Phuket Retreat

ASEAN Digital Agility 2019

ASEAN Community 2019
Advancing Partnership
for Sustainability

Contents:

Preface

This Paper is aimed to convey the prospects for ASEAN on 'Digital Agility' for her 2019 ASEAN chairmanship after the midst of ASEAN ICT Master Plan (2016-2020) or AIM Plan. ASEAN community is well-paced with overall progress on digital development and inclusion.

The Paper begins with ASEAN ICT Master Plan (2016-2020) in brief, informing the rough idea and concepts and its eight strategic thrusts for five anticipated outcomes of the plan. The progress in Timeline is presented after to represent the status of the development in the middle of the AIM Plan. The vision for ASEAN in 2019 is, then, indicated. Strategic cross cutting theme for 2019 about 'Advancing Partnerships for Sustainability' is notified. Afterwards, prospects on Digital Agility for ASEAN community are explained. The action points and the foundation for the next plan are presented, respectively, with the conclusion as the remark wind-up.

1. ASEAN ICT Master Plan 2020 in Brief

The ASEAN ICT Master Plan (AIM: 2016-2020) was to concentrate on enabling economy-wide digital transformation. Going digital is better associated with the need to connect individuals and communities regardless of their location, to facilitate faster access to services and to create new and better ways of life.

A digital economy is essentially a knowledge-based economy that comes with specific skill sets. The key objectives of the AIM 2020 have thus focused on enabling the transformation to the digital economy and developing the human capacity necessary for this transition, facilitating the emergence of a single integrated market that is attractive to investment, talent and participation, and building a digital environment that is safe and trusted.

Five major anticipated outcomes that reflect the transformation and the adaptation to the digital economy by 2020 are 1) An Accessible, Inclusive and Affordable Digital Economy 2) Deployment of Next-Generation ICT as Enablers of Growth 3) Sustainable Development through Smart City Technologies 4) Multiple ICT Opportunities across a Single Regional Market 5) Secure Digital Marketplaces, Safe Online Communities.

To gain the abovementioned outcomes, the AIM 2020 encompasses eight strategic thrusts that work together to support the advancement of the ASEAN Community, recognizing that this is not a stand-alone issue of connectivity, but also about accessibility to services and community.

Eight Strategic Trusts of AIM 2016-2020

1. Economic Development and Transformation
The establishment of the AEC will provide opportunities for ICT and next-generation technologies to enable sustainable economic development. ASEAN will work to strategically position its member states to be linchpins in the digital economy, especially in key priority areas such as digital trade and services.

2. People Integration and Empowerment through ICT
ASEAN citizens will form meaningful connections via ICT platforms, and work together to bridge digital divides and build a common ASEAN identity. Through a committed focus to increase broadband penetration, affordability and ICT usage in the region, ASEAN citizens will be digitally empowered through to achieve personal, communal and social goals.

3. Innovation
Fostering a vibrant and responsiveICT sector is a collaborative effort betweenthe public andprivate sectors. ASEAN willwork to spur and encourage moreentrepreneurship and idea generation so as to become a leader in ICT and next generation applications.

4. ICT Infrastructure Development
ICT infrastructure development continues to underpin the AIM 2020; it remains a necessary foundation for all other ICT development. ASEAN will continue to develop and improve a strong infrastructural backbone, so that a sustainable digital economy can grow and thrive.

5. Human Capital Development
The AIM 2020 will equip ASEAN citizens to be digital-literate participants in the digital economy. It also focuses on strengthening work-force talents through on-going re-skilling programs and the attraction oftalents through increased opportunities so as to enable broad-based economic growth.

6. ICT in the Single Market
This aims to enable an ASEAN digital economy to develop and grow. ASEAN will align the AIM in aid of the AEC goals so as to lower the cost of doing business, achieve economies of scale and scope, and enable synergies towards sustainable business models within ASEAN.
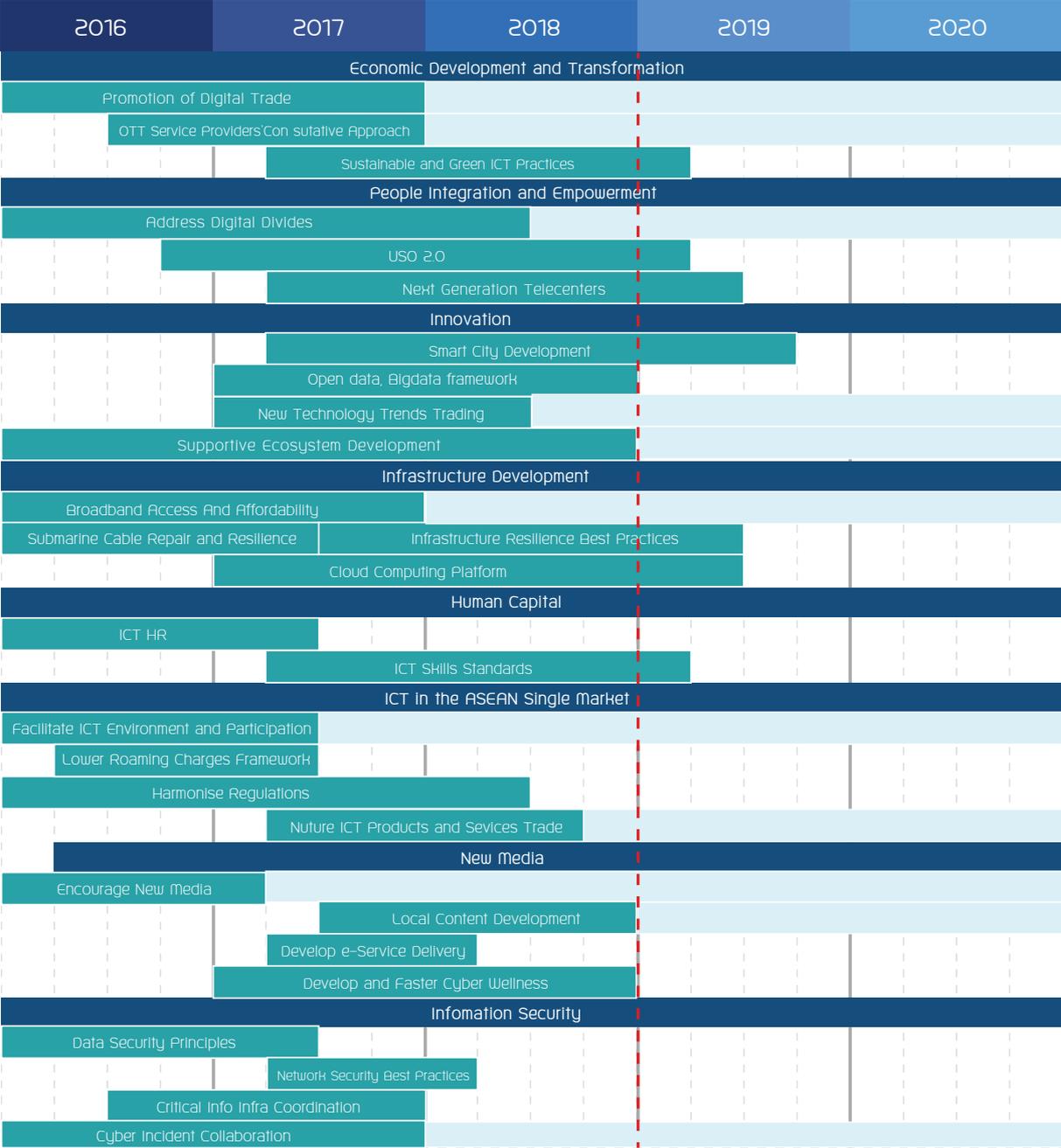
7. New media and Content
The importance of both quality and quantity of ASEAN content being delivered across ICT channels is stressed. Increasing ASEAN content online for citizens will enable a range of potential interventions -from widening and deepening citizen engagement to creating new possibilities for the co-creation of services thereby unlocking opportunities for participation and growth. ASEAN creativity will manifest itself into value adding digital content and services that are well regarded on the global stage

8. Information Security and Assurance
This focuses on the increasing prospect of cyber threats - both economic and social - posed by malicious software, hacking, data theft and online fraud. If left unchecked, these threats could impede ASEAN's progress as a digitally-enabled community. ASEAN will build a trusted digital ecosystem, so that transactions and information exchanges will be safe, secure, and trustworthy.

2. Progress in Timeline

2016	2017	2018	2019	2020

Economic Development and Transformation
- Promotion of Digital Trade
- OTT Service Providers'Con sutative Approach
- Sustainable and Green ICT Practices

People Integration and Empowerment
- Address Digital Divides
- USO 2.0
- Next Generation Telecenters

Innovation
- Smart City Development
- Open data, Bigdata framework
- New Technology Trends Trading
- Supportive Ecosystem Development

Infrastructure Development
- Broadband Access And Affordability
- Submarine Cable Repair and Resilience
- Infrastructure Resilience Best Practices
- Cloud Computing Platform

Human Capital
- ICT HR
- ICT Skills Standards

ICT in the ASEAN Single Market
- Facilitate ICT Environment and Participation
- Lower Roaming Charges Framework
- Harmonise Regulations
- Nuture ICT Products and Sevices Trade

New Media
- Encourage New Media
- Local Content Development
- Develop e-Service Delivery
- Develop and Faster Cyber Wellness

Infomation Security
- Data Security Principles
- Network Security Best Practices
- Critical Info Infra Coordination
- Cyber Incident Collaboration

According to ASEAN ICT Master Plan 2020, the development in ASEAN community has progressed up to more than half of the period. There are many studies and practices enacted to promote the digital development and cooperative activities in ASEAN community ranging from consultative approach, Big data, smart city development, to appropriate best practices for sustainable and green ICT use. On-going advancements and the overall progress are satisfactory.

3. Vision 2019

       According to the 18th ASEAN Telecommunications and Information Technology Ministers Meeting (18th TELMIN) held in Ubud, Bali, Indonesia (5-6 December 2018), ASEAN Digital Agility for 2019 was initiated in the exchange of views session. The Meeting noted the views of the ASEAN Secretary-General and the Minister of Thailand on having cross-sectoral initiatives or agenda in which other sectors could be involved or engaged, which could strengthen TELMIN's credibility as an enabler to regional initiatives. Following the initiative, a drafted talk on Singapore primarily proposed to look after Cyber-security, Thailand proposed to take care of Smart city, and Indonesia proposed to watch over Digital Economy was later remarked.

       For Smart city, there are first 26 cities from all over ASEAN members. Thailand would like to set up the ASEAN Smart city Conference around August 2019.

4. Advancing Partnership for Sustainability

Advancing partnership for sustainability means ASEAN community to closely cooperate in every aspects upon the basis for mutual benefits within and outside ASEAN community to altogether dynamically develop for the sustainability in all dimensions in the future. This is aimed to achieve the strategic value added for ASEAN, as the ASEAN Brand. To strategically put forward the ASEAN Brand, the co-operations on 1) Digital ASEAN 2) Seamless ASEAN 3) Sustainable ASEAN are set out for the partnerships.

1) Digital ASEAN is the strategy that helps ASEAN utilizes the technology and enhances the competitiveness altogether with the level of the adaptation to disruptive technologies and challenges in the future. This adds the strategic value added for ASEAN.

2) Seamless ASEAN is the way to potentially enhance the cooperation of ASEAN members or connecting the connectivities.

3) Sustainable ASEAN is to strategically encourage the sustainability in all aspects. This also includes strategic trust, sustainable economic growth, and sustainable human security for ASEAN members. This aims for the solidarity of ASEAN community, which in turns, gives the unity of the ASEAN as a region. This is in line with the Sustainable Development Goals of the United Nations.

5. Asean Digital Agility 2019 : Prospects

The importance of partnership has been central to the formation of ASEAN from the very beginning. With the desire to promote regional cooperation in a spirit of equality and partnership with a greater and more constructive role for ASEAN on the international stage, Thailand, henceforth, sets the prospects for `Digital Agility` to strategically strengthen the ASEAN regional architecture in close collaboration during its chairmanship this year. Such prospects are geared towards ensuring the ASEAN Community's safe, seamless, and sound integration with the digital transformation. `Digital Agility` for ASEAN deals with:

1) **Cyber Security**: this aims to coordinate cyber policies across ASEAN for a much better grasp of cyber issues to be more evenly spread with continuous awareness-raising. Cyberspace governance is stressed to align different perspectives on internal stability, content control and sovereignty. This is to further shape for the interpretation of international cyber-security commitments. Cyber capacity programs are strengthened and addressed through coordinated expertise from multiple stakeholders from across different domains. This includes the way forward to implement practical initiatives on cyber crisis mechanisms, to promote cyber norms and to improve confidence building measures e.g. Cyber War Game, Cyber Personnel Training.

2) **Smart City**: this is to enhance the cooperation on the ASEAN Smart Cities Network (ASCN) which was established in April 2018 as a collaborative platform for member cities to coordinate best practices, urban solutions, and catalyze thriving smart city projects to deal with the rapid urbanization. The advancement on partnerships are stressed upon the theme `Resilience and Innovation` and by encouraging member cities to leverage on technology to sustainably improve the lives and livelihood of ASEAN people e.g. 26 Cities Conference, City Data Platform.

3) **Digital Economy**: Digital economy is probably the key of economic integration in the digital transformation. It plays a strategic role as a critical enabler for deepening ASEAN regional integration and as well as helping drive next-generation domestic demand led growth for startups. ASEAN members need to consider regulatory, legal and policy issues stemming from technology, platforms and providers. This is also about the digital economy policies those can support modern high-tech industries, enhance the development of e-commerce, help small and medium enterprises reach customers and optimize their businesses, enable financial inclusion, and encourage foreign investment.

4) **Connectivity & Mobility:** this is to support the ASEAN Connectivity Master Plan 2025 by raising the awareness on enhancing ASEAN Connectivity, which would continue to benefit all ASEAN Members through improved people-to-people linkages and institutional connections. This encourages inclusiveness and sense of Community as well as in enhancing synergies with other sub-regional and inter-regional frameworks; e.g. ASEAN Submarine Cable Network, ASEAN Biometric VISA. This also comes with a view to foster closer understanding, information sharing, exchange of good practices, joint activities and aligned cooperation in ASEAN in the area of data protection and harmonization in accordance with the domestic laws, policies and regulations of ASEAN Member States so as to contribute the promotion and growth of trade and flow of information within and among ASEAN Member States e.g. ASEAN Data Protection Framework, ASEAN Single window.

5) **Manpower & Society:** this aims to ensure the integration of education, including digital literacy, priorities into ASEAN's development agenda and creating a knowledge-based society. This comprises achieving and enhancing awareness of ASEAN to all generations through education and social activities to build an ASEAN identity based on mutual partnerships. This also extends to digitally improve the capacity of ASEAN human resource through appropriate programs and develop a qualified and well-prepared labor force in ASEAN that would benefit from and be able to deal with the challenges of regional integration. This includes enhancing workforce competitiveness, improving workforce skills, rebuilding Review, e-Sport in ASEAN.

6. Action points

Action point	Description	Targets
Digital Agility	1. to promote the theme with leverage support for a conducive environment in ASEAN	1. Develop actions and co-operations with modes & nodes for nurturing ASEAN digital development
Cyber Security	1. to expand cooperation on the strengthening of cyber-security that includes promotion regional capacity building programs 2. Encourage participation and cooperation through ASEAN mechanisms	1. Develop practices and regional guides with actionable measures e.g. Cyber War Game, Cyber Personnel Training 2. Convene policy Dialogues with players,regulators, policy makers for best practices towards applications to enhance Cyber security among ASEAN members
Smart City	1. to promote Smart City development in ASEAN by establishing policy guides on related practices and implementetion 2. to enhance the Awareness and share approaches to developing a blooming Smart City ecosystem	1. Support application development, support City Data Platform, Enhance environment For emerging related Issues on Smart City 2. Establish discussion forum and mechanism to support the agenda e.g. ASEAN Smart City Conference

Action point	Description	Targets
Digital Economy	1. to enhance the engagement of ASEAN business community & anable the eletronic modes of transactions for better practices through policy guides & promotions including inducing Start-Ups, Trade & Investments, and innovations for digital economy 2. to leverage mode of measurement on the contribution of the digital economy to identify the as is status and issue the policy recommendations	1. to raise awareness Identify the needs of business community, share best practices on digital economy development in ASEAN 2. to develop guides for measurement & valuation of digital economy aligning with the global standardization and sharing the best practices for ASEAN 3. to collaborate and Establish forum for Digital economy data Ecosystem for ASEAN & policy foresights
Connectivity & Mobility	1. Reduction of ASEAN Disparities in Access and affordability on digital connectivity 2. Leverage the actions and cooperation for interoperability of ICT Technology and develop best practices for data protection including harmonizing laws & regulations	1. to further promote the affordable access to all digital services in ASEAN by issuing the frameworks, business Models, and share best practices for ASEAN 2. to convene dialogue & set priorities with Policy toolkit, system management & enact deployment
Manpower & Society	1. to push efforts on Identifying gaps on Digital divide and to narrow them by digital means 2. to continue aligning Digital skills standards 3. to advance supports & promotions of digital use & applications for society	1. to Identify and map priority, set discussion, raise awareness, and increase participation, including sharing best practices for ASEAN 2. to further review & enhance skill standard definition for new skill areas necessary

7. A Foundation to the Next Master Plan

The Digital Agility is thematically carried out for 2019 advancement of partnership for sustainability. It is also believed to be fundamental for the progress of the next Master Plan of ASEAN (AIM 2025). Results of the progress under `Digital Agility` are expected to give the lessons learnt for the better practices in all digital dimension developed and deployed.

Agility concept is to deal with the challenges in the timely manner. The progress of Agility is testified and is to be aligned with the ASEAN Master Plan. These five major areas of Cyber-security, Smart City, Digital Economy, Connectivity & Mobility, and Manpower & Society are served as important in the current transitional period for ASEAN. Thailand perceives this Digital Agility as the key element for the next phase of digital development and cooperative integration of ASEAN community.
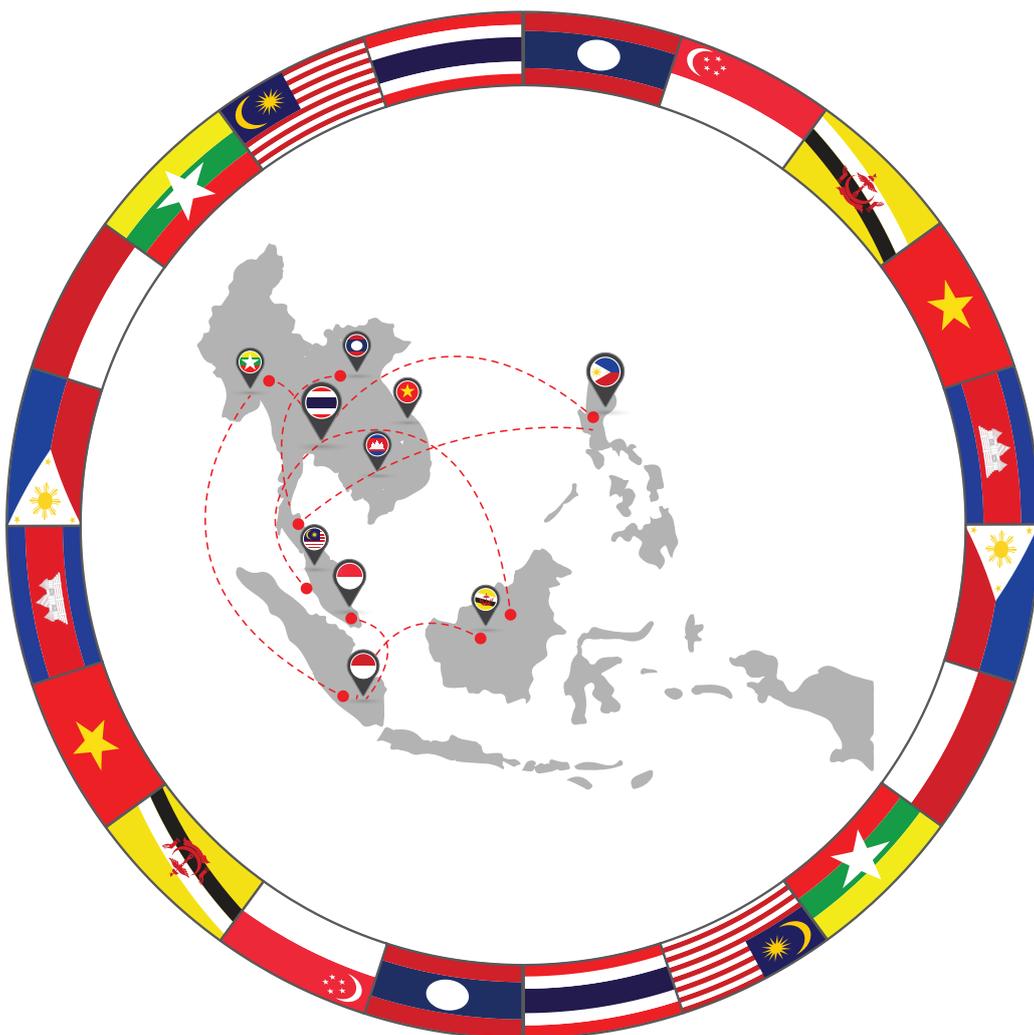
8. Conclusions

ASEAN community has maneuvered and executed the digitally transformative and inclusive master plan for the interconnectivity and the co-operative integrity. Through digitally-motivated strategies and `Going digital` implementation among its members, it is faithfully believed to achieve the cohesive goals which ensuring the remarkable transition in a timely manner for this technologically disruptive era.

To deal with the oscillating challenges effectively and responsibly, the engagement and efforts among ASEAN members are necessary. `Advancing the partnership for sustainability` is thematically carried out with the vision of achieving strategic value added for mutual long-termed benefits of ASEAN community. With her ASEAN chairmanship in 2019, Thailand tactfully considers `Digital Agility` to objectively portray the unified ASEAN partnership in hope that it becomes perceivable and fruitful for the digital development and integrated enhancement of the ASEAN community.

It is hoped that Digital Agility could hence cohesively help ASEAN community enact and enrich their engagement to eventually ensure their endurable advancement effectually, towards the ultimate sustainability of digitally inter-connective, digitally inclusive, and digitally integrated ASEAN community.

Digitally yours

Acknowledgments and attribution

Sincere thanks and appreciations to the Minister of Digital Economy and Society (Dr. Pichet Durongkaveroj), the Permanent Secretary (Ms. Ajarin Pattanapanchai), and the Inspector General (Dr. Kajit Sukhum) of the Ministry of Digital Economy and Society for their consideration and supports.

The gratitude is also extended to the Secretary General (Dr. Piyanuch Wuttisorn) and the Deputy Secretary General (Asst. Prof. Polawat Witoolkollachit, MD.).

Main Reference is ASEAN ICT Master Plan 2020.

All images used in this paper belong to Dr. Pathomdanai Ponjan and Mr. Kittiphon Yingkitpinyo. Otherwise, source URLs of the images used in this publication are listed below.

Graphic

Page 3 – https://www.uihere.com/free-cliparts/cityscape-building-illustration-vector-internet-city-1091644

Page 4 – https://www.freepik.com/free-vector/business-partnership-infographics_1536741.htm

Page 6 – https://www.freepik.com/premium-vector/asean-map-with-point-flag-flat-design_2230955.htm

Page 9 – https://www.freepik.com/premium-vector/aec-transportation-map-linkage_2859539.htm

Phuket Retreat Asean Digital Agility 2019

Downloadable paper:

https://www.onde.go.th/assets/portals/1/files/Phuket%20Retreat%20Asean%20Digital%20Agility%202019.pdf

Office of the National Digital Economy
and Society Commission
Ministry of Digital Economy and Society