



## **E-commerce development master plan ratified**

By 2020, thirty percent of the Vietnamese population will shop online with an annual average per-capita spending of USD 350.

Such is highlighted in Prime Minister Decision No. 1563/QĐ-TTg of August 8, approving the master plan on e-commerce development during 2016-20.

The Decision also sets the target that business-to-customer (B2C) e-commerce sales will annually increase by 20 percent to reach USD 10 billion by 2020, accounting for five percent of the country's total retail sales of goods and services.



Also by 2020, 50 percent of enterprises will have presence on the Internet so as to regularly update their business information and popularize their products. Meanwhile, 80 percent of enterprises will take and make orders online via e-commerce apps on the Internet or on mobile platforms.

In order to attain these targets, a complete legal foundation will be built to cover all e-commerce activities in the society. By 2020, a national e-commerce payment system and integrated e-payment solutions will be developed for application to all e-commerce models, especially B2C, business-to-business (B2B), government-to-customer (G2C) and government-to-business (G2B).

Transportation and delivery service networks and order-processing systems will be developed in all cities and provinces nationwide to serve e-commerce transactions. E-commerce website credit rating and e-document certification services will be provided. Meanwhile, mechanisms for settlement of disputes and handling of violations in e-commerce will be formulated.

Additionally, in order to facilitate online shopping and e-payment, all supermarkets, department stores and modern distribution centers will install point-of-sale (POS) terminals and 70 percent of electricity, water, telecoms and media service providers will support e-payment of service charges.

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