



E-Commerce in Singapore

Opportunities and challenges in the e-playing field

Venue: The URA Centre, Level 5, Auditorium
Date and Time: 2 December 2015, 1.30 pm to 6 pm

Organised by:



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About the Seminar

E-Commerce is increasingly changing the way businesses and consumers interact. Online sales in Singapore are expected to reach S\$4.4 billion by end of 2015, which is four times the size of the market in 2010. Industry experts expect this growth trend to continue both in Singapore and in the region, offering businesses many growth opportunities. With e-Commerce, businesses are less constrained by geographical limitations and are able to reach a wider pool of customers both within Singapore and overseas. However, e-Commerce also brings about challenges, particularly, to incumbent businesses as they have to transform their business models to respond to keener competition from new online intermediaries. At the same time, existing intermediaries in some industries are no longer needed as consumers can buy directly online. These dynamic developments brought about by the advent of e-Commerce in many economic sectors highlight the need for a robust competition regime to ensure a level e-playing field.



The Competition Commission of Singapore (CCS) E-Commerce Seminar 2015 explores the opportunities and challenges with emerging e-Commerce activities in Singapore and in the region. Participants can hear from the public and private sectors, as well as legal practitioners and businesses in the industry, who will share valuable insights and expertise on developing e-business strategies, as well as how to comply with competition law and how to identify anti-competitive behaviour in the e-Commerce context.

Programme

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| 1.30 pm | Registration |
| 2.00 pm | Welcome Remarks by Mr. Toh Han Li, Chief Executive, Competition Commission of Singapore |
| 2.10 pm | Presentation: E-Commerce and its Impact on Competition Policy and Law in Singapore by Dr. Christian Koboldt, Founder DotEcon Ltd |
| 2.35 pm | Panel Discussion One: How to be e-Commerce Ready Right: Growing Regionally |
| 3.50 pm | Networking Tea Break |
| 4.15 pm | Panel Discussion Two: Navigating the Legal and Competition Landscape |
| 5.30 pm | Closing Remarks by Mr. Lee Cheow Han, Assistant Chief Executive (Legal and Enforcement), Competition Commission of Singapore |

Welcome Remarks

Speaker Profile: Mr. Toh Han Li is currently the Chief Executive of CCS. Prior to his current appointment, he was the Assistant Chief Executive (Legal & Enforcement) at CCS. He has also served as Justices' Law Clerk to the Chief Justice and the Court of Appeal of Singapore, Deputy Public Prosecutor and State Counsel, Senior Assistant Registrar at the Supreme Court and Registrar, and District Judge of the Subordinate Courts.



Han Li also serves on several tribunals including the Military Court of Appeal and the Copyright Tribunal. Han Li read law at Cambridge University and subsequently obtained his Masters of Laws from the University of Chicago. He attended the Stanford Executive Programme at Stanford University's Business School and holds a Masters in Public Management from the Lee Kuan Yew School of Public Policy. He is admitted to practice law in Singapore, England and New York.

Presentation: E-Commerce and its Impact on Competition Policy and Law in Singapore

CCS commissioned DotEcon to research the e-Commerce landscape in Singapore and how it is affecting the nature of competition. This session will present the key findings from this research and the implications of e-Commerce for competition policy and law in Singapore, in particular, whether the competition law in Singapore can effectively deal with the competition issues that might arise in an e-Commerce context. The presentation will be followed by a Q&A session moderated by CCS.

Moderator: Ms. Ng Ee Kia, *Senior Director (Policy and Markets), CCS*

Presenter: Dr. Christian Koboldt, *Founder DotEcon Ltd.*

Moderator Profile: Ms. Ng Ee Kia is the Senior Director of the Policy and Markets Division at CCS. She is trained in both competition economics and law, and has private as well as public sector experience in competition policy, law and economics. She is very familiar with economic regulations, particularly in the telecommunications and media industries. Prior to joining CCS, Ee Kia was the Head of Competition and Regulatory Economics at Drew & Napier LLC for about seven years. She has also spent eight years at the telecommunications regulators in Singapore and Hong Kong, working on a wide range of competition and regulatory issues.



Presenter Profile: Dr. Christian Koboldt is a founding partner of DotEcon Ltd. A former academic economist, Christian provides advice to companies and public sector bodies worldwide in competition and litigation cases, regulatory consultations and on public policy issues (such as spectrum licensing) and business strategy. He has led a number of research projects for competition authorities in the UK and Europe, and has advised a number of clients in network industries (such as payment cards) in the context of competition investigations. His expertise is in applied microeconomics and applied game theory, in particular in the fields of industrial economics, regulatory economics and market design.



Panel Discussion One

How to be e-Commerce Ready Right: Growing Regionally

E-Commerce offers businesses in Singapore unprecedented opportunities to capitalise on growth not just at home but also in the region. For instance, e-Commerce activities in the ASEAN region is growing and the online retail market in just six of the ASEAN nations is worth an estimated S\$7 billion. However, expanding overseas has its challenges in terms of setting up secure payment systems and having an efficient logistics network to ensure timely delivery services. Businesses will need to equip themselves with the right knowledge and capabilities if they are to succeed. The Singapore Government recognises the potential for e-Commerce to be a driver for economic growth and has launched several initiatives through SPRING and IE Singapore, to support local businesses with their e-Commerce strategies to grow locally and regionally.

In this first session, panellists from the business sector will share their experience of how they have successfully grown their companies regionally by entering into or expanding into e-Commerce activities. These innovative businesses will provide valuable insights on the opportunities and challenges they face and how they overcame them. The panel will also include speakers from Government agencies discussing the various government initiatives available to support local e-businesses.

Moderator: Mr. Scott Tan, *Director (Foreign Economic Policy Division), Ministry of Trade and Industry*

Panellists:

- Mr. Nithin Chandra, *Senior Principal, A.T. Kearney*
- Mr. Donald Tay, *Chief Executive Officer, DPEX Worldwide Express (S) Pte Ltd*
- Mr. Ang Yuit, *Vice President Association of Small and Medium Enterprises (Membership and Training), Chief Executive Officer and Founder of The Adventus Consultants*
- Mr. Lee Yee Fung, *Group Director, IE Singapore*

Moderator Profile: Mr. Scott Tan is currently Director of the Foreign Economic Policy Division at the Ministry of Trade and Industry (MTI). He graduated from the Institut Supérieur d'électronique de Paris (ISEP) with a Master's Degree in Electronic Engineering, and also a Master of Science in Electronic Engineering from Stanford University. He began his service with the Singapore Public Service in 2005, starting as a Policy Executive in the Ministry of Environment and Water Resources (MEWR). Since then, he has also worked at the Ministry of National Development (MND) and the Ministry of Health (MOH), before moving on to his current posting. He is married with 2 children.





Speaker Profile: Mr. Nithin Chandra is a Senior Principal at A.T. Kearney, based in Singapore. He focuses mainly on consumer facing industries (consumer products, consumer durables, etc.) in developing markets. Within this sector, he has built strong expertise across topics like e-commerce strategy, supply chain design & transformation, route-to-market. Nithin has supported government agencies in the ASEAN region in identifying the key initiatives needed to accelerate their B2B as well as

B2C e-Commerce. He has also presented in industry forums on e-Commerce and related supply chain opportunities. He has published several thought leadership papers in the area of supply chain, a recent one being “Supply Chain 2025 Trends & implications for developing markets”, in collaboration with Council of Supply Chain Management Professionals (CSCMP). Prior to joining A.T. Kearney, he worked for the TATA group, the largest Indian conglomerate, as part of their Tata Administrative Services (TAS).

Speaker Profile: Mr. Donald Tay is Chief Executive Officer of DPEX Worldwide. He has been in the Express industry for over 30 years with stints across Asia with leading Australian transport companies Skypak International and Mayne Nickless. He founded DPEX Worldwide in 2000 and grew it into the fifth largest express network in Asia after the big four integrators. In 2007, DPEX was acquired by Qantas Airways and Mr. Tay was appointed as Group General Manager in Qantas managing the International Express businesses. He remained with Qantas till 2009 and moved on to pursue his interest in e-Commerce logistics. Qantas subsequently sold DPEX to the Toll Group in end 2010. Mr. Tay returned to DPEX in December 2014 with an acquisition of the company from the Toll Group. Today, he leads DPEX Worldwide as Chief Executive Officer, with the vision of turning the company into being Asia’s leading Express and e-Commerce fulfillment provider through a network spanning 17 countries across Asia.



Speaker Profile: Mr. Ang Yuit started business after graduation in 1997 from National University of Singapore, Faculty of Engineering (Mechanical Engineering). A few months before graduation, he started his first company dealing in visualisation and virtual reality. In 2000, he founded The Adventus Consultants with a focus on digital design and development on the web, has been growing organically for the last 15 years.



In 2010, he started their China production arm in Qingdao, Shandong. Currently, the company has approximately 20 men in Singapore and 15 in China. In 2010, Ang Yuit began serving on the Exco of the Association of Small & Medium Enterprises (ASME). Currently holding the role of Vice President for Membership and Training, his role includes strategic planning for membership development programmes, new business development, and helping SMEs by acting as an aggregator of needs and feedback, as well as being the bridge with the government.

Speaker Profile: Mr. Lee Yee Fung is Group Director for the Lifestyle Business Group in International Enterprise (IE) Singapore. He oversees the lifestyle related sectors including apparel manufacturing, fashion retail, furniture, food manufacturing and food services, education, and healthcare services. The group works closely with the Singapore-based companies in these respective sectors to facilitate their expansion in overseas markets.



As the government agency driving Singapore's external economy, IE Singapore spearheads the overseas growth of Singapore-based enterprises and promotes international trade. The agency also has a global network in more than 36 locations, with presence in many emerging markets.

Prior to this portfolio, Mr. Lee was with the Southeast Asia Group, first as Assistant Director based in Singapore, and later as Regional Director, Indonesia, based in Jakarta for three years till Oct 2012. Before joining IE Singapore, Mr. Lee worked at industrial developer JTC Corporation. In his nine years with JTC he has held various positions within the Corporate Planning and Research division, and his last held position was the Deputy Director for Research and Knowledge Management department. Before joining JTC Corporation, Mr. Lee was an accounts manager performing marketing and credit analysis with a finance company then known as ST Capital Ltd. Mr. Lee holds a Bachelor (Honours) Degree in Economics from the National University of Singapore, and a Masters in Business Administration from Shanghai Jiaotong University.

Navigating the Legal and Competition Landscape

Developing successful e-Commerce strategies in Singapore and the region is not just about overcoming the challenges with managing the supply chain, there are also many laws that businesses need to be mindful of, including competition law. As new business models develop and as incumbent businesses become exposed to different competition dynamics within their traditional markets and geographic boundaries widen, businesses have to be aware of potential risks from violating competition laws. There is also a need for businesses to recognise anti-competitive conduct/practices in the market which may stifle their e-Commerce expansion plans.

In this second session, panellists from established law firms will discuss what businesses should look out for when engaging in e-Commerce expansion strategies (especially in ASEAN). Law practitioners will present on the pitfalls and areas to watch out for when complying with competition law; how to identify anti-competitive e-Commerce related business behaviour and the recourse that can be sought. The session will also include speakers from major international companies leading the e-Commerce wave, as they share their perspectives on how to navigate the competition landscape in Singapore and the region.

Moderator: Mr. Lee Jwee Nguan, *Director (Legal and Enforcement), CCS*

Panellists:

- Mr. Bryan Tan, *Partner, Pinsent Masons MPillay LLP*
- Ms. Margaret Wang, *Senior Competition Counsel, Google*
- Ms. Kala Anandarajah, *Executive Committee Partner, Head (Competition & Antitrust and Trade), Lead Partner (Corporate Governance), Rajah and Tann LLP*
- Mr. Ross Veitch, *Chief Executive Officer and Co-Founder, Wego*



Moderator Profile: Mr. Lee Jwee Nguan, as the Director of the Legal and Enforcement Division at CCS, advises on legal, enforcement and policy matters, and oversees the investigation of cases as well as the conduct of raid and intelligence operations. Jwee Nguan joined the Singapore Legal Service after graduating from the National University of Singapore in 2001. In 2008, under a post-graduate Legal Service Commission

Scholarship, he obtained Master of Law degrees from the National University of Singapore and New York University. He has a postgraduate diploma in EU Competition Law from the King's College, London.

Speaker Profile: Mr. Bryan Tan is a Partner at Pinsent Masons M Pillay LLP. He received his qualifications from England, Wales, and Singapore, and practices in areas such as finance, information technology, telecommunications, biotechnology and bioinformatics, Chinese intellectual property, entertainment law, and corporate and commercial work. He advises corporates, banks, institutions as well as governments and has advised multinational technology companies and has also advised numerous start-ups in Southeast Asia and venture capitalists on funding, mergers & acquisitions and exits. Bryan was also legal advisor to the ASEAN Single Window project, a key e-Commerce based trade initiative for ASEAN 2015. Bryan has also written eight text books on e-Commerce, electronic evidence, data protection and higher education.



Speaker Profile: Ms. Margaret Wang is Senior Competition Counsel for APAC at Google Inc. In her role, she handles all competition issues arising in the region, including counseling, investigations and litigation. She also actively participates in competition policy and outreach initiatives around the region. Prior to joining Google Inc. she was a senior competition lawyer at a UK magic circle law firm.



Speaker Profile: Ms. Kala Anandarajah heads the Competition/Antitrust and Trade Practice at Rajah & Tann LLP. Cited as Best Competition Lawyer 2015 (Singapore), winner of Euromoney Asia Women in Business Law 2014, cited in Top 100 Women in Antitrust in the World by GCR, and named amongst the Best of the Best, Kala is involved in major cartel/abuse investigations, cross-border mergers/notifications, leniency applications, plus dawn-raids, complaints, counselling and compliance in Singapore and the region.

Amongst many firsts, she argued the first two appeals to the Competition Appeal Board, obtained the first public settlement in an abuse investigation, involved in the first international cartel case, and crafted the Airport Competition Code. Kala is also active in employment, corporate governance, Telco-Media and EHS. Kala is very widely written, including the first books on Competition & Antitrust laws, on Corporate Governance & Director Duties, and on Trade, with many of her books referred to as authorities.

Speaker Profile: Mr. Ross Veitch is Chief Executive Officer and Co-Founder of Wego, a search-driven online travel marketplace, operating across Asia-Pacific and the Middle East and backed by top tier investors Tiger Global, Crescent Group and Square Peg Capital. Ross is a veteran of the Asian internet industry having established Yahoo!'s Southeast Asian operations in Singapore back in 1998 and leading product development efforts across the region for 6 years. He is co-founder of AngelVest Singapore and an early stage tech investor who enjoys working with other passionate entrepreneurs. He has worked in Sydney, Melbourne, London, Kuala Lumpur and is now based in Singapore. He travels frequently for business but not nearly enough for leisure.



Closing Remarks

Speaker Profile: Mr. Lee Cheow Han joined CCS as Assistant Chief Executive (Legal & Enforcement) on 1 December 2014. He is from the Singapore Legal Service and was previously a Senior State Counsel at the Attorney-General's Chambers. Cheow Han has more than 20 years of extensive legal experience from stints in the private sector, the Insolvency & Public Trustee's Office, the Attorney-General's Chambers (Criminal Justice Division and Civil Division), and the Legal Services Department of MINDEF (as 1 Deputy Director). Cheow Han holds a Bachelor of Laws degree from the National University of Singapore. He has a postgraduate diploma in EU Competition Law from the King's College, London.



Disclaimer: The views reflected at this seminar, DotEcon's research report on "*E-Commerce and its Impact on Competition Policy and Law in Singapore*" ("DotEcon's paper") and CCS's occasional paper publication on "*E-Commerce—How it affects the nature of competition and what it means for competition policy*" ("CCS's paper"), shall not in any way restrict or confine the ability of the Competition Commission of Singapore to carry out duties and functions as set out in the Competition Act (Cap. 50B). CCS reserves the right, when examining any alleged anti-competitive activity that may come to its attention, to carry out its own market definition exercise and/or competition assessment, in a manner which may deviate or differ from those views or findings expressed at in the CCS's paper, DotEcon's paper and at this seminar.

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