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ASEAN Online Sale Day 2022 launched



The ASEAN Online Sale Day (AOSD) 2022 offers Filipinos with discounts and promotions not only from participating e-commerce businesses and marketplaces in the Philippines but also from those participating from neighboring ASEAN countries. The event runs from 8-10 August 2022 with this link: <http://onlineasean.com>.

The Department of Trade and Industry (DTI) has onboarded almost 300 Filipino micro, small and medium enterprises (MSMEs) for the ASEAN Online Sale Day (AOSD) – the largest online sale event in Southeast Asia that will take place on 8 to 10 August 2022.

"Philippine MSMEs should take advantage of the opportunities from the rapid growth of e-commerce in ASEAN to market and sell their products through expanded channels and contribute in accelerating the country's exports," DTI Secretary Alfredo E. Pascual said.

The AOSD aims to promote cross-border e-commerce in the region by instilling trust and confidence in online ASEAN business, including MSMEs who remain dynamic, resilient, and open for business amidst COVID-19.

This three-day event will be participated in by all the ASEAN members, namely Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand, Vietnam and the Philippines.

Do you have an inspiring story to share with the DTI family? Is there a DTI staff or experience you want to brag about? Please tell us by e-mail to KMIS@dti.gov.ph

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Consumers and businesses in the region can enjoy discounts and special offers on featured products from participating companies whose website listing can be accessed from this link: <http://onlineasean.com>. Participating businesses and marketplaces were screened by ASEAN governments so consumers are assured that they are buying from legitimate businesses.

Secretary Pascual said local MSMEs' participation in this regional event would be crucial in achieving sustainable economic recovery for the country.

AOSD is seen as a platform to experience e-commerce in an open, safe, and quality market under official supervision of governments. At the same time, it supports production and business enterprises in the region to adapt and promote digital transformation through an already established ecosystem.

Last year, 359 ASEAN businesses joined the event, 118 or 32% of which are Filipino businesses – the highest among ASEAN member states.

The volume of e-commerce in ASEAN is expected to triple in size from USD 100 billion to USD 300 billion by 2025 and will continue to grow as more customers and companies go online.

The region is home to more than 600 million consumers that are increasingly adapting to e-commerce due to the pandemic.