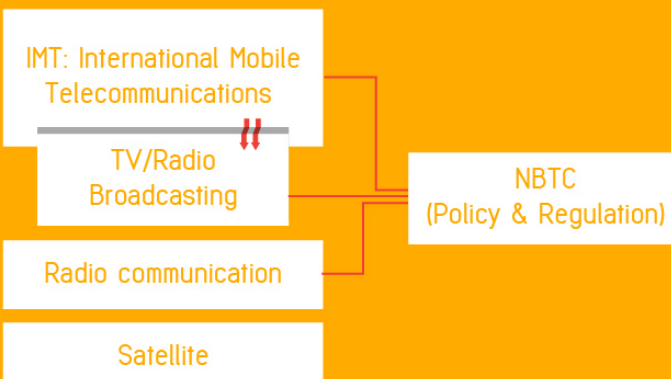
Soft Infra

|   |  |
|---|--|
| Standards Registry                      | Online<br>Complaint<br>& Dispute<br>Resolution |
| e-Doc exchange                          |  |
| IT Security & e-Authen., Standards, Law |  |

ETDA  
www.eta.or.th

## LAYER:3

Hard Infra.  
Physical (Network)  
Logical (Spectrum)



IMT : the use of 3G and 4G and Internet connection for communications, on top of the existing means or Over The Top Service, such as Line Phone



NATIONAL  
DIGITAL  
ECONOMY  
AND SOCIETY  
COMMISSION

# PRINCIPLES FOR DRIVING DIGITAL ECONOMY AND SOCIETY

PRIVATE  
SECTOR



PRIVATE SECTOR AS THE LEADER IN  
DEVELOPMENT UNDER DIGITAL ECONOMY POLICY

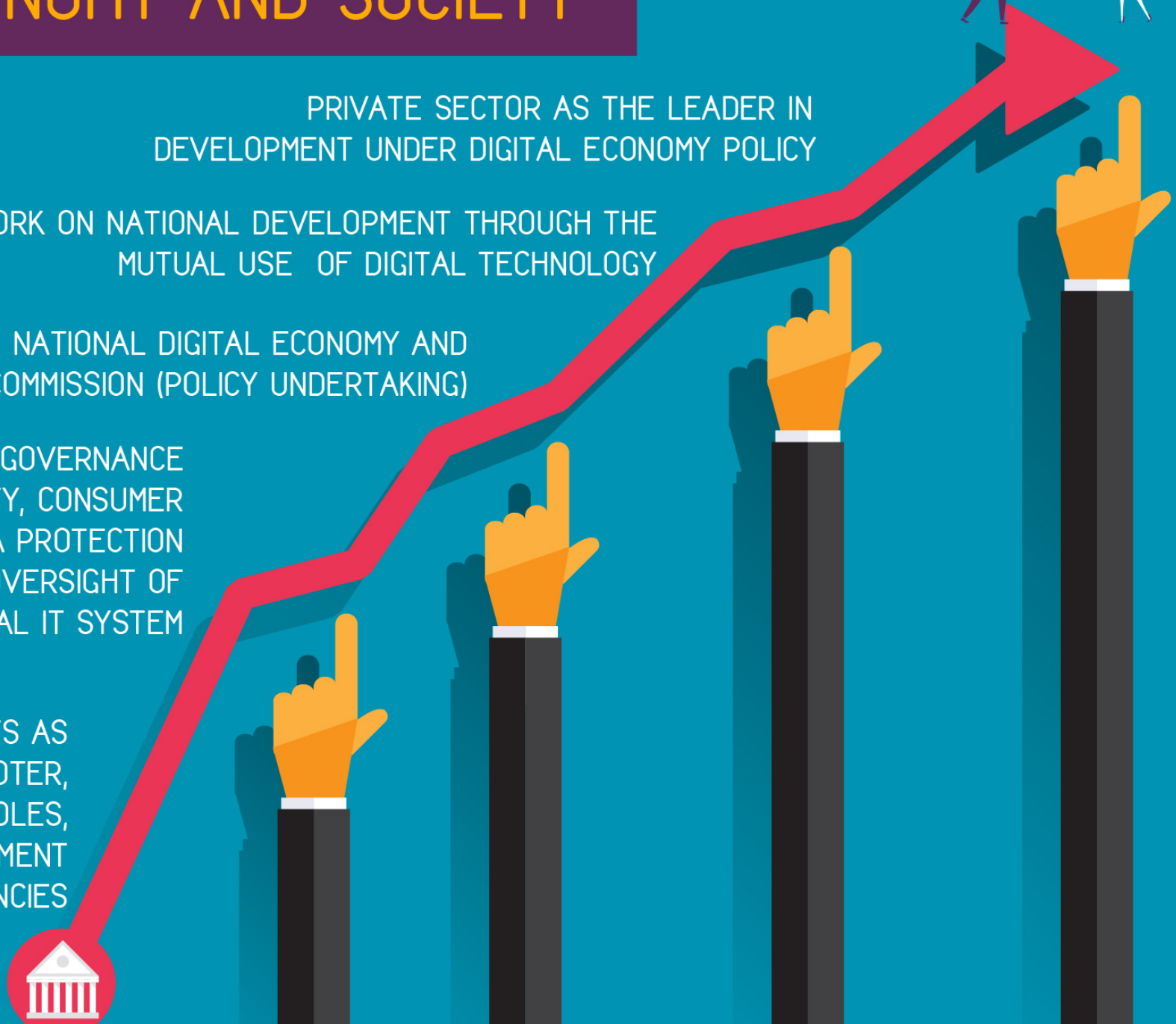
FRAMEWORK ON NATIONAL DEVELOPMENT THROUGH THE  
MUTUAL USE OF DIGITAL TECHNOLOGY

NATIONAL DIGITAL ECONOMY AND  
SOCIETY COMMISSION (POLICY UNDERTAKING)

GOVERNMENT'S GOOD GOVERNANCE  
AND CYBERSECURITY, CONSUMER  
PROTECTION AND DATA PROTECTION  
POLICY IN THE OVERSIGHT OF  
NATIONAL IT SYSTEM

GOVERNMENT ACTS AS  
FACILITATOR AND PROMOTER,  
BY ADJUSTING ITS ROLES,  
AUTHORITIES AND INVESTMENT  
POLICIES IN RELEVANT AGENCIES

PUBLIC SECTOR



# FOR DRIVING THE DIGITAL ECONOMY POLICY FORWARD :

NEED THE COOPERATION AND  
PARTICIPATION OF PUBLIC SECTOR,  
PRIVATE SECTOR, AND PEOPLE

TOGETHER  
WE CAN



USING ICT AS THE KEY FACTOR  
DRIVING NATIONAL ECONOMY







# ELECTRONIC TRANSACTIONS LAW IN THAILAND



2002

**2002**

ELECTRONIC TRANSACTIONS ACT  
B.E. 2544

2007

**2007**

COMPUTER-RELATED CRIME ACT  
B.E. 2550

2008

**2008**

ELECTRONIC TRANSACTIONS ACT  
(NO.2) B.E. 2551

(NO. 2)

2015

**2015**

DRAFT ELECTRONIC  
TRANSACTIONS BILL  
(NO. ...) B.E. ....

(NO. 3)

## DIGITAL ECONOMY LAW

CABINET APPROVED IN PRINCIPLE ON 16 DECEMBER 2014  
AND 6 JANUARY 2015

COMPUTER-RELATED CRIME BILL  
(NO. ...), B.E. ...

CYBER SECURITY PROTECTION  
BILL, B.E. ...

DATA PRIVACY BILL, B.E. ...

BILL ON ORGANIZATION  
TO ASSIGN RADIO FREQUENCY  
AND TO REGULATE  
THE BROADCASTING AND  
TELECOMMUNICATIONS  
SERVICES (NO. ...), B.E. ...

BILL ON NATIONAL COMMITTEE  
FOR DIGITAL ECONOMY AND  
SOCIETY, B.E. ...

DIGITAL ECONOMY PROMOTION  
BILL, B.E. ...

DIGITAL DEVELOPMENT FUND  
FOR ECONOMY AND SOCIETY  
BILL, B.E. ...

INTEGRATION

FUNDAMENTAL LAW

BUILDING TRUST

# ELECTRONIC TRANSACTIONS (NO. ...) B.E. .... BILL

(NO. 3)



## AMENDMENT TO REINFORCE THE ENFORCEMENT

- Set out the assumptions relating to creation of electronic signature to be consistent with actual practice and rules newly prescribed in UN Convention on the Use of Electronic Communications in International Contracts
- Provide that the Office of Electronic Transactions Development Agency be the key agency responsible for supervision of electronic transactions business, as no any other agencies take care of this task.
- Adjust the rules on the supervision of electronic transactions businesses to be more appropriate and comprehensive
- Adjust the components and authorities of the Electronic Transactions Commission to be in line with the tasks in driving Thailand's economy through digital technology.

## PREPARATION AND ACCOMMODATION FOR THE ADOPTION OF THE UNITED NATIONS CONVENTION ON THE USE OF ELECTRONIC COMMUNICATIONS IN INTERNATIONAL CONTRACTS

- Set out the legal effect of a contract made via automatic data system.
- Provide that an offer made in electronic form which is not sent to any specific person to be merely invitation to make an offer.
- Set out the legal effect of an input error obligation of data message

## Integration of agencies responsible for carrying out tasks facilitating the mission of Electronic Transactions Commission in promoting e-Transactions & e-Commerce in Thailand

- Establish the National Electronic Transactions Development Agency :
  - To facilitate operational tasks promoting electronics transactions in various areas, including trades, investments, import- export or governmental services and
  - To be responsible for operational tasks relating to soft infrastructure in a view to the development of our nation's digital economy.



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