PKU-SEA: toward The Creative Future

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SEA elements in PKU
In December 2017, the relevant departments of seven countries, including China, Laos, and Thailand, initiated the Digital Economy International Cooperation Initiative within the BRI, marking a new stage of digital economy development in the member states. Specific measures include expanding broadband accessibility while improving quality, promoting E-Commerce collaboration, supporting internet entrepreneurship and innovation, strengthening digital skills training, promoting the development of MSMEs and promoting investment of ICTs.
new ways for hand in hand, heart by heart
Lancang Mekong
PKU Youth Volunteers
The wisdom of ASEAN in East-Asian Cooperation

Keeping Balance
• 上图：师生参观亚投行（AIIB）并与其新闻局长座谈；
• 右图：创意领悟：课堂上，来自耶鲁、牛津等高校同学设计的AIIB标志。
The workforce is characterized as people who have an income, a certain spending ability, and who have a strong ability to learn digital technologies such as smartphones.

The population of the workforce in China is about 1.011 billion in 2017, which laid a solid foundation for the rapid development of digital economy. The population of labor force in ASEAN states is about 438 million in total.
• The higher the GDP per capita, the stronger a people's consumption ability and the more favorable the environment for E-Commerce are.
• China's GDP per capita in 2017 was about 8,600 dollars, implying relatively strong consumption ability. Among ASEAN member countries, Singapore and Brunei are high-income countries.
3. Great number of internet users per hundred people

p.s. The red circle countries is higher than China, with 54.7 users in China.

- The number of internet users in per hundred people reflects the number of people who can access the internet through desktop computers or smart phones, and who are preliminarily proficient in digital technologies in a country.

- Currently, the quantity of internet users in ASEAN ranks third among all major economies in the world, after China and India. And it is expected that internet users will increase at the annual average increase rate of 18% (on the overall level of ASEAN)
4. Internet retail has great potential for growth

- The ratio of internet retail to the total social retail sales reflects the quantity of sales done on the internet against the total social retail sales of a country. It indicates the potential for developing internet retail.
- China's ratio of internet retail to the total social retail sales in 2017 was 4.39%, which is higher than those in six ASEAN states.
The quantity of bank accounts owned per hundred people shows the quantity of people over 15 years of age who own bank accounts. It reflects the potential for developing mobile third-party payment systems. The less financial services and access the banking industry provides, the greater the potential for third-party mobile payment.

<table>
<thead>
<tr>
<th>Country</th>
<th>Bank Accounts (per 100 people)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vietnam</td>
<td>30</td>
</tr>
<tr>
<td>Thailand</td>
<td>31</td>
</tr>
<tr>
<td>Singapore</td>
<td>88</td>
</tr>
<tr>
<td>Philippines</td>
<td>32</td>
</tr>
<tr>
<td>Myanmar</td>
<td>26</td>
</tr>
<tr>
<td>Malaysia</td>
<td>85</td>
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<tr>
<td>Laos</td>
<td>29</td>
</tr>
<tr>
<td>Indonesia</td>
<td>48</td>
</tr>
<tr>
<td>China</td>
<td>80</td>
</tr>
<tr>
<td>Cambodia</td>
<td>19</td>
</tr>
</tbody>
</table>

p.s.: The red circles are countries higher than China.
ASEAN’s Plan on Digital Economy Development

(I) At the regional level

In preparing The ASEAN ICT Masterplan 2020 (AIM2020), ASEAN realized that the development of the digital economy should not be limited to improving hardware connectivity and technical innovation. The main purpose of AIM2020 is to cultivate digital economy talents, develop an attractive single market, and to build a secure digital environment for ASEAN.

ASEAN ICT Master Plan