



ADB



# Validation Workshop on Cambodia E-commerce Trustmark Scheme

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16-17 October 2024 | Raffles Hotel Le Royal,  
Phnom Penh, Cambodia





# Welcome Remarks

Jyotsana Varma

Cambodia Resident Mission Country Director, ADB

# Opening Remarks

LCT Chea Ratha

Secretary of State, Ministry of Commerce, Cambodia

ADB



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# Introduction to ADB's Technical Assistance (TA) 6618: Enabling a Conducive Environment for the Digital Economy

**Gretchen Aquino**

Co-TA Team Leader / Senior Legal Officer, ADB

# ADB Technical Assistance on Enabling a Conducive Environment for the Digital Economy

- Administered by the *Office of the General Counsel* under the **Law and Policy Reform Program**
- Participating Developing Member Countries (DMCs):
  - *Kyrgyz Republic,*
  - *Mongolia,*
  - *Cambodia*
- Implementation Period:  
January 2021 – June 2025
- **Impact:**
  - Greater penetration of e-commerce in relevant ADB developing member countries
- **Outcome:**
  - Increased knowledge-sharing and information flow concerning legal framework governing electronic transactions in participating DMCs



# ADB Technical Assistance on Enabling a Conducive Environment for the Digital Economy

**Output 1:**        *Assessment of legal and regulatory barriers to effective and efficient e-commerce and recommendations for improvement*

- diagnostic studies, issues papers and policy recommendations
- e-roundtables to discuss findings and consult with relevant government authorities, industry experts and private sector
- Implementation of agreed policy recommendations

**Output 2:**        *E-learning Modules*

- assess needs and develop e-learning course
- Develop and publicize training materials, and regional and country-specific knowledge resources

**Output 3:**        **Policy Dialogue Networking**

- Conduct e-for a and e-conferences on law and policy concerns





# KYRGYZ REPUBLIC

(Outputs 1 & 3)













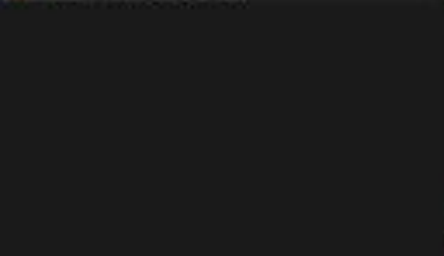



## **August 2022 - Webinar Presentation on the draft Report on E-commerce Law in the Kyrgyz Republic**

- Attended by representatives from the *Ministry of Economy and Finance*, the *Association of E-commerce in Kyrgyz Republic*, the *Central Asia Regional Economic Cooperation Program (CAREC) Institute*, the *International Trade Center (ITC)* and the *United Nations Commission on the International Trade Law (UNCITRAL) Secretariat*



Webinar

ing

 Angelo Iacinto	 Ryah Zendra Samwicente	 Noralsah Macapundag	 Gretchen Aquino
 John Gregory	 Qaisar Abbas - CAREC Institute	 Connecting to audio	 Alekssei Bondarenko
 Temirlan Sardalov	 Nurlan Dzhusumaliyev	 Aibek Kurenkeyev, eCom Associati...	 Gladys Cabanilla-Sangalang
 INTERPRETER-...	 INTERPRETER-Asef Abylgazieva	 Baurzhan Konyshbayev	 Atay Soronkulov

Type here to search

10-17 October 2024 | Kamies Hotel Le Royal, Phnom Penh, Cambodia

31°C

# KYRGYZ REPUBLIC

(Output 2)

- In collaboration with the *Ministry of Economy and Commerce of the Kyrgyz Republic* and *Central Asia Regional Economic Cooperation (CAREC) Institute*
- 5 modules:
  - Overview of e-commerce digital technology and security,
  - Digital technologies in enhancing business activity,
  - Entrepreneurial case studies,
  - Technologies,
  - Strategies and future challenges
- Available in *English, Russian and Kyrgyz languages*
- <https://elearning.carecinstitute.org/e-commerce>

for the digital economy

Hint You can use the mouse wheel to scroll horizontally on the video list. X

Now Playing

Part 1

Part 2

Part 3

Intro Materials

Entrepreneurial case studies on e-commerce digital technology

- Learning from case studies of organisations on technologies for e-commerce and best practices
- Recap – functions of an e-commerce enabled organisation

# MONGOLIA

(outputs 1 and 3)

*June 2022* – ADB joined the Ministry of Digital Development and Communications and Ministry of Foreign Affairs in a stakeholder consultation on the **Current State and Challenges of E-commerce in Mongolia**



# MONGOLIA (outputs 1 & 3)

## Presentation of the draft Report on E-commerce Law in Mongolia

- December 2022 stakeholder consultation: Mongolian government agencies and business associations including authorities from foreign affairs, customs, tax, etc.
- January 2023 stakeholder consultation: Attended by representatives from UNCITRAL, UNCTAD, EBRD

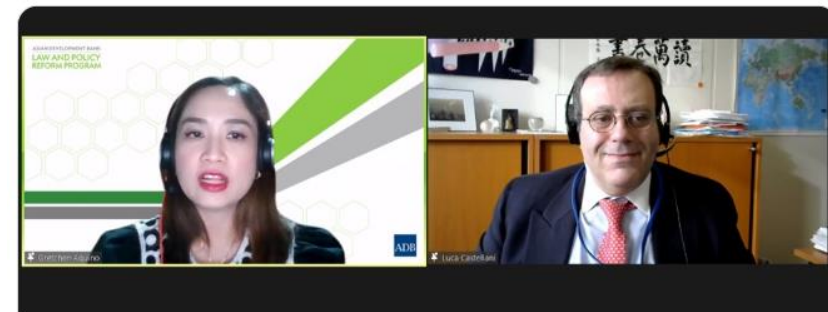



Цахим хөгжил, харилцаа холбооны яам  
January 23 · 🌐

[English below]

👉 ЦАХИМ ХУДАЛДААНЫ ХУУЛЬ, ЭРХ ЗҮЙН ОРЧНЫ ТАЙЛАНГ ХЭЛЭЛЦЛЭЭ

👉 Цахим хөгжил, харилцаа холбооны яам, Азийн хөгжлийн банкны “Хууль, бодлогын шинэчлэл... See more



 United Nations Commission on International Trade Law - UNCITRAL  
January 26 · 🌐

On 20 January, Legal Officer Luca Castellani spoke at the Asian Development Bank (ADB) webinar themed “Technical Assistance on Enabling a Conducive Environment for the Digital Economy: Presentation of the Draft Report on E-commerce Law in Mongolia”.

He encouraged traders to take advantage of the United Nations Convention on the Use of Electronic Communications in International Contracts (New York, 2005), which is in force in Mongolia, while encouraging the adoption of the UNCITRAL Model Law on Electronic Transferable Records as a means to complete the legal framework for paperless trade and to further enable a conducive environment for the digital economy in Mongolia.

A recording of the event is available at: <https://lpr.adb.org/.../presentation-draft-report-e-...>

United Nations Convention on the Use of Electronic Communications in International Contracts (New York, 2005): [https://uncitral.un.org/.../con.../electronic\\_communications](https://uncitral.un.org/.../con.../electronic_communications)

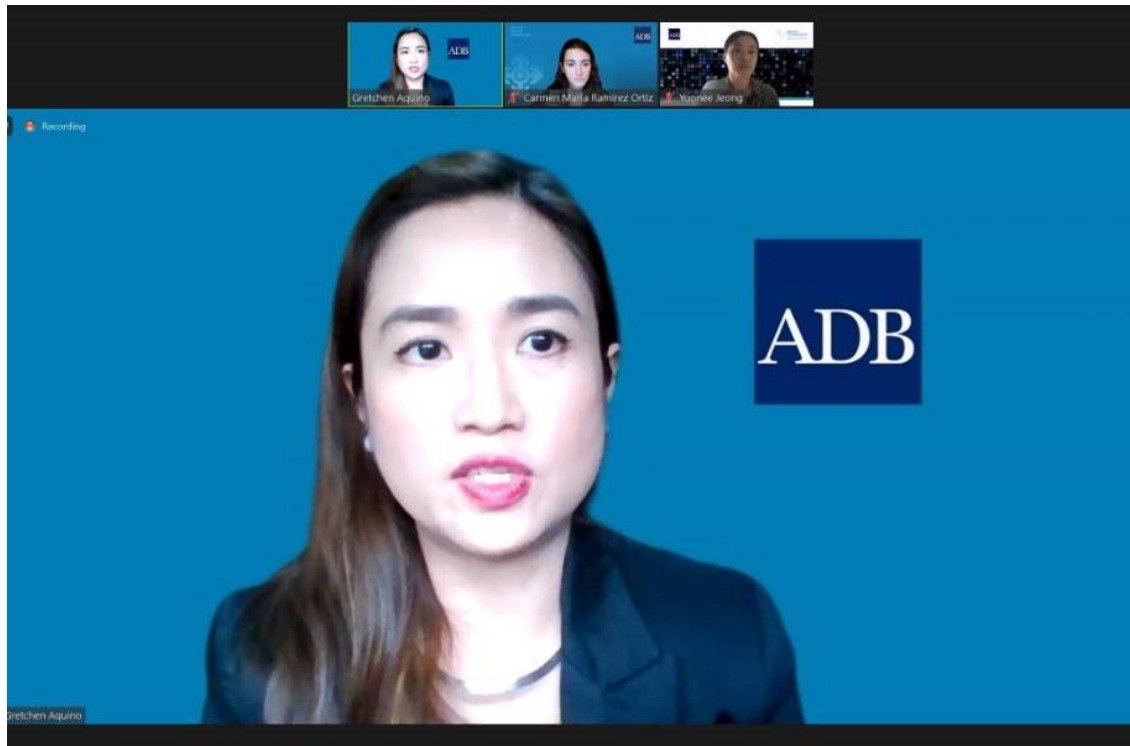
UNCITRAL Model Law on Electronic Transferable Records:  
[https://uncitral.un.org/.../electronic\\_transferable\\_records](https://uncitral.un.org/.../electronic_transferable_records)

#UNCITRAL #ADB #Mongolia #ECC #MLETR #digitaleconomy #ecommerce #paperlesstrade



(output 3)

September 2022 – Panel discussion at the virtual side event at the UNESCAP’s Third Ministerial Conference on Regional Cooperation and Integration in Asia and the Pacific



- Forum was on ***“Best Practice and Benchmarking Study: Legal and Policy Frameworks for Promotion of Electronic Transactions and the Digital Economy”***



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# CAMBODIA (outputs 1 & 3)

May 2023 - ADB-Ministry of Commerce stakeholder consultation on the draft prakas on the Code of Conduct on E-Commerce



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August 2023 – E-learning on e-commerce for government officials  
- in collaboration with the *Trade Training and Research Institute (TTRI)* of  
MOC through **ADB Institute** e-learning website



Available Now

Click for details and to take courses, anytime.



Cybersecurity



Rights and Obligations in E-commerce



Introduction to E-commerce



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<b>08:30 – 09:00</b>	<b>REGISTRATION</b>
<b>09:00 – 09:10</b> <b>(10 mins)</b>	<b><u>Welcome Remarks</u></b> <b>Jyotsana Varma</b> , <i>Cambodia Resident Mission Country Director, ADB</i>
<b>09:10 – 09:20</b> <b>(10 mins)</b>	<b><u>Opening Remarks</u></b> <b>LCT Chea Ratha</b> , <i>Secretary of State, Ministry of Commerce, Cambodia</i>
<b>09:20 – 09:25</b> <b>(5 mins)</b>	<b><u>Photo Session</u></b> <i>Speakers and Participants</i>
<b>09:25 – 09:35</b> <b>(10 mins)</b>	<b>Introduction to ADB's Technical Assistance (TA)</b> <i>(Enabling a Conducive Environment for the Digital Economy)</i> <b>Gretchen Aquino</b> , <i>co-TA Team Leader / Senior Legal Officer, ADB</i>
<b>09:35 – 10:15</b> <b>(40 mins)</b>	<b>Introduction and Context for the Cambodia E-commerce Trustmark Scheme (CETS)</b> <b>Danny Burrows</b> , <i>International E-Commerce Law Expert</i>

<b>10:15 – 10:30</b> <b>(15 mins)</b>	<b>COFFEE/TEA BREAK</b>
<b>10:30 – 12:00</b> <b>(90 mins)</b>	<b>3-part Session on Legal, Administrative and Institutional Framework for the CETS</b> - Facilitated Discussion / Feedback  <b>Danny Burrows</b> , <i>International E-Commerce Law Expert</i> <b>Nearirath Sreng</b> , <i>National E-commerce Law Expert</i> <b>Sven Callebaut</b> , <i>International Trade Expert</i>
<b>12:00 – 13:00</b> <b>(60 mins)</b>	<b>LUNCH</b>
<b>13:00 – onwards</b>	<b>NETWORKING</b> (optional)

# Session I: Introduction and Context of the CETS

Danny Burrows  
International E-Commerce Law Expert  
& ADB consultant

# Contents



- Role of MoC in regulating e-commerce
- Overview of Trustmark Schemes
- Context of the Cambodia E-commerce Trustmark Scheme (CETS)
- Objectives of the CETS
- Validation & Feedback



# E-commerce Regulation in Cambodia

Key Question:  
How do we reduce the  
burden of compliance for  
e-commerce businesses?

- Law on E-commerce
  - Legal & Regulatory Framework
- E-commerce Business Registration (Sub Decree 134 & Prakas 290)
  - Administrative framework for e-commerce businesses
- Next step: Code of Conduct (Art 7 of the Law on E-commerce)
  - Standards on online consumer protection, personal data protection, dispute resolution, etc.
- Next step: Cambodia E-commerce Trustmark Scheme (CETS)
  - Creating value for e-commerce businesses & increasing consumer confidence



# Definition of a Trustmark

- Visible marker, often a logo or badge
- Displayed by businesses to indicate adherence to standards



# Purpose of an E-commerce Trustmark

- Build consumer trust and confidence in online transactions
- Assures customers of site security measures, adherence to ethical practices, and commitment to protecting consumer rights



**Definition of a Trustmark**

- Visible marker, often a logo or badge
- Displayed by businesses to indicate adherence to standards



# Context of the CETS

## Benefits of a Trustmark scheme to Government and overall industry

1. Increased consumer trust from the scheme can lead to higher e-commerce adoption rates, driving overall **growth** in the e-commerce sector.
2. Drives **awareness** of and **supports existing e-commerce laws** (e.g., e-commerce law licensing requirement, law on consumer protection and prakas on standard information for consumers)
3. Potential **revenue** generated from fees and provision of related services
4. Trustmark schemes facilitate **greater engagement** between Government and industry on e-commerce standards, challenges and opportunities.





# Context of the CETS

## Rationale and Benefits for Businesses – (1/2)

1. Trustmarks **reduce risks** for consumers in online shopping
2. Certification ensures authenticity and **strengthens shopper confidence**
3. Signals **quality** and **safety standards** to potential customers
4. Helps in gaining **customer loyalty** and expanding **market reach**



# Context of the CETS

## Rationale and Benefits for Businesses – (2/2)

5. Provide an avenue for **dispute resolutions**, making online shopping safer
6. Enhances **credibility** and **competitiveness**, especially for SMEs
7. Can enhance **e-commerce business reputation** with banks, insurance companies, regulators



# Lessons learnt from other Trustmark schemes



1. Compared to a mandatory scheme, voluntary Trustmark schemes provide incentives for **e-commerce business participation**
2. The level of **legitimacy** of Trustmark schemes (e.g. credibility of the accreditation bodies, legal recognition) can affect the perceived **trustworthiness** and **value** of the Trustmark to the consumer
3. Trustmarks succeed when they have lower barriers to entry (reduced compliance checks and lower price) especially for MSMEs
4. Trustmark issuing bodies can **increase consumer confidence through promotion and awareness** (e.g., providing a public list of 'trusted' traders or shops, promoting the scheme through public campaigns)
5. Trustmark issuing bodies can provide **value-added services** to increase uptake (e.g., giving accredited shops additional marketing opportunities)



# Cambodia E-commerce Trustmark Scheme: CETS

**What are Key Objectives of CETS?**

**How would the CETS be implemented?**

**Feedback**



# Objectives of the CETS

The CETS would be a VOLUNTARY scheme for eligible e-commerce businesses to display a logo that demonstrates compliance with certain standards



## Stimulate Growth in E-commerce Sector

Reassure new and existing customers about safety and reliability  
Crucial for a growth phase e-commerce market



## Promote Cambodian E-commerce Competitiveness

Align local standards with global best practices  
Boost international consumer confidence



## Establish Clear Benchmarks

Security  
Consumer & Data Protection  
Transaction integrity



## Raise Awareness and Adherence

E-commerce law and other regulations  
Promote e-commerce licensing and Code of Conduct



# How would the CETS be implemented?

## Legal

*What regulations are needed to set up CETS?*

## Administrative

*What processes and procedures does MOC need to establish for the CETS?*

## Institutional

*What are resources and personnel needed for the CETS?*



# Validation: feedback from you!

## The CETS is still in design

*Is the CETS valuable for industry and the RGC?*

*How can the value for industry and RGC be maximized?*

*Is the CETS realistic for businesses to pursue?*

*What is the best way to 'phase' the CETS?*

*Any feedback on legal, administrative or institutional approach*



# 3-Part Session: Legal, Administrative and Institutional Framework for the CETS

Danny Burrows, International E-Commerce Law Expert

Nearirath Sreng, National E-commerce Law Expert

Sven Callebaut, International Trade Expert



# Administrative Framework for the CETS

Danny Burrows

International E-Commerce Law Expert  
& ADB consultant

# How would the CETS be implemented?

## Legal

*What regulations are needed to set up CETS?*

## Administrative

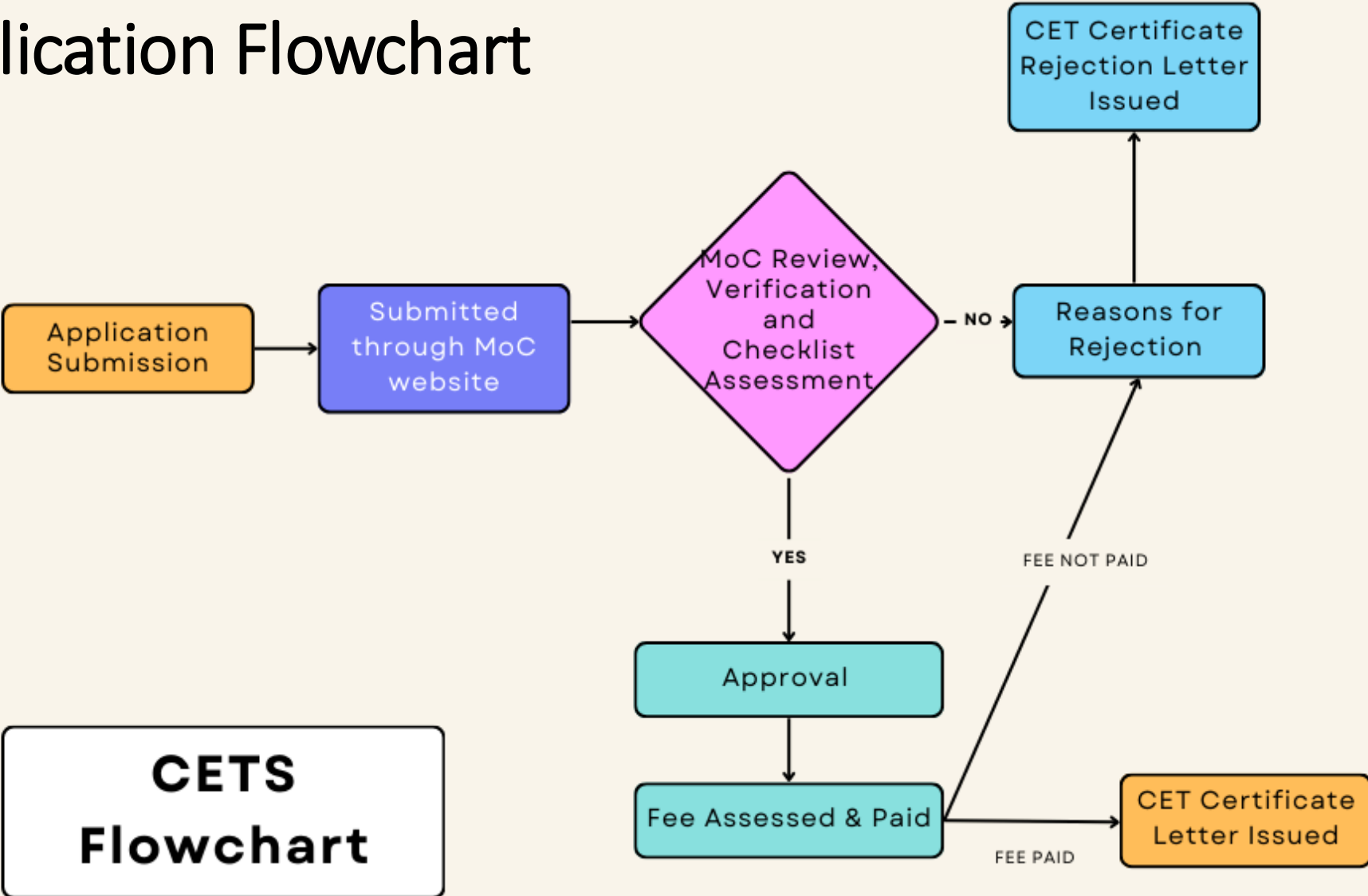
*What processes and procedures does MOC need to establish for the CETS?*

## Institutional

*What are resources and personnel needed for the CETS?*



# CETS Application Flowchart



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# Cambodia E-commerce Trustmark Validity and Renewal



- The CET Certificate lasts for **two years** from application approval
- Businesses can renew the CET application form through MoC's online portal.
- Renewal process should be streamlined: company can provide information in short form to highlight any changes since the last application.



# Verification Process



- The MoC may conduct **on-site visits or virtual/ online inspections** to verify the business's operations and compliance with CETS standards
- The verification process may involve:
  - Reviewing evidence submitted by the business to demonstrate compliance with CETS Criteria.
  - Assessing the business's website and online platforms for security, usability, and transparency
  - Assessing the business's overall reputation and track record, such as feedback/review, any verified complaints received by MoC



# Checklist for CET Certificate Assessment - (1/4)

✓	Criteria	Rationale/description	Evidence
	(i) Displays sufficient information on the <b>business identity</b> and <b>contact information</b> .	<b>Increase consumer confidence</b> as consumers will be assured that the e-shop is properly registered/ incorporated and can be contacted.	Screenshots, URL/websites links or similar
	(ii) <b>Clear description</b> of products or services key characteristics; Keeps proper <b>records</b> of consumers' purchases.	Accuracy in statements to consumers and keeping proper records build trust and accountability	(i) Screenshots, URL/websites links or similar (ii) A screenshot or written description of the record-keeping



# Checklist for CET Certificate Assessment - (2/4)

✓	Criteria	Rationale/description	Evidence
	(iii) States the terms and conditions of any <b>warranties</b> (if applicable) or service guarantees	Business is responsible for offering warranties for the products and services it sells (if applicable).	Screenshots, URL/websites links or written policies which describe the product warranties or service guarantees.
	(iv) Offers secure <b>payment methods</b>	Business is responsible for offering secure payment method and may partner with relevant licensed banks and financial institutions in Cambodia.	Screenshots, URL/websites links or written policies. This could be related to third party service providers, or other security measures implemented (e.g., SSL certificates, firewalls, data encryption)



# Checklist for CET Certificate Assessment - (3/4)

✓	Criteria	Rationale/description	Evidence
	(v) Complies with <b>data protection</b> principle	Business bears responsibility of handling personal data of consumers. The principle requires consent for collection & use of personal data, and for taking steps to protect the personal data.	Screenshots, URL/websites links or written policies.  This could be related to third party service providers, or other security measures implemented (e.g., SSL certificates, firewalls, data encryption)
	(vi) Makes <b>feedback channels</b> available and easily accessible	Publicly-available consumer reviews are often viewed as the strongest 'accountability' mechanism	Screenshots, URL/websites links or written policies





# Checklist for CET Certificate Assessment - (4/4)

✓	Criteria	Rationale/description	Evidence
	(vii) Provides information on, or commit to a <b>dispute resolution</b> process	Complaints-handling mechanisms that provide consumers with expeditious, fair, transparent, inexpensive, accessible, speedy and effective dispute resolution without unnecessary cost or burden.	Screenshots, URL/websites links or written policies
	(viii) Provides a <b>clearly written returns and refund policy</b>	Permitting refunds for non-delivery and returns for defective products promotes fairness and transparency	Screenshots, URL/websites links or written policies which describe the businesses' policy on returns and refunds.
	(ix) Signs a statement of <b>compliance with Code of Conduct.</b>	Business to adopt the Code of Conduct and display its commitment to customers (through its online channel)	The business has signed the Code of Conduct and makes it available



# 3. CETS Database & Public Information

MoC to maintain a public CETS website, including

- a) CETS criteria and standards
- b) Application process and requirements
- c) Online application for CETS
- d) Searchable database of CETS approved companies
- e) A dedicated email address and/or CETS online complaint form/channel
- f) News and updates related to the CETS





## 4. Fee Assessment for CETS

- The MoC will determine the appropriate fee based on:
  - size of the business
  - cost of administering the CETS
- For full CETS, the fee will likely be similar to the fee for e-commerce business registration.
- An initial **waiver period of 6-12 months** can be considered to encourage wider participation and support the growth of the e-commerce sector.



# Possible Phases for the CETS

Danny Burrows

# CETS Phases – for feedback

Phase 1: BASIC CETS	Phase 2: INTERMEDIATE CETS	Phase 3: Full CETS
Automatically available for Registered E-commerce Companies	Automatically available for e-commerce companies that adopt Code of Conduct	Available for e-commerce companies after MoC review (plus registration + Code of Conduct)
No (additional fee)	Small fee	Fee similar to e-commerce registration
Easy setup; Low administration for MoC Value for industry & consumers?	Wait until Code of Conduct is finalized; low administration for MoC Value for industry?	Longer time to establish; new administration for MoC Too much burden for industry?



# CETS Phases – for feedback

Phase 1: BASIC CETS	QUESTIONS
Automatically available for Registered E-commerce Companies	Phase 1 would be quick to setup, and easy to administer.  Possibly use <b>verify.gov.kh</b> for public to verify companies
No (additional fee)	<b><i>Would this raise the incentive for e-commerce companies to register?</i></b>
Easy setup; Low administration for MoC Value for industry and consumers?	<b><i>Would a logo that represents a company being registered have any value for consumers?</i></b>  <b><i>Would companies already registered get immediate access to the logo?</i></b>



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# CETS Phases – for feedback

Phase 2: INTERMEDIATE CETS	QUESTIONS
Automatically available for e-commerce companies that adopt Code of Conduct	Phase 2 would be quick to setup, and easy to administer – after Code of Conduct is finalized.
Small fee	Possibly use <b>verify.gov.kh</b> for public to verify companies  <b><i>Would this raise the incentive for e-commerce to adopt the Code of Conduct?</i></b>
Wait until Code of Conduct is finalized; low administration for MoC Value for industry?	<b><i>Would a logo that shows a company has adopted the Code of Conduct have value for businesses?</i></b>



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Thank You



# Legal Framework for the CETS

Nearirath Sreng  
National e-Commerce Law Expert  
& ADB consultant



# LEGAL FRAMEWORK FOR CAMBODIA E-COMMERCE TRUST MARK SCHEME



# PRESENTER



## NEARIRATH SRENG

*Co-Head of Cambodia Banking, Finance,  
and Technology Practice*

*DFDL Cambodia / ADB National Consultant*

[nearirath.sreng@dfd.com](mailto:nearirath.sreng@dfd.com)

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Validation Workshop on Cambodia

16-17 October 2024 | Raffles Hotel Le Royal, Phnom Penh, Cambodia

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Nearirath is the Co-Head of Cambodia Banking, Finance, and Technology Practice at DFDL Cambodia. She has 15 years of experience in legal practice. She graduated with bachelor's degrees in both law and psychology under a scholarship. After that, she pursued her master's degree in law at the University of Hong Kong under a scholarship, specializing in International Law, Corporate Law and Human Rights Law.

Prior to joining DFDL, she worked at several international law firms and a few leading financial institutions as an in-house legal counsel. Throughout her career, she has mainly advised both international and national banks & financial institutions, capital markets intermediaries, insurance companies, financial technology companies, e-commerce companies and telecommunication companies on compliance and regulatory matters in the areas of financial services and technology, including payment gateway, e-wallets, digitalization and tokenization, cloud and satellite services, and frequently worked closely with her clients in developing innovative solutions for complex issues related to these matters.

Nearirath has also been involved in the drafting of regulations on e-commerce, consumer protection and secured transactions. She speaks Khmer and English.

- 01 INTRODUCTION: E-COMMERCE TRUST MARK CERTIFICATE**
- 02 EXISTING LEGAL FRAMEWORK OF E-COMMERCE TRUSTMARK CERTIFICATE**
- 03 AVAILABLE STANDARD CERTIFICATIONS IN CAMBODIA**
- 04 KEY ASPECTS OF THE CAMBODIA E-COMMERCE TRUST MARK CERTIFICATE:  
PURPOSES, ELIGIBILITY, STANDARD, BENEFITS AND PENALTIES**
- 05 CONCLUSION**



# INTRODUCTION: E-COMMERCE TRUST MARK CERTIFICATE



# I. INTRODUCTION



A Trustmark scheme involves a visible marker, often in the form of a logo or badge, displayed by businesses to indicate adherence to certain standards and best practices. Specifically, an e-commerce Trustmark scheme refers to such markers used by online businesses. The primary purpose of an e-commerce Trustmark is to build consumer trust and confidence in online transactions by assuring customers of the site's security measures, adherence to ethical practices, and commitment to protecting consumer rights



**EXISTING LEGAL FRAMEWORK OF E-COMMERCE  
TRUSTMARK CERTIFICATE**



## II. EXISTING LEGAL FRAMEWORK OF E-COMMERCE TRUSTMARK CERTIFICATE

Below are the examples of Trustmark framework that happened regionally and countries.

EUROPE	WORLD TRUSTMARK AND TRADE ALLIANCES	SINGAPORE, HONG KONG, JAPAN
 The logo for Trust Ecommerce Europe features a green checkmark above the text "trust ECOMMERCE EUROPE". The text is surrounded by a circle of blue stars, similar to the European Union flag.	 <p>World Trustmark Alliance Global Trust Innovation</p> The logo consists of a blue globe with the letters "WTA" overlaid in white.	   The CASE logo is a blue square with a white circle containing a stylized "C" and the text "CASE Consumers Association of Singapore". The TS Guarantee logo is a red and white circular seal with "TS GUARANTEE" and Chinese characters. The Hong Kong Trustmark logo features a red shopping cart with a white checkmark inside a blue globe, with the text "HONG KONG TRUSTMARK" to its right.




# **AVAILABLE STANDARD CERTIFICATIONS IN CAMBODIA**



# III. AVAILABLE STANDARD CERTIFICATIONS IN CAMBODIA (1)

Prakas on Procedure for Issuing Hygiene Certificates for Restaurants (dated 25 October 2012).  
Prakas on Procedure for Issuing Good Hygiene Practice (dated 26 November 2012)



**ព្រះរាជាណាចក្រកម្ពុជា**  
**ជាតិ សាសនា ព្រះមហាក្សត្រ**



ក្រសួងសុខាភិបាល  
លេខ...១២០៩...អប/ន/ត  
រាជធានីភ្នំពេញ, ថ្ងៃទី ២៥ ខែ តុលា ឆ្នាំ២០១២

**ប្រកាស**  
**ស្តីពី**  
**បែបបទ និងលក្ខខណ្ឌសម្រាប់ផ្តល់វិញ្ញាបនបត្របញ្ជាក់គោលការណ៍**  
**នៅតាមកៅលីយង្វាត និងអហារដ្ឋាន**

**រដ្ឋមន្ត្រីក្រសួងសុខាភិបាល**

- បានឃើញរដ្ឋធម្មនុញ្ញនៃព្រះរាជាណាចក្រកម្ពុជា
- បានឃើញព្រះរាជក្រឹត្យលេខ នស/រកត/០៩០៨/០៩៥ ចុះថ្ងៃទី ២៨ ខែ កញ្ញា ឆ្នាំ២០០៨ ស្តីពីការកែលម្អ
- បានឃើញព្រះរាជក្រមលេខ ០២/នស/៩៨ ចុះថ្ងៃទី ២០ ខែ កក្កដា ឆ្នាំ១៩៩៨ ដែលប្រកាសឱ្យប្រើច្បាប់ ស្តីពី
- ការរៀបចំនិងការប្រព្រឹត្តទៅនៃគណៈរដ្ឋមន្ត្រី
- បានឃើញព្រះរាជក្រមលេខ នស/រកម/០១៩៦/០៦ ចុះថ្ងៃទី ២៨ ខែ មករា ឆ្នាំ១៩៩៦ ដែលប្រកាសឱ្យប្រើច្បាប់
- ស្តីពីការបង្កើតក្រសួងសុខាភិបាល
- បានឃើញព្រះរាជក្រមលេខ នស/រកម/០៦០០/០០១ ចុះថ្ងៃទី ២១ ខែ មិថុនា ឆ្នាំ២០០០ ដែលប្រកាសឱ្យប្រើ
- ច្បាប់ស្តីពីការគ្រប់គ្រងគុណភាព សុវត្ថិភាព លើផលិតផល ទំនិញ និងសេវា
- បានឃើញអនុក្រឹត្យលេខ ៦៧ អនក្រ.បក ចុះថ្ងៃទី ២២ ខែ តុលា ឆ្នាំ១៩៩៧ ស្តីពីការរៀបចំ និងការប្រព្រឹត្តទៅ
- របស់ក្រសួងសុខាភិបាល
- បានឃើញអនុក្រឹត្យលេខ ៨៧ អនក្រ.បក ចុះថ្ងៃទី ១២ ខែ មិថុនា ឆ្នាំ២០០៣ ស្តីពីអនាម័យនៃម្ហូបអាហារសំរាប់
- មនុស្ស
- បានឃើញប្រកាសអន្តរក្រសួងលេខ ៨៦៨ អន.ប្រក ចុះថ្ងៃទី ២២ ខែ តុលា ឆ្នាំ២០១០ ស្តីពីការអនុវត្ត និង
- សម្របសម្រួលស្ថាប័នកិច្ចនៃប្រព័ន្ធគ្រប់គ្រងសុវត្ថិភាពម្ហូបអាហារចាប់ពីកសិដ្ឋានដល់ផលិតផល
- រយោងតាមការចាំបាច់របស់ក្រសួងសុខាភិបាល ។

**អនុវត្ត**

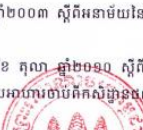
**ព្រះរាជាណាចក្រកម្ពុជា**  
**ជាតិ សាសនា ព្រះមហាក្សត្រ**

ក្រសួងសុខាភិបាល  
លេខ...១៣០៤...អប/ន/ត  
រាជធានីភ្នំពេញ, ថ្ងៃទី ២៦ ខែ វិច្ឆិកា ឆ្នាំ២០១២

**ប្រកាស**  
**ស្តីពី**  
**បែបបទ និងលក្ខខណ្ឌសម្រាប់ផ្តល់វិញ្ញាបនបត្របញ្ជាក់គោលការណ៍**  
**អនុវត្តអនាម័យល្អ នៅតាមកៅលីយង្វាត និងអហារដ្ឋាន**


**រដ្ឋមន្ត្រីក្រសួងសុខាភិបាល**

- បានឃើញរដ្ឋធម្មនុញ្ញនៃព្រះរាជាណាចក្រកម្ពុជា
- បានឃើញព្រះរាជក្រឹត្យលេខ នស/រកត/០៩០៨ ចុះថ្ងៃទី ២៨ ខែ កញ្ញា ឆ្នាំ២០០៨ ស្តីពីការកែលម្អ
- រាជធានីភ្នំពេញនៃព្រះរាជាណាចក្រកម្ពុជា
- បានឃើញព្រះរាជក្រមលេខ ០២/នស/៩៨ ចុះថ្ងៃទី ២០ ខែ កក្កដា ឆ្នាំ១៩៩៨ ដែលប្រកាសឱ្យប្រើ
- ច្បាប់ស្តីពីការរៀបចំ និងការប្រព្រឹត្តទៅនៃគណៈរដ្ឋមន្ត្រី
- បានឃើញព្រះរាជក្រមលេខ នស/រកម/០១៩៦/០៦ ចុះថ្ងៃទី ២៨ ខែ មករា ឆ្នាំ១៩៩៦ ដែលប្រកាសឱ្យ
- ប្រើច្បាប់ស្តីពីការបង្កើតក្រសួងសុខាភិបាល
- បានឃើញព្រះរាជក្រមលេខ នស/រកម/០៦០០/០០១ ចុះថ្ងៃទី ២១ ខែ មិថុនា ឆ្នាំ២០០០ ដែលប្រកាស
- ឱ្យប្រើច្បាប់ស្តីពីការគ្រប់គ្រងគុណភាព និងសុវត្ថិភាពលើផលិតផល និងសេវាកម្ម
- បានឃើញព្រះរាជក្រមលេខ នស/រកម/០៦០៧/០១៣ ចុះថ្ងៃទី ២៨ ខែ មិថុនា ឆ្នាំ២០០៧ ដែល
- ប្រកាសឱ្យប្រើច្បាប់ស្តីពីស្តង់ដារកម្ពុជា
- បានឃើញអនុក្រឹត្យលេខ ៦៧ អនក្រ.បក ចុះថ្ងៃទី ២២ ខែ តុលា ឆ្នាំ១៩៩៧ ស្តីពីការរៀបចំ និងការ
- ប្រព្រឹត្តទៅរបស់ក្រសួងសុខាភិបាល
- បានឃើញអនុក្រឹត្យលេខ ៨៧ អនក្រ.បក ចុះថ្ងៃទី ១២ ខែ មិថុនា ឆ្នាំ២០០៣ ស្តីពីអនាម័យនៃម្ហូប
- អាហារសំរាប់មនុស្ស
- បានឃើញប្រកាសអន្តរក្រសួងលេខ ៨៦៨ អន.ប្រក ចុះថ្ងៃទី ២២ ខែ តុលា ឆ្នាំ២០១០ ស្តីពីការ
- អនុវត្ត និងសម្របសម្រួលស្ថាប័នកិច្ចនៃប្រព័ន្ធគ្រប់គ្រងសុវត្ថិភាពម្ហូបអាហារចាប់ពីកសិដ្ឋានដល់
- ផលិតផល ។




# III. AVAILABLE STANDARD CERTIFICATIONS IN CAMBODIA (2)

## Sub-Decree on Management and Promotion of Electrical Appliance Energy Efficiency (dated 11 August 2023)



ព្រះរាជាណាចក្រកម្ពុជា  
ជាតិ សាសនា ព្រះមហាក្សត្រ

អគ្គនាយកដ្ឋាន  
ស្តីពី  
ការគ្រប់គ្រង និងលើកកម្ពស់ប្រសិទ្ធភាពថាមពលខែងៃគ្រោះម៉ៅប្រើប្រាស់អគ្គិសនី

ព្រះរាជក្រឹត្យលេខ  
២៧៤ អនក្រ.បក

អនុក្រឹត្យ  
ស្តីពី  
ការគ្រប់គ្រង និងលើកកម្ពស់ប្រសិទ្ធភាពថាមពលខែងៃគ្រោះម៉ៅប្រើប្រាស់អគ្គិសនី

ព្រះរាជក្រឹត្យលេខ  
២៧៤ អនក្រ.បក

- បានឃើញជម្រុញឱ្យមានការយល់ដឹងក្នុងចំណោមប្រជាជន
- បានឃើញគ្រោះម៉ៅប្រើប្រាស់ឧស្សាហកម្ម និងសេវាកម្ម ១៩៨/២០២១ ចុះថ្ងៃទី០២ ខែកញ្ញា ឆ្នាំ២០១៨ ស្តីពីការគ្រប់គ្រង និងលើកកម្ពស់ប្រសិទ្ធភាពថាមពលខែងៃគ្រោះម៉ៅប្រើប្រាស់
- បានឃើញគ្រោះម៉ៅប្រើប្រាស់ឧស្សាហកម្ម និងសេវាកម្ម ២០២/២០២១ ចុះថ្ងៃទី៣០ ខែមីនា ឆ្នាំ២០២០ ស្តីពីការគ្រប់គ្រង និងលើកកម្ពស់ប្រសិទ្ធភាពថាមពលខែងៃគ្រោះម៉ៅប្រើប្រាស់
- បានឃើញគ្រោះម៉ៅប្រើប្រាស់ឧស្សាហកម្ម និងសេវាកម្ម ២០១/២០២១ ចុះថ្ងៃទី០២ ខែមិថុនា ឆ្នាំ២០១៩ ដែលប្រកាសឱ្យប្រើប្រាស់ស្តីពីការរៀបចំនិងការប្រព្រឹត្តទៅនៃគណៈរដ្ឋមន្ត្រី
- បានឃើញគ្រោះម៉ៅប្រើប្រាស់ឧស្សាហកម្ម និងសេវាកម្ម ២០១/២០១៩ ចុះថ្ងៃទី០២ ខែធ្នូ ឆ្នាំ២០១៩ ដែលប្រកាសឱ្យប្រើប្រាស់ស្តីពីការបង្កើតក្រសួងវិនិច្ឆ័យ និងថាមពល
- បានឃើញគ្រោះម៉ៅប្រើប្រាស់ឧស្សាហកម្ម និងសេវាកម្ម ២០១/២០១៩ ចុះថ្ងៃទី០៤ ខែមករា ឆ្នាំ២០១៩ ដែលប្រកាសឱ្យប្រើប្រាស់ស្តីពីការបង្កើតក្រសួងសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ
- បានឃើញគ្រោះម៉ៅប្រើប្រាស់ឧស្សាហកម្ម និងសេវាកម្ម ២០១/២០១២ ចុះថ្ងៃទី២៤ ខែមករា ឆ្នាំ២០១២ ដែលប្រកាសឱ្យប្រើប្រាស់ស្តីពីការបង្កើតក្រសួងធារាសាស្ត្រ
- បានឃើញគ្រោះម៉ៅប្រើប្រាស់ឧស្សាហកម្ម និងសេវាកម្ម ២០១/២០១២ ចុះថ្ងៃទី២៦ ខែមីនា ឆ្នាំ២០១២ ដែលប្រកាសឱ្យប្រើប្រាស់ស្តីពីការបង្កើតក្រសួងឧស្សាហកម្ម វិទ្យាសាស្ត្រ បច្ចេកទេស និងនវានុវត្តន៍
- បានឃើញគ្រោះម៉ៅប្រើប្រាស់ឧស្សាហកម្ម និងសេវាកម្ម ២០១/២០១២ ចុះថ្ងៃទី០២ ខែកញ្ញា ឆ្នាំ២០១២ ដែលប្រកាសឱ្យប្រើប្រាស់ស្តីពីអគ្គិសនីនៃគ្រោះម៉ៅប្រើប្រាស់

### PROPOSED ENERGY EFFICIENCY LABEL FOR CAMBODIA




ថាមពលប្រើប្រាស់ក្នុង ១ឆ្នាំ(គិតត្រឹមតំបន់ម៉ោង)	XXXX
តម្លៃអគ្គិសនីចំណាយក្នុង ១ឆ្នាំ(រៀល/ឆ្នាំ)	XXXX
រយៈពេលប្រើប្រាស់ (ម៉ោង/ថ្ងៃ)	XXXX

ម៉ាក.....XXXX .....ម៉ូដែល.....XXXX.....  
សមត្ថភាពគ្រោះម៉ៅ.....XXXX.....

Source: MME (2019)

This helps consumers to identify more energy-efficient products at the time of purchase. Buying more efficient equipment, consumers can save money on their energy bills while reducing greenhouse gas emissions.



**KEY ASPECTS OF THE CAMBODIA E-COMMERCE  
TRUST MARK CERTIFICATE: PURPOSES,  
ELIGIBILITY, STANDARD, BENEFITS AND PENALTIES**

# E-COMMERCE REGULATIONS IN CAMBODIA

Law on Electronic Commerce ("**E-Commerce Law**")

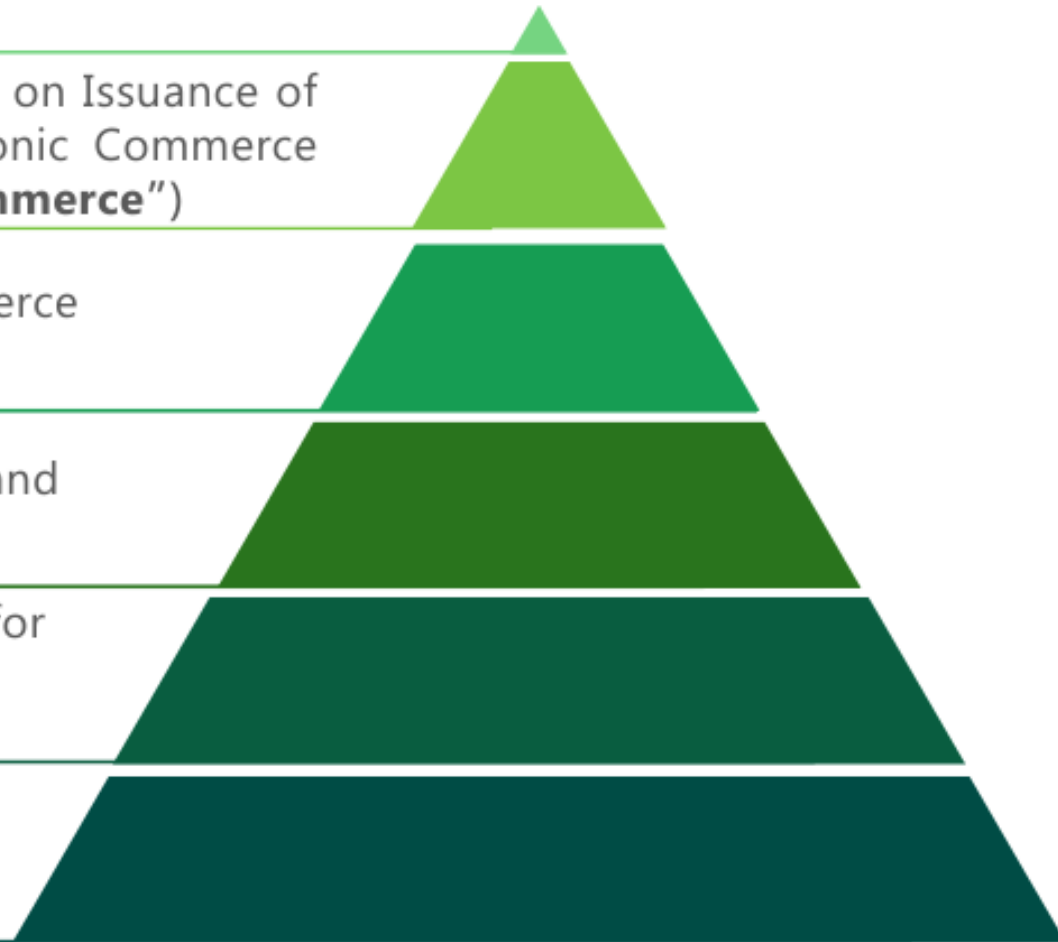
Sub-Decree on the Classifications, Formalities and Procedures on Issuance of Permission Letters or Licenses to Intermediaries and Electronic Commerce Service Providers and the Exemptions ("**Sub-Decree on E-Commerce**")

Prakas on Issuance of Permission Letters in Electronic Commerce ("**Prakas on E-Commerce**")

Joint Prakas 315 and 316 issued by the ministry of commerce and the ministry of economy and finance, dated 12 May 2021

Draft Inter-Ministerial Prakas on the Code of Conduct for Intermediaries and E-Commerce Service Providers ("**Draft Prakas on Code of Conduct**")

Draft Prakas on Cambodia E-Commerce Trustmark Certificate



## IV. KEY ASPECTS OF THE CAMBODIA E-COMMERCE TRUST MARK CERTIFICATE: OBJECTIVE

The objective of the regulation is to:

- a. stimulate growth in the e-commerce sector by reassuring new and existing customers about the safety and reliability of online shopping, crucial for a market where e-commerce is still burgeoning.
- b. promote Cambodian e-commerce competitiveness, by aligning local e-commerce standards with global best practices, and boosting international consumer confidence in Cambodian online markets.
- c. establish clear benchmarks for security, customer service, and transaction integrity.
- d. raise awareness of and adherence to the e-commerce law, the forthcoming Prakas on E-commerce Code of Conduct and related laws



## IV. KEY ASPECT: ELIGIBILITY FOR SCHEME

Who is eligible for the scheme? The scheme shall apply to any natural persons, sole proprietorships, legal persons and branches of foreign companies that conduct business as the intermediaries and electronic commerce service providers through electronic systems from the Kingdom of Cambodia to outside the Kingdom of Cambodia or vice versa.

1. **“Electronic commerce service provider”** means a person who uses electronic means to supply goods and/or services except for insurance establishments, for example, e-shop, online seller
2. **“Intermediary”** refers to a person who providing services, sending, receiving, transmitting or storing services, either on a temporary or permanent basis, of the electronic communication or provides other services relating to the electronic communication, including the following

persons,



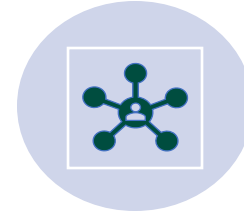
# INTERMEDIARY



A Person Representing the  
Sender, Receiver, Transmitter,  
Or The Custodian;



Telecommunication  
Service Providers;



Network Service  
Providers;



Internet Service  
Providers;



Search Engines  
Providers;



Online Payment  
Service Providers;



Online Auction  
Service Providers;



Online Marketplaces  
Service Providers And  
Internet Commerce  
Service Providers



## IV. KEY ASPECT: CAMODIA E-COMMERCE TRUSTMARK CERTIFICATE

1. Cambodia E-Commerce Trustmark Certificate is a certification to online businesses that meet specific standards of trustworthiness, security, and consumer protection.
2. To be granted the certificate, online business shall meet the criteria for specific standards as set forth by the Ministry of Commerce. The criteria is to be updated from time to time depending on the current needs of Cambodia E-commerce Market. The validity of certificate
3. The approval criteria are mainly based on the
  - E-commerce Law;
  - Consumer Protection Law
  - Draft Prakas on Code of Conduct for Intermediaries and E-Commerce Service Providers
  - Regionally such as E-commerce Europe, World Trustmark and Trade Alliances and Specific countries: Singapore, Hong Kong.
  - ASEAN Online Business Code of Conduct.

is 2 years and can be renewed.



## IV. KEY ASPECT: CAMODIA E-COMMERCE TRUSTMARK CERTIFICATE STANDARD (1)



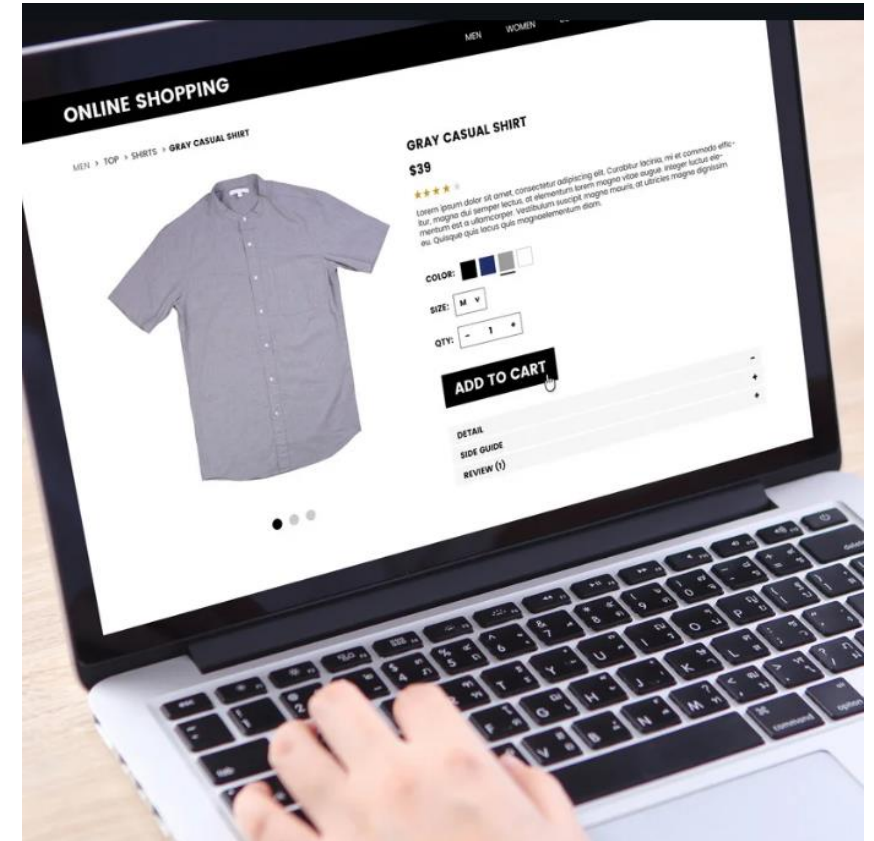
The standard that the online business has to comply with the following:

1. The business has displayed a sufficient information on the business identity and its contact information.
  - For example, name or legal name of the person, the registered business address and an electronic means for contact or a telephone number.
  - This is to ensure the business is in existent.

## IV. KEY ASPECT: CAMODIA E-COMMERCE TRUSTMARK CERTIFICATE STANDARD (1)

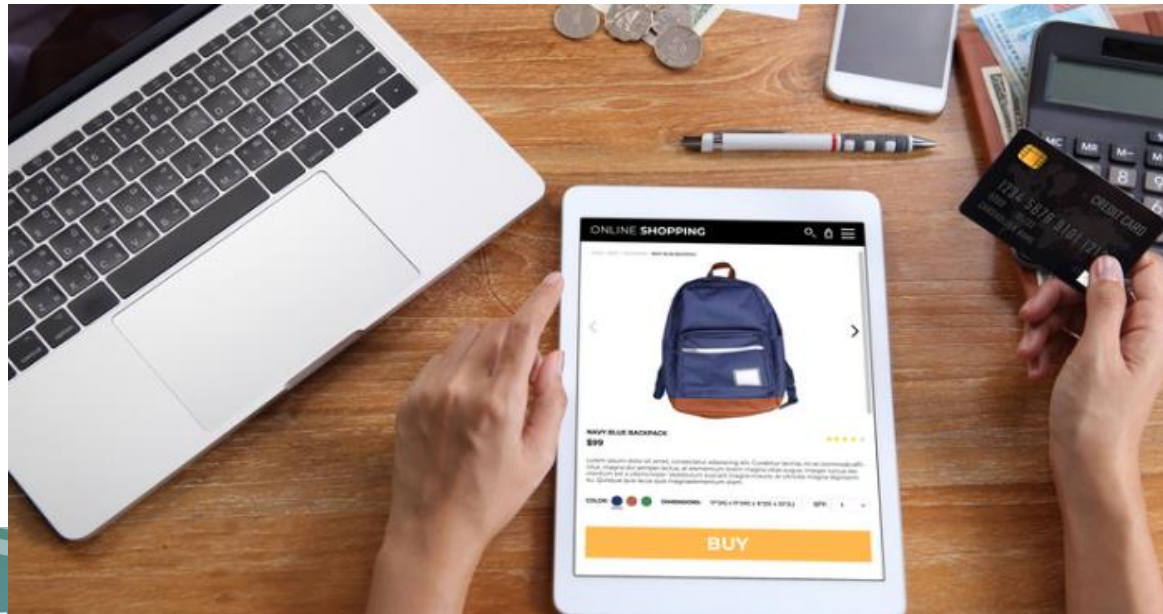
2. The business accurately describes the key characteristics of the products or services and keeps proper records of consumers' purchases.

- The description of products or services should include: information related to the kind, grade, safety, quantity, origin, function of use, maintenance, composition, design, assembly, usage, price, packaging, advertising or supplying, manufacturing date and expiry date, information about production or information related to the supply of goods or services.



## IV. KEY ASPECT: CAMODIA E-COMMERCE TRUSTMARK CERTIFICATE STANDARD (2)

3. The business clearly states the terms and conditions of any warranties (if applicable) or service guarantees to protect customers against product defects and non-performance.
  - Business is required to make a clear policy on its terms and conditions of any warranties or guarantees.
  - For example, this can be stated on the business website.



## IV. KEY ASPECT: CAMODIA E-COMMERCE TRUSTMARK CERTIFICATE STANDARD (2)



4. The business clearly states the secure payment methods, e.g., using licensed banks and financial institutions as a payment gateway.
5. The business complies with the data protection principles (principle of Confidentiality and Personal Data Protection under Draft Prakas on Code of Conduct).
  - Business shall take the responsibility of handling personal data of the consumers, which requires e-shops to keep protect privacy of consumers and request for permission when handling such data if it needs to be shared with third party.

## IV. KEY ASPECT: CAMODIA E-COMMERCE TRUSTMARK CERTIFICATE STANDARD (3)

6. The business makes feedback channels available and easily accessible.
  - Consumer review is often viewed as perhaps the best police to whether an e-shop is operating in a fair and reasonable manner without misrepresentation.
7. The business must provide information on, or commitment to a dispute resolution process.
  - Businesses should make available complaints-handling mechanisms that provide consumers with expeditious, fair, transparent, inexpensive, accessible, speedy and effective dispute resolution without unnecessary cost or burden.



## IV. KEY ASPECT: CAMODIA E-COMMERCE TRUSTMARK CERTIFICATE STANDARD (3)



8. The business must provide a fair returns and refund policy, and requirement to provide clear information on the same.
  - Business must implement a fair return and refund policy for non-delivery or defective goods, while also clearly outlining the criteria and process for handling returns and refunds.
9. The business must display and sign the statement to be compliance with Draft Prakas on Code of Conduct.

## IV. KEY ASPECT: BENEFITS

<b>Increase Consumer Confidence</b>	<b>Competitive advantages</b>	<b>Compliance with Code of Conduct</b>
<p>A visible Cambodia E-Commerce Trustmark Certificate signals to consumers that the business is properly registered with the Ministry of Commerce.</p>	<p>Businesses with Cambodia E-Commerce Trustmark Certificate can differentiate themselves from competitors by demonstrating their commitment to high standards.</p>	<p>Obtaining a Cambodia E-Commerce Trustmark Certificate indicates that the business adheres to Draft Prakas on Code of Conduct .</p>





## IV. KEY ASPECT: PENALTIES

- Since the trust mark serves as a distinguishing symbol for the applicant and is issued by the Ministry of Commerce, it is the property of the ministry and will be registered under Cambodian trademark law.
- No persons are allowed to display the Cambodia E-commerce Trustmark unless approved by the MOC. The Ministry has the authority to grant, revoke and suspend the usage of its mark.
- Penalties include:
  1. Warning
  2. Suspension of right to use Trustmark for specified duration
  3. Revocation of the Cambodia E-commerce Trustmark
  4. Imposition of financial penalties
  5. Inclusion of e-shop on public blacklist (for misuse of Trustmark)



## V. CONCLUSION

- E-commerce Trustmark Certificate is developed based on the international best practice and national regulation standard promoting both compliance and consumer trust in the digital marketplace.
- Though the scheme is entirely voluntary, E-commerce Trustmark Certificate can be viewed as a milestone for a business to boost the confidence of consumer that the business is properly registered with the authority.
- The certificate provides a range of benefits to businesses, including increased credibility, improved customer trust, and potential growth opportunities. With clear eligibility criteria and a structured approval process, this certification aims to create a more trustworthy and reliable e-commerce environment in Cambodia.
- Having said that, we encourage the business to apply for the E-commerce Trustmark Certificate once it has obtained the E-commerce license or authorization.

**EXCELLENCE · CREATIVITY · TRUST**

Since 1994

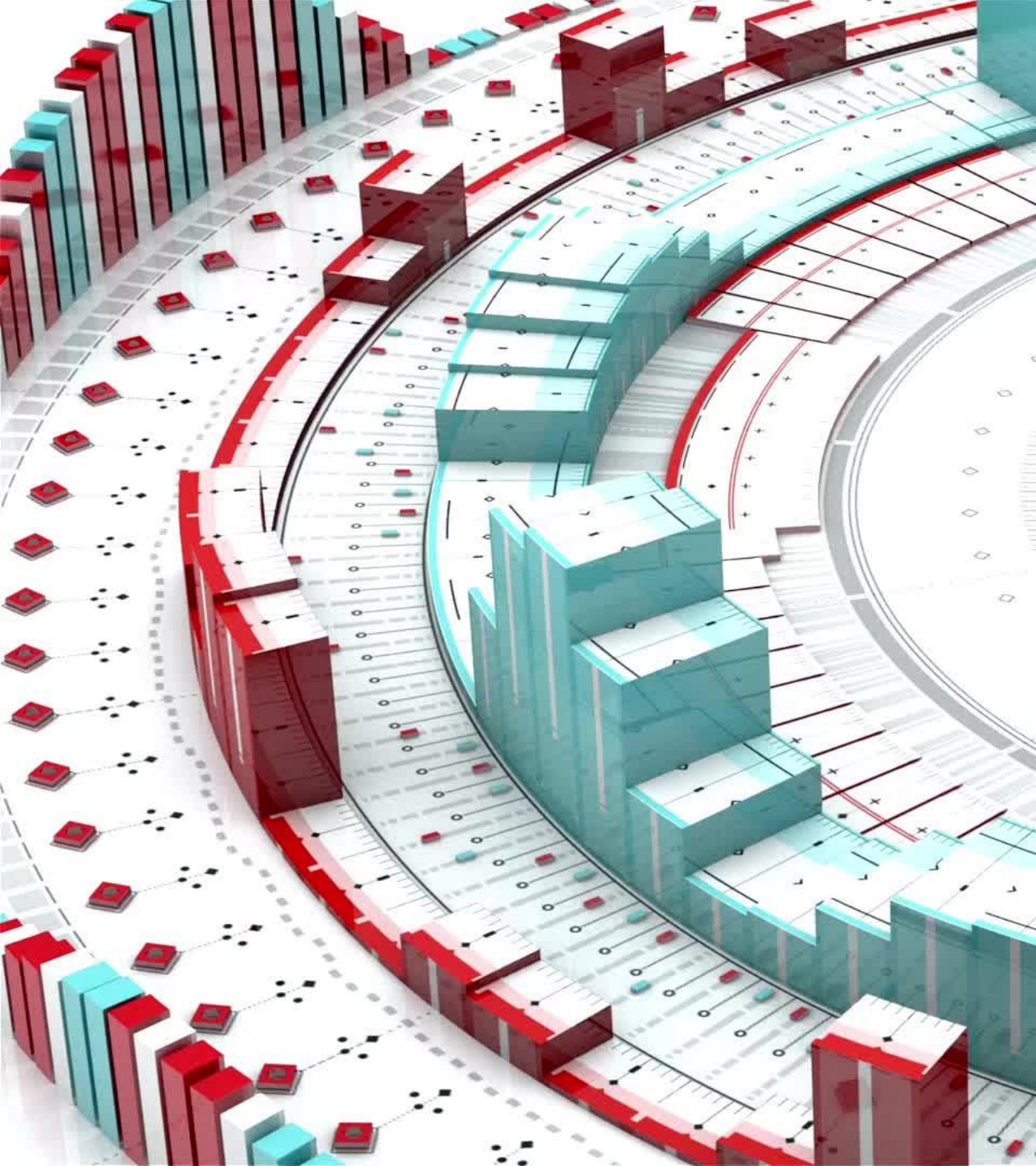
BANGLADESH | CAMBODIA\* | INDONESIA\* | LAO PDR | MALAYSIA\* | MYANMAR | PHILIPPINES\* | SINGAPORE | THAILAND | VIETNAM

\*DFDL collaborating firms



# Institutional Framework for the CETTS

Sven Callebaut  
International Trade Expert & ADB Resource  
Person



The Cambodia E-Commerce Trustmark Scheme (CETS) aims to enhance consumer trust and foster a robust e-commerce ecosystem in Cambodia.

This presentation focuses on the **institutional framework** necessary for the successful establishment and operation of the CETS.

## E-commerce Trustmark Scheme





We are proposing that MoC will have overarching responsibility for the development and implementation of the CETS.



# Core Functions (Overview)

1. Reviewing Criteria

2. Maintaining the Website

3. Monitoring (for fraud)

4. Dispute Resolution

5. Marketing CETS

6. Other Functions (i.e. Capacity Building, Collaboration, Policy Development, Feedback Mechanisms)





**Roles and Responsibilities:**  
Manage all CETS-related activities, including application processing, certification, compliance monitoring, and dispute resolution.



**Personnel:** Initial core team with specialists in IT, compliance, marketing, and legal support. Incremental hiring of more specialized roles as the workload expands.



**Systems and Resources:** Develop and maintain a dedicated CETS website and monitoring tools and use MoC office resources to manage operations efficiently.



**Collaboration and Reporting:** Coordinate with other MoC departments and report progress to senior officials for continuous improvement.





# Successful implementation of CETS requires effective internal cooperation within (MoC):



**Consumer Protection Directorate-General:** Integrate consumer protection mechanisms into CETS, handle consumer complaints, and develop joint compliance policies.



**Legal Affairs Department:** Provide expertise on regulatory frameworks, assist in drafting regulations, and ensure alignment with current laws and requirements.



**Other Departments:** Collaborate for cross-functional support, including data management, dispute resolution, and capacity building.



National Bank of Cambodia (NBC):  
Ensuring secure payment systems



Ministry of Post and Telecommunications  
(MPTC): Addressing cybersecurity and  
data protection

# Collaboration with External Agencies

Proposed Coordination  
Mechanisms: Formal agreements  
(MoUs) and/or inter-ministerial  
committees



## Increment

### **Fee Structure for Certification:**

Introduce a tiered fee system based on business size and scope, with renewal fees set at 75% of the initial application fee.

## Collaborate

### **Public-Private Partnerships:**

Collaborate with industry associations and private sector stakeholders for joint accreditation programs and shared resources.

## Own

**Gradual Transition to Self-Funding:** Use initial donor funding to build systems and capacity, then move to self-sustaining income from certification fees and cost-sharing arrangements.

## Promote

**Marketing Campaigns and Incentives:** Raise awareness and incentivize businesses to participate, enhancing program adoption and financial viability.



# Questions

## *To the private sector:*

- How can the private sector contribute to the monitoring and improvement of the CETS to ensure the Trustmark remains relevant and credible?
- What type of feedback mechanisms would businesses prefer to provide insights to the Ministry on the challenges or opportunities related to the CETS application process?
- In what ways can the CETS framework better integrate with existing private sector initiatives (e.g., e-commerce platforms or trade associations) to enhance adoption and compliance?



# Session III: Administrative Framework for the CETS

Danny Burrows

International E-Commerce Law Expert  
& ADB consultant

# How would the CETS be implemented?

## Legal

*What regulations are needed to set up CETS?*

## Administrative

*What processes and procedures does MOC need to establish for the CETS?*

## Institutional

*What are resources and personnel needed for the CETS?*



# 4 Key Administrative Issues

- 1. Clear and Efficient Application and Verification process**
  - Include requirements for documentation and verification procedures
  - Define decision-making criteria (MoC staff)
- 2. Guidelines for Businesses**
  - Include requirements for maintaining standards
  - Address customer complaints effectively
- 3. Public Information**
  - A dedicated website for CETS
  - Publish information about criteria, application process, and a list of approved businesses
- 4. Fair and Transparent Fee Structure**
  - Consider factors such as the size of the business and the scope of its e-commerce activities



# 1. Application Submission & Verification

- Businesses will need to submit a completed **online Application Form** along with required **documentation/evidence** to the designated MoC online portal, e.g., <http://moc.gov.kh/CETS>.
- The Application Form should include key information about the business, its operations, a self-declaration of compliance with the Code of Conduct, and evidence of compliance with relevant laws and regulations and CETS Criteria, including:
  - Business name, address, and contact information
  - Registration number and date
  - Type of e-commerce activities (e.g., online retail, online marketplace, digital services)
  - Website URL and online platform details
  - Submission of Evidence for compliance with CETS Criteria. (**CETS Criteria**)





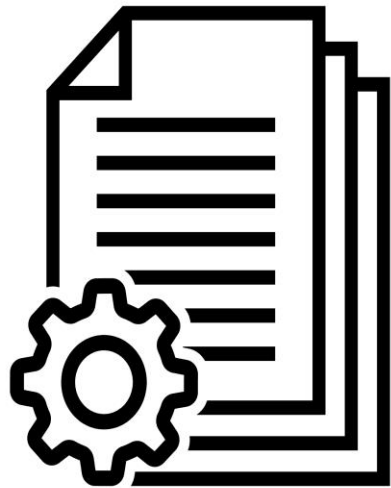
# Cambodia E-commerce Trustmark Validity and Renewal



- The CET Certificate lasts for **two years** from application approval
- Businesses can renew the CET application form through MoC's online portal.
- Renewal process should be streamlined: company can provide information in short form to highlight any changes since the last application.



# Documentation Review



MoC staff will review the submitted documentation to verify the business's eligibility and compliance with **CETS criteria**.

Required documentation may include:

- a) CETS Application Form
- b) Business registration certificate (inc. e-commerce registration)
- c) Website address and online platform details (e.g., shop name, logo, screenshots of e-commerce storefront)
- d) Security measures and privacy policies
- e) Customer service policies
- f) Compliance with e-commerce laws and regulations
- g) Evidence submitted that demonstrates compliance with **CETS Criteria (Annex 4)**.



# 9 CETS Criteria (1/2)

## CETS Criteria

1. **Displays sufficient information** on the business identity and its **contact information**.
2. Accurately describes the **(i) key characteristics of the products or services** and **(ii) keeps proper records** of consumers' purchases.
3. Clearly states the **terms and conditions of any warranties (if applicable) or service guarantees**
4. Offers **secure payment methods**



# 9 CETS criteria (2/2)

## CETS Criteria

5. Complies with **data protection principle – consent and data protection measures**
6. Makes **feedback channels available and easily accessible.**
7. Provides information on, or commitment to, a **dispute resolution** process
8. Provide a clearly written **returns and refund policy**
9. Sign a **statement of compliance with Code of Conduct.**



# Verification Process



- The MoC may conduct **on-site visits or virtual/ online inspections** to verify the business's operations and compliance with CETS standards
- The verification process may involve:
  - Reviewing evidence submitted by the business to demonstrate compliance with CETS Criteria.
  - Assessing the business's website and online platforms for security, usability, and transparency
  - Assessing the business's overall reputation and track record, such as feedback/review, any verified complaints received by MoC



# Checklist for CET Certificate Assessment - (1/4)

✓	Criteria	Rationale/description	Evidence
	(i) Displays sufficient information on the <b>business identity</b> and <b>contact information</b> .	<b>Increase consumer confidence</b> as consumers will be assured that the e-shop is properly registered/ incorporated and can be contacted.	Screenshots, URL/websites links or similar
	(ii) <b>Accurate description</b> of products or services key characteristics; Keeps proper <b>records</b> of consumers' purchases.	Accuracy in statements to consumers and keeping proper records build trust and accountability	(i) Screenshots, URL/websites links or similar (ii) A screenshot or written description of the record-keeping



# Checklist for CET Certificate Assessment - (2/4)

✓	Criteria	Rationale/description	Evidence
	(iii) States the terms and conditions of any <b>warranties</b> (if applicable) or service guarantees	Business is responsible for offering warranties for the products and services it sells (if applicable).	Screenshots, URL/websites links or written policies which describe the product warranties or service guarantees.
	(iv) Offers secure <b>payment methods</b>	Business is responsible for offering secure payment method and may partner with relevant licensed banks and financial institutions in Cambodia.	Screenshots, URL/websites links or written policies. This could be related to third party service providers, or other security measures implemented (e.g., SSL certificates, firewalls, data encryption)



# Checklist for CET Certificate Assessment - (3/4)

✓	Criteria	Rationale/description	Evidence
	(v) Complies with <b>data protection</b> principle	Business bears responsibility of handling personal data of consumers. The principle requires consent for collection & use of personal data, and for taking steps to protect the personal data.	Screenshots, URL/websites links or written policies.  This could be related to third party service providers, or other security measures implemented (e.g., SSL certificates, firewalls, data encryption)
	(vi) Makes <b>feedback channels</b> available and easily accessible	Publicly-available consumer reviews are often viewed as the strongest ‘accountability’ mechanism	Screenshots, URL/websites links or written policies





# Checklist for CET Certificate Assessment - (4/4)

✓	Criteria	Rationale/description	Evidence
	(vii) Provides information on, or commit to a <b>dispute resolution</b> process	Complaints-handling mechanisms that provide consumers with expeditious, fair, transparent, inexpensive, accessible, speedy and effective dispute resolution without unnecessary cost or burden.	Screenshots, URL/websites links or written policies
	(viii) Provides a <b>clearly written fair returns and refund policy</b>	Permitting refunds for non-delivery and returns for defective products promotes fairness and transparency	Screenshots, URL/websites links or written policies which describe the businesses' policy on returns and refunds.
	(ix) Signs a statement of <b>compliance with Code of Conduct.</b>	Business to adopt the Code of Conduct and display its commitment to customers (through its online channel)	The business has signed the Code of Conduct and makes it available



# Summary of Application and Verification Process

## 1. Application Submission

- Submit completed online Application Form with required documentation
- Include key business information and evidence of compliance
- Renewals require resubmission of the CET application form

## 2. Fee Assessment

- MoC assesses fee based on business size and e-commerce scope
- Consider initial waiver period to encourage participation

## 3. Documentation Review

- DDT reviews submitted documentation for eligibility and compliance
- Required documents include registration certificates, security measures, and customer service policies

## 4. Verification Process

## 5. Approval or Rejection



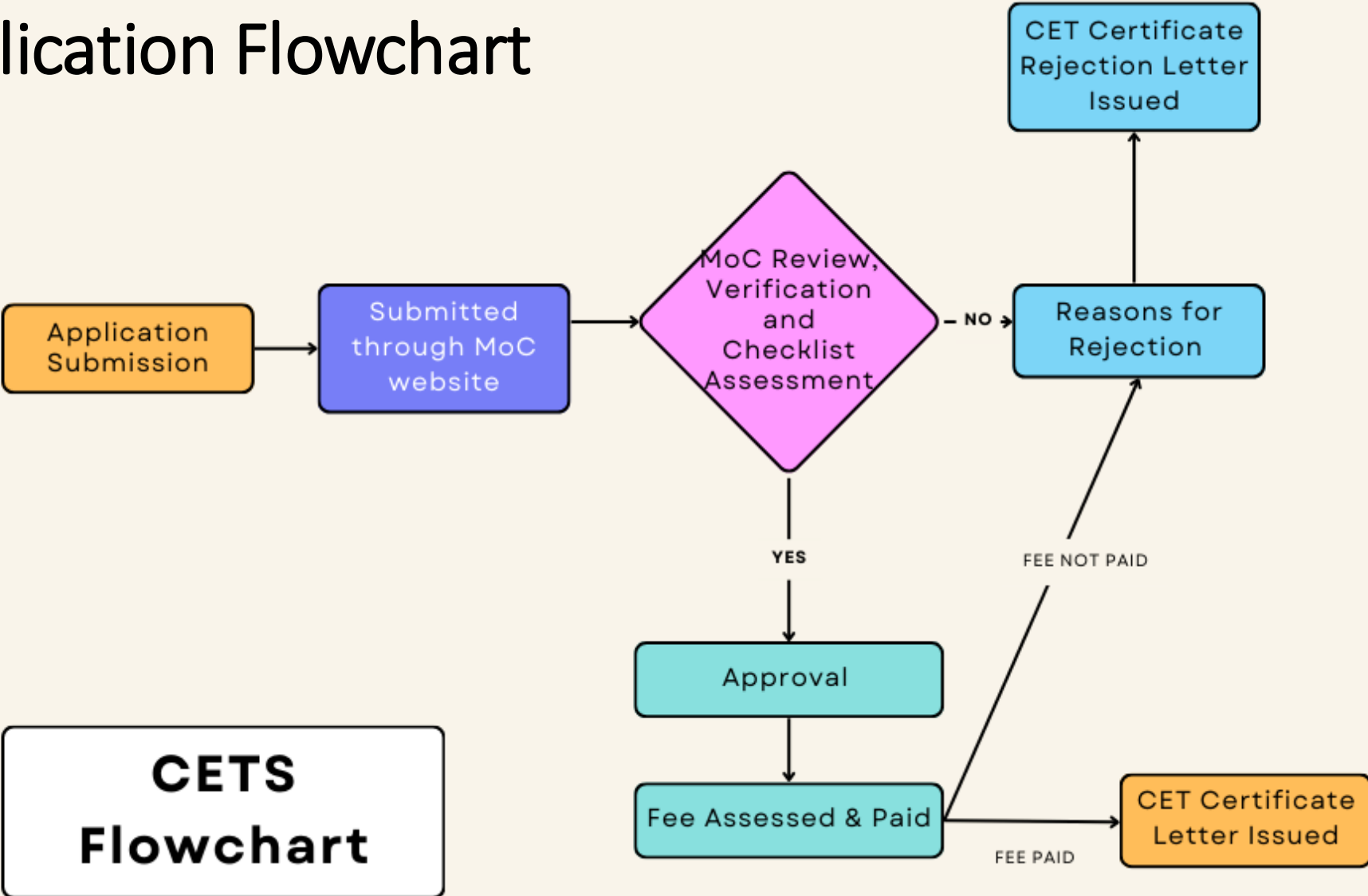
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16-17 October 2024 | Raffles Hotel Le Royal, Phnom Penh, Cambodia

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# CETS Application Flowchart



**CETS  
Flowchart**



## 2. Guidelines for Use of the Trustmark (1/2)

- **Display of Trustmark Certificate**
  - Businesses can display it on websites, online platforms, and marketing materials
  - No warranty by MoC
- **Adherence to Standards**
  - Businesses must adhere to CETS criteria and standards



## 2. Guidelines for Use of the Trustmark (2/2)



- **Provide Regular Updates**
  - Notify MoC of changes to information or operations e.g., changes to website URL, contact details, business practices
- **Trustmark Validity**
  - Two-year licence, renewable at **75%** of application cost (discounted)
- **Guidelines for Use**
  - Conditions on when and how the Trustmark can be used to prevent misuse, e.g., not displaying on merchandise or packaging



# 3. CETS Database & Public Information

MoC to maintain a public CETS website, including

- a) CETS criteria and standards
- b) Application process and requirements
- c) Online application for CETS
- d) Searchable database of CETS approved companies
- e) A dedicated email address and/or CETS online complaint form/channel
- f) News and updates related to the CETS





## 4. Fee Assessment for CETS

- The MoC will determine the appropriate fee based on:
  - size of the business
  - cost of administering the CETS
- For full CETS, the fee will likely be similar to the fee for e-commerce business registration.
- An initial **waiver period of 6-12 months** can be considered to encourage wider participation and support the growth of the e-commerce sector.



# Possible Fee Structure Table

For full CETS, fee structure could be similar to E-commerce Registration

<b>Business category</b>	<b>Fee</b>
<b>Individual</b>	\$50 per individual – two years
<b>Sole Proprietorships</b>	\$100 per sole proprietorship – two years
<b>Legal Persons</b>	\$200 per legal person – two years
<b>Branch office of foreign company</b>	\$250 per Branch of Foreign Company – two years





# Workplan for the CETS

Danny Burrows

Today, we have been discussing implementation of a **full** CETS....

But we can also consider a **'phased' approach...**



# CETS Phases – for feedback

Phase 1: BASIC CETS	Phase 2: INTERMEDIATE CETS	Phase 3: Full CETS
Automatically available for Registered E-commerce Companies	Automatically available for e-commerce companies that adopt Code of Conduct	Available for e-commerce companies after MoC review (plus registration + Code of Conduct)
No (additional fee)	Small fee	Fee similar to e-commerce registration
Easy setup; Low administration for MoC Value for industry & consumers?	Wait until Code of Conduct is finalized; low administration for MoC Value for industry?	Longer time to establish; new administration for MoC Too much burden for industry?



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# Full CETS Implementation Work Plan Overview (12-month period)

## 3-stage approach to:

- Establish core team and initial systems
- Build capacity and enhance system
- Full operationalization and outreach



# Stage 1: Establishment of Core Team and Initial Systems

Time Frame	Personnel	Steps
Months 1-3	<ul style="list-style-type: none"><li>• <b>Project Manager:</b> Oversees CETS implementation and coordinates with units and agencies.</li><li>• <b>Compliance Officer:</b> Develops criteria and procedures for reviewing applications.</li><li>• <b>IT Specialist:</b> Sets up the basic website and database systems.</li><li>• <b>Marketing Coordinator:</b> Plans initial marketing strategies and public awareness campaigns.</li></ul>	<ol style="list-style-type: none"><li>1. Develop foundational framework, including SOPs.</li><li>2. Design and register the CETS Certificate/Logo</li><li>3. Finalise certification criteria and Application forms</li><li>4. Establish the application database</li><li>5. Finalise Prakas between MoC and MEF for public service fee for CETS</li><li>6. Launch the initial version of the CETS website.</li></ol>



# Stage 2: Capacity Building and System Enhancement

Time Frame	Personnel	Steps
Months 4-6	<ul style="list-style-type: none"><li>• <b>Compliance Officers:</b> Handle increased application volume.</li><li>• <b>IT Personnel:</b> Enhance website functionality and security.</li><li>• <b>Customer Service Representatives:</b> Assist applicants and handle inquiries.</li></ul>	<ol style="list-style-type: none"><li>1. Upgrade the CETS website and database for higher capacity and automated processing.</li><li>2. Conduct training programs in e-commerce regulations, compliance monitoring, and customer service.</li></ol>



# Stage 3: Full Operationalization and Outreach

Time Frame	Personnel	Steps
Months 7-12	Full CETS Bureau in place to manage all operations.	<ol style="list-style-type: none"><li>1. Launch procedure for filing complaints by consumers against registered companies.</li><li>2. Focus on marketing campaigns targeting businesses.</li><li>3. Engage industry associations and chambers.</li><li>4. Launch public awareness campaigns to educate consumers about certified businesses.</li><li>5. Continue seeking donor support for sustaining and expanding the program.</li></ol>





# CETS Budget

- **MoC Costs:** personnel, equipment, office space
- **Technical Costs:** website, software (database)
- **Marketing Costs:** promotional videos, website, advertising campaign for business and consumers

*MOC could seek support from Donor Partners*



# CETS Phases – for feedback

Phase 1: BASIC CETS	Phase 2: INTERMEDIATE CETS	Phase 3: Full CETS
Automatically available for Registered E-commerce Companies	Automatically available for e-commerce companies that adopt Code of Conduct	Available for e-commerce companies after MoC review (plus registration + Code of Conduct)
No (additional fee)	Small fee	Fee similar to e-commerce registration
Easy setup; Low administration for MoC Value for industry?	Wait until Code of Conduct is finalized; low administration for MoC Value for industry?	Longer time to establish; new administration for MoC Too much burden for industry?



# CETS Phases – for feedback

Phase 1: BASIC CETS	QUESTIONS
Automatically available for Registered E-commerce Companies	Phase 1 would be quick to setup, and easy to administer.  Possibly use <b>verify.gov.kh</b> for public to verify companies
No (additional fee)	<b><i>Would this raise the incentive for e-commerce companies to register?</i></b>
Easy setup; Low administration for MoC Value for industry and consumers?	<b><i>Would a logo that represents a company being registered have any value for consumers?</i></b>  <b><i>Would companies already registered get immediate access to the logo?</i></b>



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# CETS Phases – for feedback

Phase 2: INTERMEDIATE CETS	QUESTIONS
Automatically available for e-commerce companies that adopt Code of Conduct	Phase 2 would be quick to setup, and easy to administer – after Code of Conduct is finalized.
Small fee	Possibly use <b>verify.gov.kh</b> for public to verify companies  <b><i>Would this raise the incentive for e-commerce to adopt the Code of Conduct?</i></b>
Wait until Code of Conduct is finalized; low administration for MoC Value for industry?	<b><i>Would a logo that shows a company has adopted the Code of Conduct have value for businesses?</i></b>



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**Thank you!**

# Institutional Framework for the CETTS

Sven Callebaut

International Trade Expert & ADB Resource Person

# Institutional Framework for the Cambodia E- Commerce Trustmark Scheme (CETS)

Overview, Implementation Work Plan, and Budget Plan

ADB

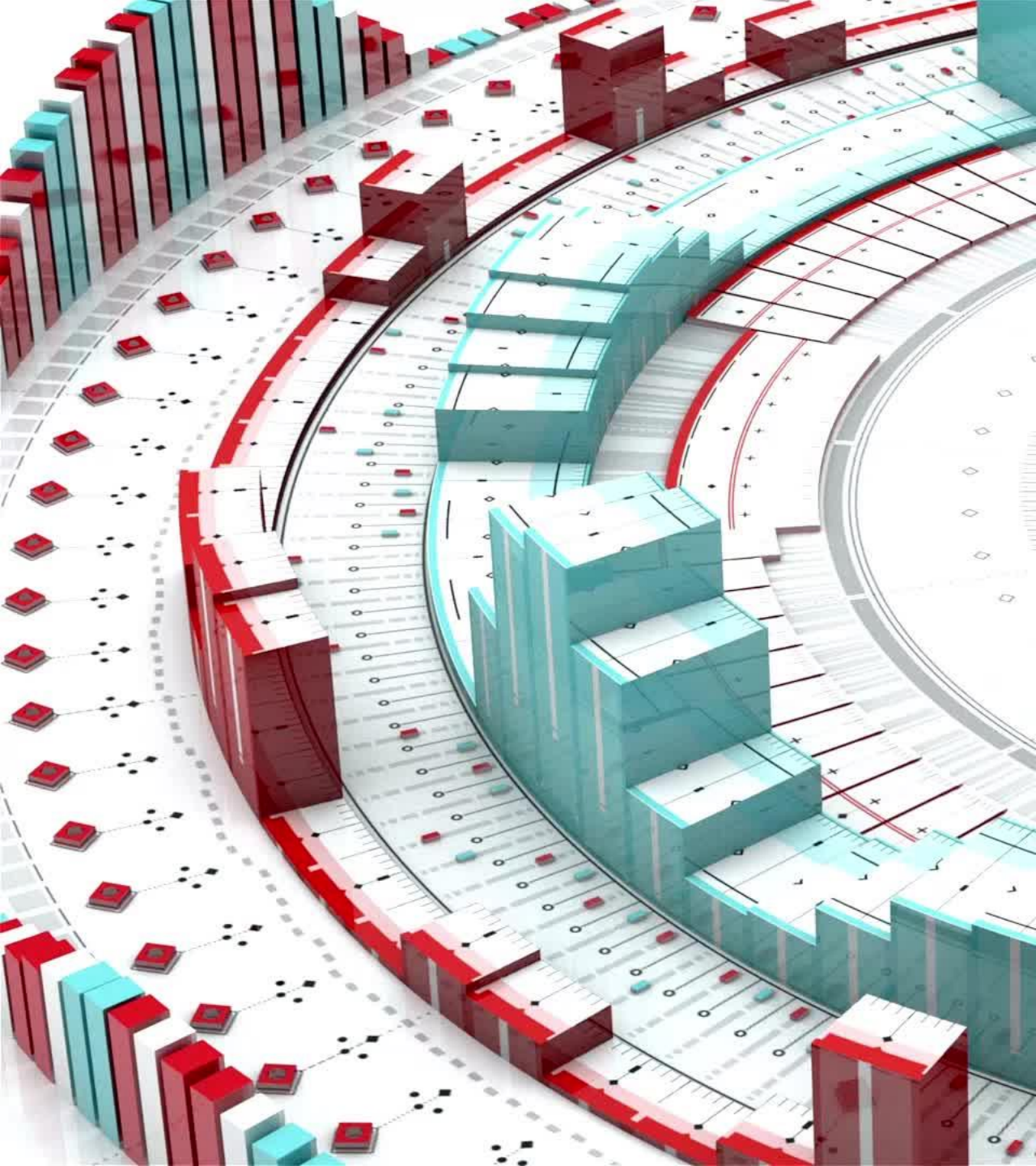


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The Cambodia E-Commerce Trustmark Scheme (CETS) aims to enhance consumer trust and foster a robust e-commerce ecosystem in Cambodia.

This presentation focuses on the **institutional framework** necessary for the successful establishment and operation of the CETS.

## E-commerce Trustmark Scheme





# Section 1: Roles and Responsibilities of MoC



We are proposing that MoC will have overarching responsibility for the development and implementation of the CETS.



# Administering Applications (Overview)

1. Reviewing Criteria

2. Maintaining the Website

3. Monitoring (for fraud)

4. Dispute Resolution

5. Marketing CETS

6. Other Functions (i.e. Capacity Building, Collaboration, Policy Development, Feedback Mechanisms)



# 1. Reviewing Criteria for CETS Certification

## Purpose:

- ✓ Ensure applications meet the standards and criteria outlined in the Prakas.

## Process:

- ✓ Verify compliance with laws (e.g., e-commerce laws, licenses).
- ✓ Evaluate security, customer service, and transaction integrity.
- ✓ Confirm submission of all required documentation.
- ✓ Investigate applicant history (complaints, violations).

## Tools & Techniques:

- ✓ Virtual/physical inspections as needed.
- ✓ Use of compliance checklists and supporting documents.



## 2. CETS Website Management

### **Role of Website:**

Central hub for applications, information, and verification.  
User interface for both businesses and consumers.

### **Management & Updates:**

Ensure intuitive design and user-friendly navigation.  
IT specialists maintain website security and data privacy.  
Publish news, resources, and a list of certified businesses.

# 3. Monitoring and Compliance



Continuous monitoring for fraud and compliance



Tools: Automated monitoring, regular audits, consumer feedback channels



Role of MoC and collaboration with other agencies



# 4. Dispute Resolution Framework



Mechanisms for resolving disputes between businesses and consumers



Dual-level approach: addressing business and consumer-related disputes



Importance of transparency and procedural fairness



# 5. Plan for Public Awareness of CETS

**E-commerce businesses:**  
Highlight benefits of the Trustmark.

**Consumers:** Build confidence in safe online shopping.

**Stakeholders:**  
Foster support for the Trustmark program.

*Approach:*

Marketing campaigns, workshops, and seminars, public events and media coverage.





## 6. Other Functions Supporting CETS Implementation

### **Capacity Building:**

- Provide staff training on compliance, regulation, and customer service.

### **Collaboration:**

- Engage with international organizations to share best practices.
- Coordinate with local industry bodies and associations.

### **Policy Development:**

- Continuously update standards and procedures.
- Integrate feedback from businesses and consumers.

### **Feedback Mechanism:**

- Establish channels for stakeholders to offer insights for improvement.



# Section 2: Institutional Setup



# Short Term Institutional Setup: Integrating CETS with Business Registration (Phases 1 & 2)

## **Manpower Requirements:**

- Leverage existing staff in the Business Registration Department for initial CETS operations.
- Incremental hiring of compliance officers and customer service representatives as volume increases.

## **Capacity Building:**

- Training programs on Trustmark compliance and dispute resolution.
- Cross-functional training with Consumer Protection Directorate-General for fraud monitoring.

## **Resource Optimization:**

- Utilize existing IT systems for combined registration and Trustmark issuance.
- Establish collaboration channels with CCF, MPTC

## **Scalability Plan:**

- Expand team as program scales (from Phase 1 to Phase 2).
- Regular performance assessments to address workload challenges.



# Medium Term: Creation of a Dedicated Unit/Office within MoC Digital Trade Department



**Roles and Responsibilities:** Manage all CETS-related activities, including application processing, certification, compliance monitoring, and dispute resolution.



**Personnel:** Initial core team with specialists in IT, compliance, marketing, and legal support. Incremental hiring of more specialized roles as the workload expands.



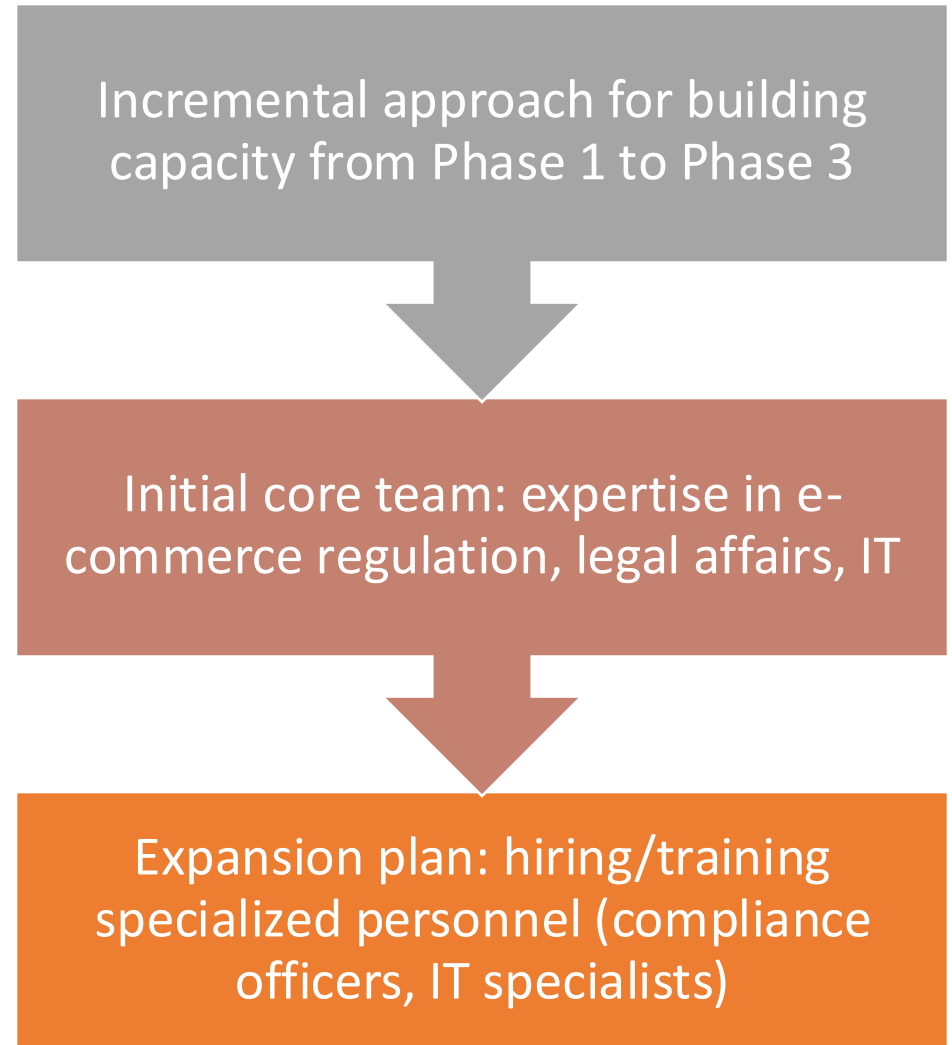
**Systems and Resources:** Develop and maintain a dedicated CETS website and monitoring tools and use MoC office resources to manage operations efficiently.



**Collaboration and Reporting:** Coordinate with other MoC departments and report progress to senior officials for continuous improvement.



MoC Institutional Requirements: short to medium term



# Successful implementation of CETS requires effective internal cooperation within (MoC):



**Consumer Protection Directorate-General:** Integrate consumer protection mechanisms into CETS, handle consumer complaints, and develop joint compliance policies.



**Legal Affairs Department:** Provide expertise on regulatory frameworks, assist in drafting regulations, and ensure alignment with current laws and requirements.



**Other Departments:** Collaborate for cross-functional support, including data management, dispute resolution, and capacity building.





National Bank of Cambodia (NBC):  
Ensuring secure payment systems



Ministry of Post and Telecommunications  
(MPTC): Addressing cybersecurity and  
data protection

## Collaboration with External Agencies

Proposed Coordination  
Mechanisms: Formal agreements  
(MoUs) and/or inter-ministerial  
committees



# Section 3: Work Plan



# Phase 3 Work Plan Overview (12-Month Implementation)

1

1. Establishment of Core Team and Initial Systems  
(Months 1-3)

2

2. Capacity Building and System Enhancement  
(Months 4-6)

3

3. Full Operationalization and Outreach  
(Months 7-12)



# Detailed Work Plan by Phase (once approved)



Breakdown of activities in each phase (team establishment, training, system upgrades, etc)



Personnel involved in each phase



Key deliverables and timelines



# Budget Plan (24 Months)

Overview of budget allocation for Year 1  
and Year 2

MoC contributions: salaries, office support,  
legal oversight

External funding: development partner  
support for technical assistance and  
marketing



# How MoC Can Make CETS Sustainable?

Increment	Collaborate	Own	Promote
<p><b>Fee Structure for Certification:</b> Introduce a tiered fee system based on business size and scope, with renewal fees set at 75% of the initial application fee.</p>	<p><b>Public-Private Partnerships:</b> Collaborate with industry associations and private sector stakeholders for joint accreditation programs and shared resources.</p>	<p><b>Gradual Transition to Self-Funding:</b> Use initial donor funding to build systems and capacity, then move to self-sustaining income from certification fees and cost-sharing arrangements.</p>	<p><b>Marketing Campaigns and Incentives:</b> Raise awareness and incentivize businesses to participate, enhancing program adoption and financial viability.</p>



# Summary and Next Steps

## Summary:

- Institutional framework established to manage CETS
- Detailed work plan divided into subsequent phases for effective implementation

## Next Steps:

- Assess feasibility, develop proposals



# Questions

## *To the public sector:*

1. Are there any similar online “Trustmark” systems in Government agencies or plans to have a similar mechanism ? If yes, is it donor or RGC funded ? Is there a risk of overlap ?
2. How could the Ministry of Commerce ensure that the core team for CETS is adequately trained and resourced to manage certification, monitoring, and dispute resolution efficiently?
3. Shall the e-commerce business registration + CETS be part of the verify.gov.kh galaxy (i.e. verifiable online) ?



# Questions

## *To the private sector:*

- How can the private sector contribute to the monitoring and improvement of the CETS to ensure the Trustmark remains relevant and credible?
- What type of feedback mechanisms would businesses prefer to provide insights to the Ministry on the challenges or opportunities related to the CETS application process?
- In what ways can the CETS framework better integrate with existing private sector initiatives (e.g., e-commerce platforms or trade associations) to enhance adoption and compliance?

