



**Asia-Pacific
Economic Cooperation**

2019/SOM1/EC/WKSP1/012

**Capacity Building and Other Issues Under the
Strengthening Economic Legal Infrastructure Online
Dispute Resolution Work Plan (Including
Implementation of the Pilot)**

Submitted by: Thailand



**Stocktake Workshop on the Strengthening
Economic Legal Infrastructure Online Dispute
Resolution Work Plan
Santiago, Chile
2-3 March 2019**



Thailand Arbitration Center

Thailand Snapshot



Population: **69,183,173**

Mobile subscribers: **92.33 Millions**

GNI Per Capita: **258,260 Baht**

E-commerce value: **3.20 Trillion Baht**

Key E-commerce Indicators



- ❑ Internet users: **57 Millions**
- ❑ Internet penetration: **82.4%**
“**one of the highest in Southeast Asia**”
- ❑ Mobile social media penetration: **80%**
- ❑ Time spent on social media: **3H 30M**
- ❑ Annual growth of social media users: **24%**
- ❑ 1 in 5 top activities online is **shopping online (Internet banking)**



Overall average use per day is **10.05** hours.

Weekday/study
9.48 hours.

Holiday/weekend
10.54 hours

Internet activities in 2018



Online reading

2018 48.27%

2017 30.8%



Online product
and service buying

24.48%

13.7%



Hotel
reservations

20.65%

11%



Taxi booking/
ride-hailing

12.61%

4.8%



Movies/shows booking/
ticketing

21.67%

14.6%

Source: Electronic Transactions Development Agency

Trillion Baht



Growth Rates

2017 - 2018

↑ 8.76%

SMEs Sell Online 600K

Top e-Commerce Enterprises 100

B2B + B2C + B2G

Source: Electronic Transactions Development Agency

THE VALUE OF THAILAND'S E-COMMERCE MARKET

TOP EIGHT SECTORS of e-commerce value



**WHOLESALE AND
RETAIL TRADE**
8.69
billion baht



ACCOMMODATION
6.58
billion baht



MANUFACTURING
4.17
billion baht



**INFORMATION
AND TELECOM**
4.04
billion baht



TRANSPORTATION
1.04
billion baht



ART ENTERTAINMENT
19.71
billion baht

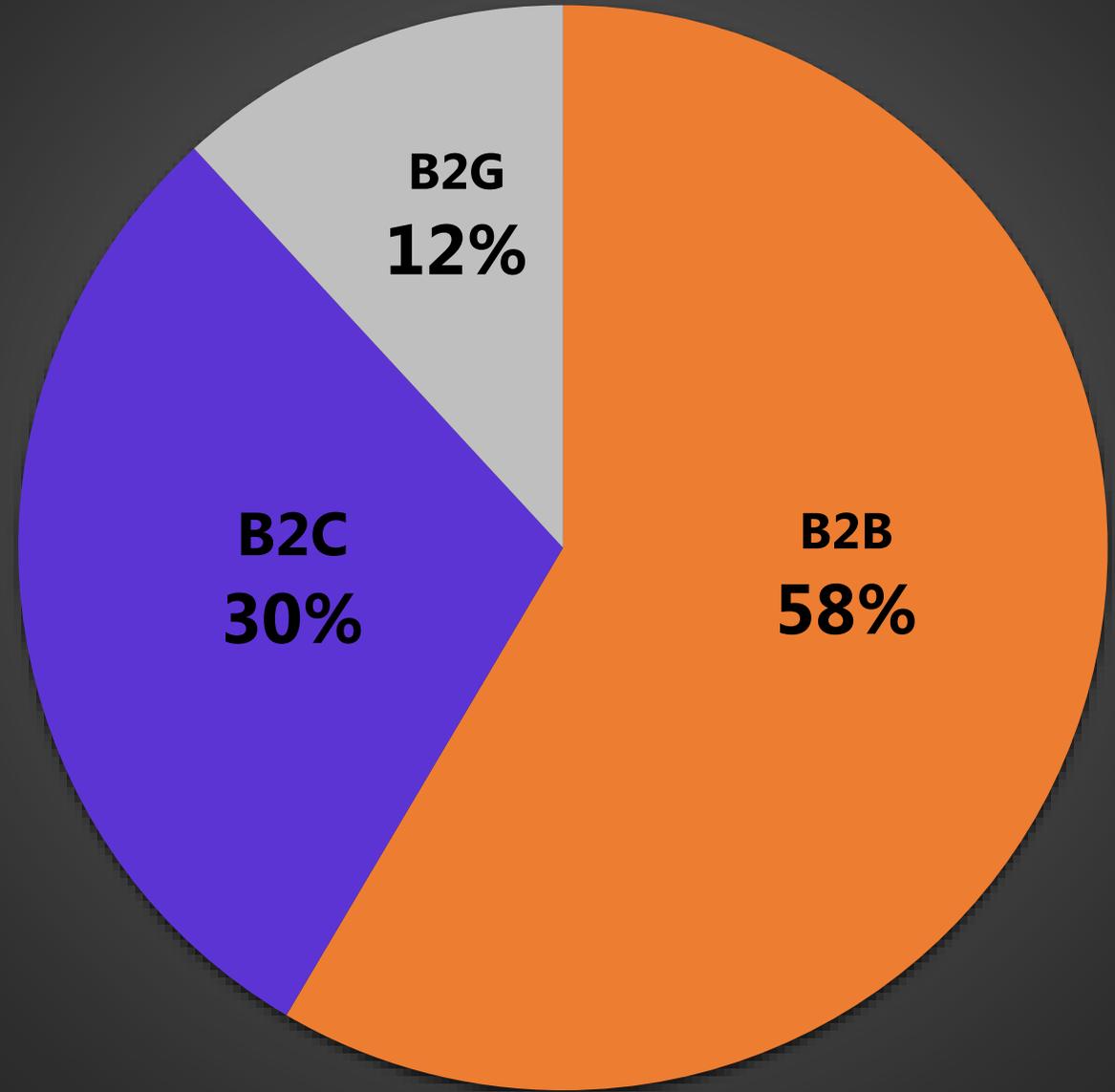


OTHER SERVICES
11.28
billion baht



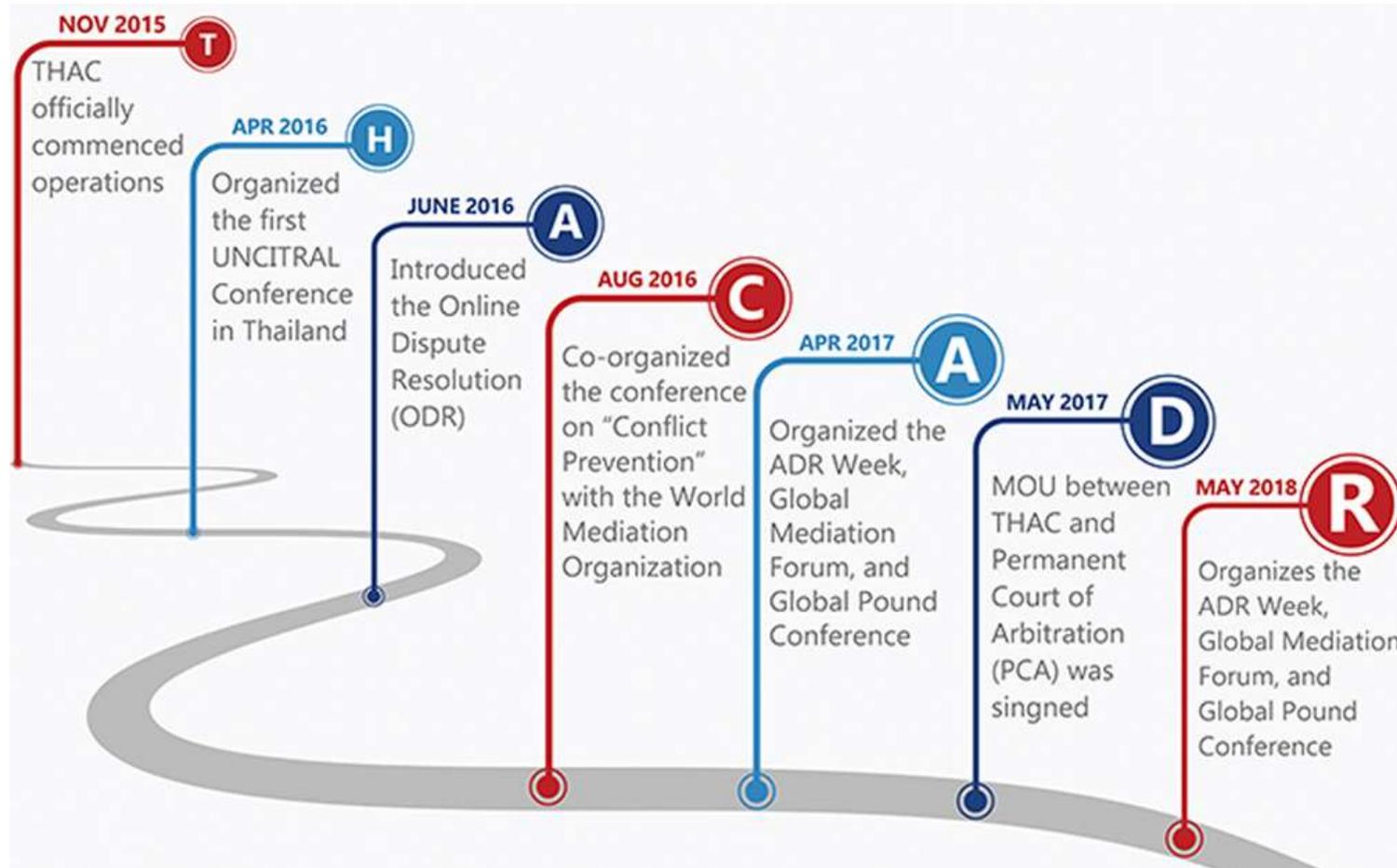
**FINANCIAL
AND INSURANCE**
2,720
billion baht

E-commerce in 2018

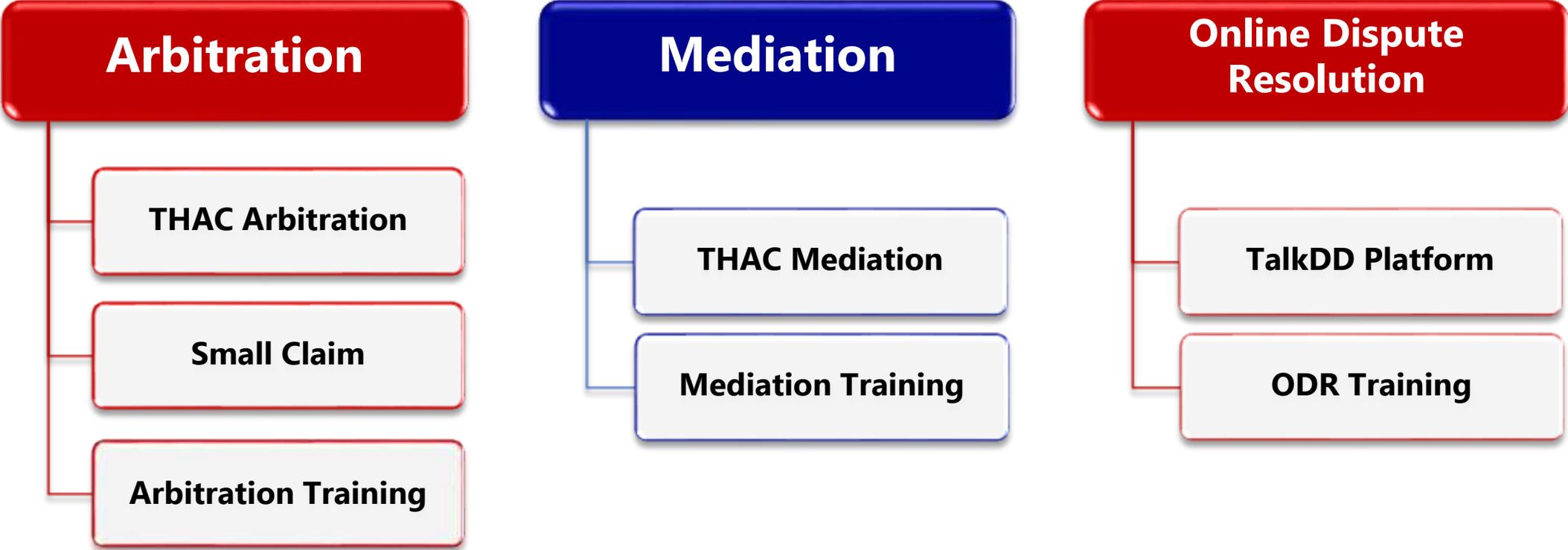


About THAC

Thailand Arbitration Center (THAC) is an institution that provides Alternative Dispute Resolution (ADR) comprising of arbitration and mediation services for cross-border disputes. It was first founded and commenced its operation in 2015, with an aim to promote and strengthen the ADR system and services in Thailand.



Overview of THAC: Scope of THAC's ADR Services



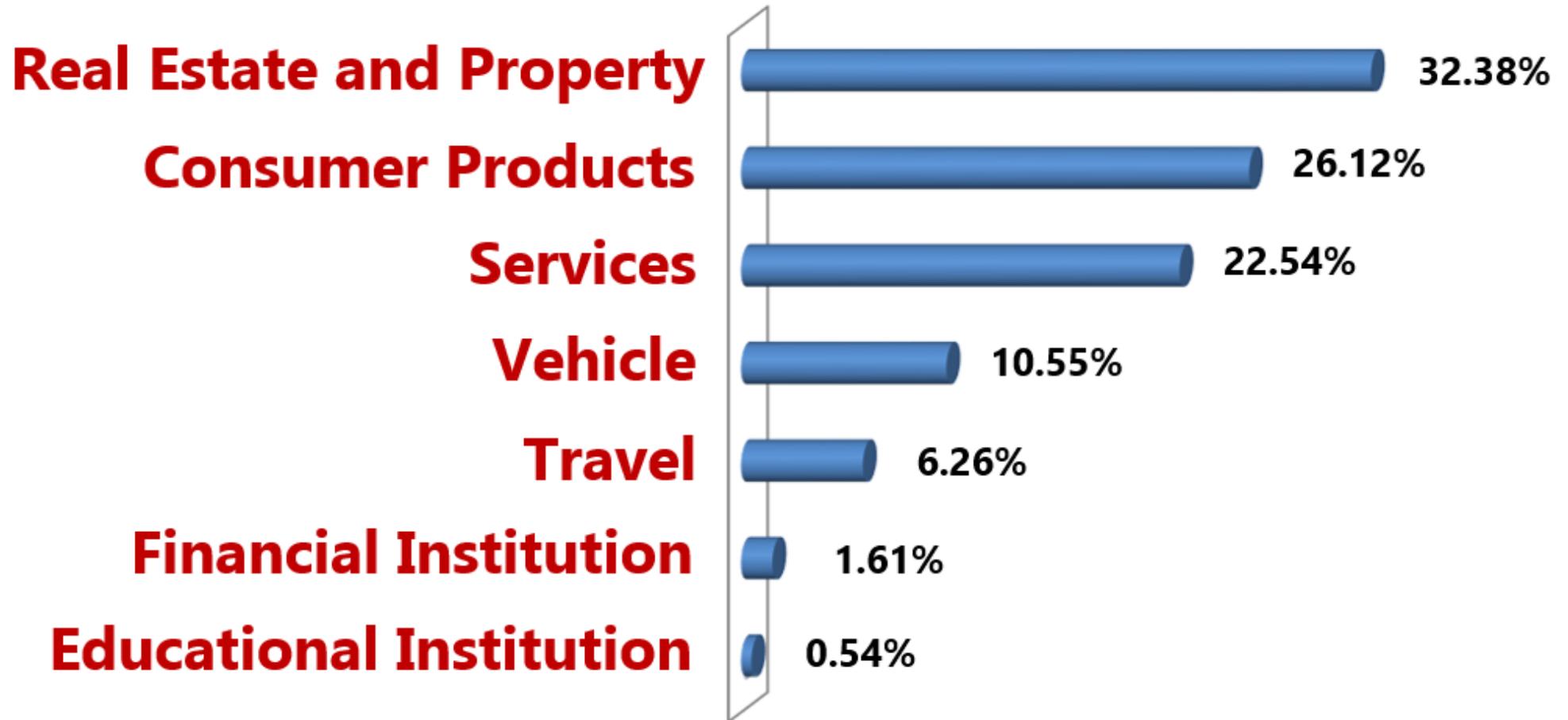
Talk DD: THAC's ODR System

- To provide an effective mechanism for the resolution of disputes where the seller is bound to negotiate or mediate a dispute in accordance with the terms of the agreement with the ODR provider.
- To address issues of delay in resolving disputes.
- Reduce the costs of mediating disputes.
- At the time of writing, THAC is developing the ODR system, which includes the states-of-the-art features like world-class audio and video conference options that caters for Arbitration.

The logo for 'Talk DD' is rendered in a bold, blue, sans-serif font. The word 'talk' is in lowercase, and 'DD' is in uppercase. The letters 't' and 'k' are stylized with white silhouettes of human profiles facing each other, integrated into the letterforms. The 'D's are also stylized with a white negative space. The entire logo is set against a white background with a red horizontal bar at the bottom.

talk DD

Customer Complaints Statistic 2018



Opportunities for ODR

THAC launched its ODR platform called *TalkDD* on 2016 and it serves as one-stop service in handling disputes for online or e-commerce transactions related dispute.

According to the statistic from the Office of the Consumer Protection Board of 2018, it showed that real-estate and property dispute is in fact the highest number of claims filed to the Board. Therefore, THAC aims to expand its ODR platform and put emphasis on real-estate and property disputes including the services moving forward.

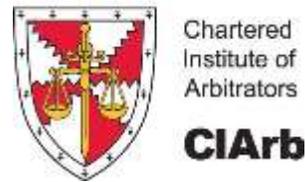
Opportunities for ODR

- ✘ As Thailand has a 82.4% rate of internet penetration and the highest average time of around 10.5 hours daily on the internet, it is expected that there will be a higher demand for ODR services in connection with online transaction activities.
- ✘ The access to local courts in Thailand is expensive and time consuming. It makes it difficult for people living in remote places to approach courts for relief. Therefore ODR provides timely and effective relief without the challenges of accessibility in having to petition local courts.
- ✘ The awareness and use of alternative dispute resolution (ADR) is generally not very high in Thailand. However, ODR may change this trend and push the use and understanding of the inherent benefits of ADR.

Opportunities for ODR

- ✘ The availability of ODR for the settlement of e-commerce disputes may result in higher levels of e-commerce activity given the confidence that a dispute resolution mechanism instills in having complaints quickly and effectively resolved.
- ✘ Broaden the scope for dispute resolution through ODR to include other commercial transactions beyond sales purchases online.
- ✘ With a national policy in place to increase the use of digital technology to support the growth of related industries, there may be space for the consideration of a legislation to require ODR for certain types of disputes.
- ✘ ODR can fill the gap for small vendors as a method of reducing costs and confidence that larger vendors can absorb in relation to their goods returns policy. This enables smaller vendors to continue delivering good customer service whilst preventing prohibitive costs associated with dealing with customer complaints.

THAC Partner



กระทรวงการต่างประเทศ

Our Contact



Address

Thailand Arbitration Center
689 Bhiraj Tower, 26 Fl.
Sukhumvit Rd., Khlong Tan Nuea,
Wattana Bangkok 10110



Phone

Tel. +66(0) 2018 1615
Fax. +66(0) 2018 1632



Online

www.thac.or.th





THANK YOU