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*E-Commerce: Implications
and Development*

Government Initiatives

**E-Commerce Seminar at
the City University of
Hong Kong**

21 May 1999

Chief Executive's 1998 Policy Address

IT to help us to retain our competitive edge and to drive our overall economic expansion.

Digital 21

Strategy Objective

We will work to enhance and promote Hong Kong's information infrastructure and services so as to make Hong Kong a leading digital city in the globally connected world in the 21st century.

To achieve the above objective, the Information Technology and Broadcasting Bureau will work in partnership with the private sector, the community and other Government Departments and Bureaux.

Digital 21

What is E-Commerce

- **Electronic methods and procedure for business activities**
- **Potential to transform world trade**
- **Enormous business opportunity**

Digital 21

The world of tomorrow is connected by digital networks

or

A cluster of interrelated business

Digital 21

Obstacles that exist in the digital world

- **Difference in language**
- **Difference in culture**
- **Difference in institutional arrangement**

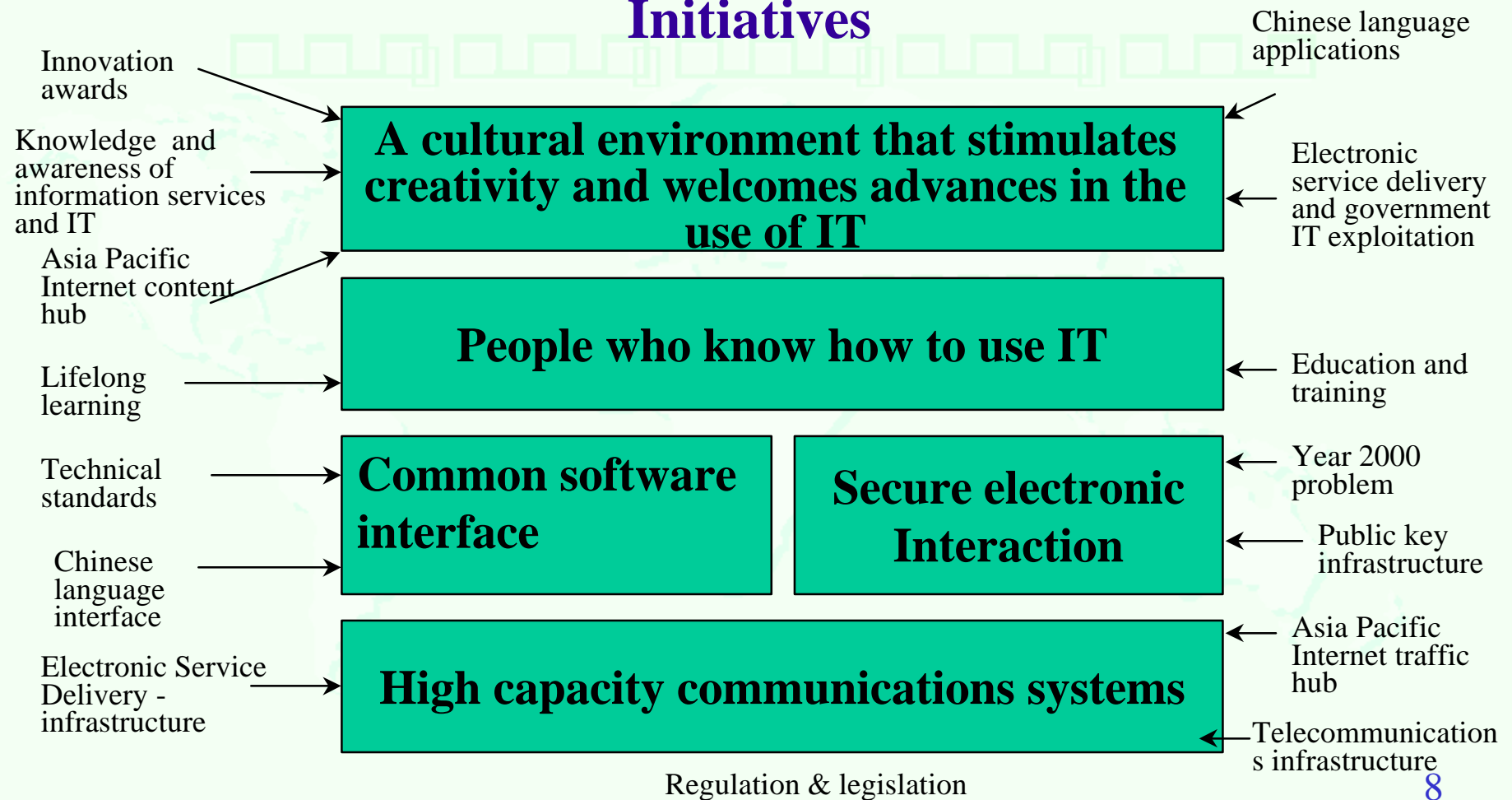
Digital 21

Hong Kong's advantages

- **Language : bilingual capability**
- **Culture : metropolitan**
- **Institutional arrangement : free economy**

IT Strategy - A Community Perspective

Initiatives



E-Commerce Related Initiatives

Electronic Service Delivery

- **public services through network**
- **round the clock, no extra charge**
- **infrastructure available to private sector at a later stage**
- **to be launched (first phase) latter half of year 2000**

E-Commerce Related Initiatives

Public Key Infrastructure

- **Authenticating the identify of participants in an electronic transaction**
- **Hongkong Post will establish the first Certificate Authority**
- **No ceiling on the number of CA's**

E-Commerce Related Initiatives

Legal Framework

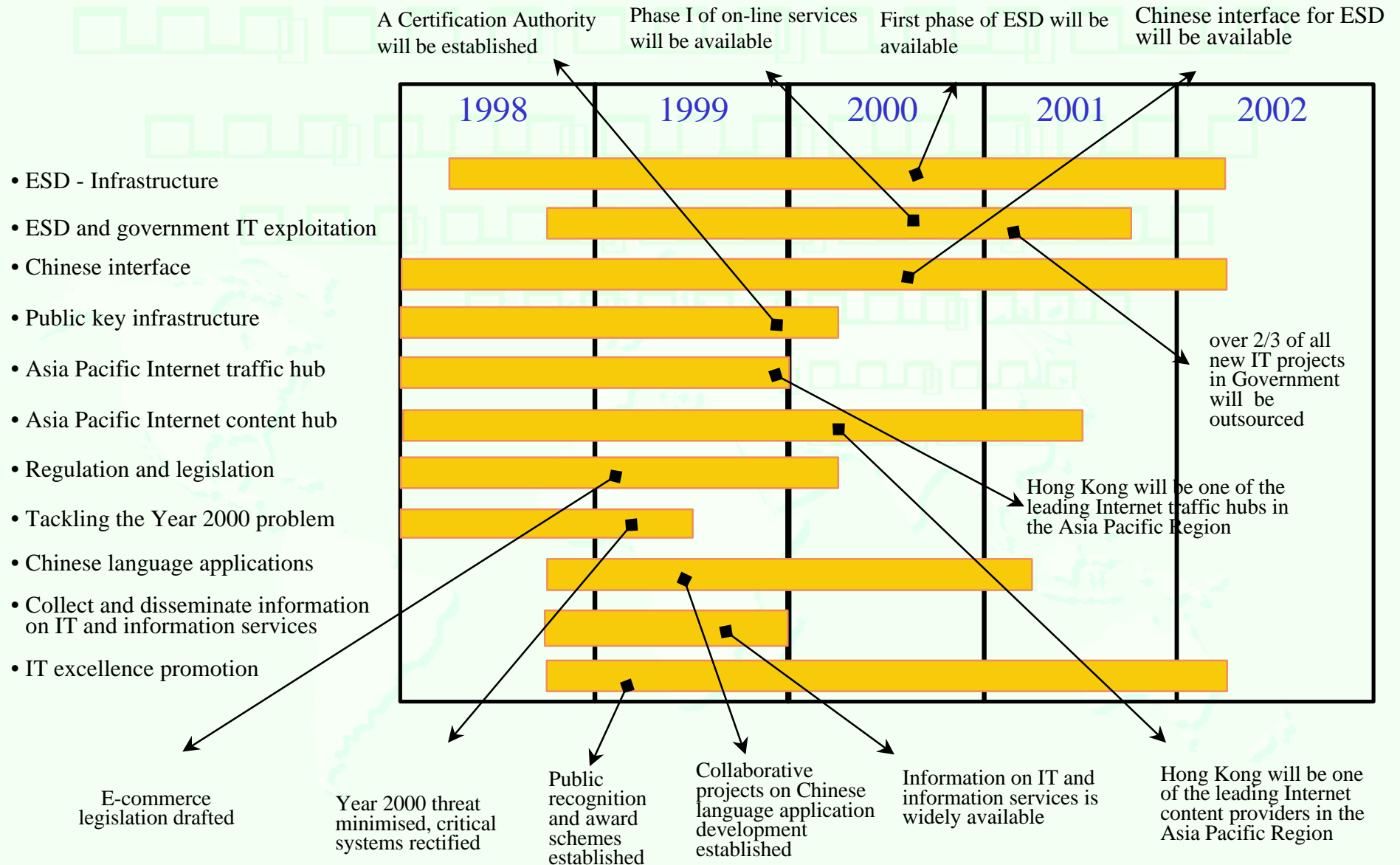
- **Clear legal framework in the conduct of electronic transactions**
- **Electronic Transactions Bill to be introduced this year**

E-Commerce Related Initiatives

Chinese Language Interface

- **Existence of multiple coding standards**
- **None of the standards cover all of the Chinese characters commonly used in Hong Kong**
- **Working with ISO for the 10646 standard to encompass all written scripts**
- **Co-existence of new and existing standards for some time**

The IT Strategy Plan i Milestones and Targets



E-Commerce: Benefits

For businesses...

- **Development of new markets**
- **Expansion with minimal additional cost**
- **Better inventory management**
- **Better customer service**

IT Strategy - Benefits

For Hong Kong's position in the world ...

- **Competitiveness in the information age**
- **An important hub for global electronic commerce**
- **Communication gateway to China**

E-Commerce: Government's Lead

- **Digital 21 Initiatives**
- **Promotional activities**
- **Electronic Tendering System**
- **Community Map on Internet**
- **Interactive Government Services Directory**



Digital 21

Hong Kong
SAR's
IT Strategy