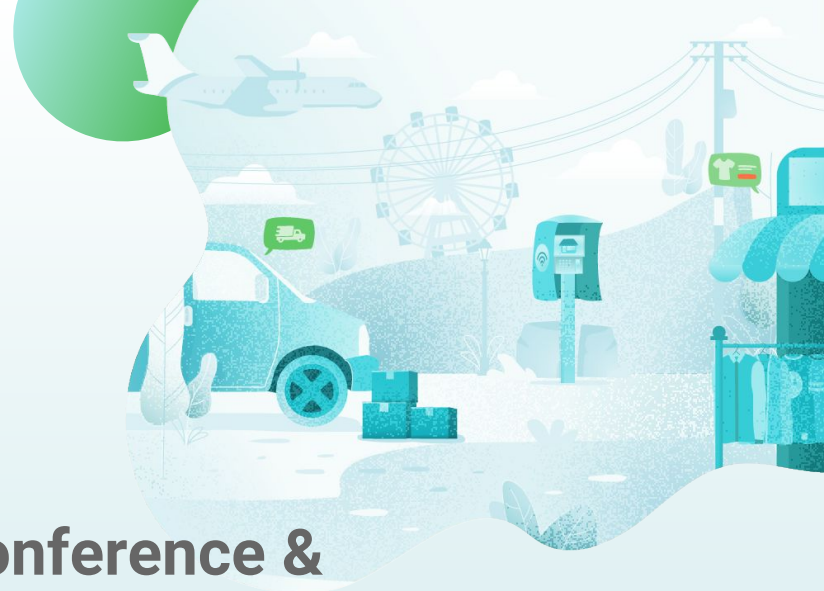




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**International Conference &
Call for Paper**



Democratize Commerce through Technology



With Tokopedia

**2 minutes to start
business online**

**4 million merchants
on platform**

**70% are first-time
entrepreneurs**

Over 100 million products listed
with same price & services

**We serve 78 million monthly
visitors**

93% of districts in Indonesia



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Anggun Banda Aceh



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**“ Indonesia to be the
largest digital economy
in Southeast Asia by 2020
the Digital Energy of Asia. ”**

President Joko Widodo


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A stylized illustration of a street scene with shops and a thumbs up gesture. The scene is depicted in a light blue and white color scheme. In the foreground, there is a green parrot wearing red sunglasses, surrounded by shopping bags, boxes, and gold coins. In the background, there are shops with striped awnings and a large screen displaying a blue square. A large blue hand is giving a thumbs up gesture in the bottom right corner.

**Women participation in
the economy increase
through online commerce**

**-
35% of online sales are
generated by women**

The Digital Archipelago (2018) - McKinsey & Company



Consumers outside of Java **save 11-25%** by shopping online

The Digital Archipelago (2018) - McKinsey & Company



**How can we
maximize the
potential of
online commerce
in Indonesia?**

Democratize Commerce through Technology



Drive SME Growth



Increase Financial
Inclusion



Simplify Lives

Online commerce
**is a \$8 billion-a-year
business** has strong
developmental impact

Recent **McKinsey** study reveal:

Today online commerce has created 4
million jobs. By 2022, it will jump to
26 million jobs

Consumers outside of Java **save 11-25%**
by shopping online

Online commerce increase our **export
potential to \$26 billion**

Women participation in the economy
increase through online commerce -
35% of online sales are generated
by women

Today online commerce
has created 4 million jobs.
By 2022, it will jump to
26 million jobs

