



E-COMMERCE IN THE PHILIPPINES

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INNOVATIVE PRACTICES

Developing the Capital Market
Bureau of Treasury's
SMALL INVESTOR PROGRAM



INNOVATIVE PRACTICES

Tapping the Overseas Filipino Market ABS CBN's Pinoy Central Community

- pasalubong.com
- ABS-CBN.com

INNOVATIVE PRACTICES

Tapping the Overseas Filipino Market JC Pages Realty Services Worldwide

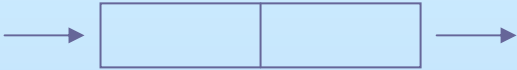
- First Philippine real estate marketing company on the internet

INNOVATIVE PRACTICES

Facilitating Global Trade

Bureau of Custom's IT Program

- Project Abstract Secure
- Automated Customs Operating Systems
- Direct Traders Input
- On-line Release System (OLRS)
- FINLINK



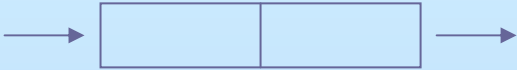
→ OVERCOMING OBSTACLES

Limited Market

Evoserve

Efax, Webfax, Interfax services



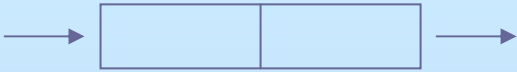


→ OVERCOMING OBSTACLES

Information Infrastructure

ABS-CBN's Pinoy Central



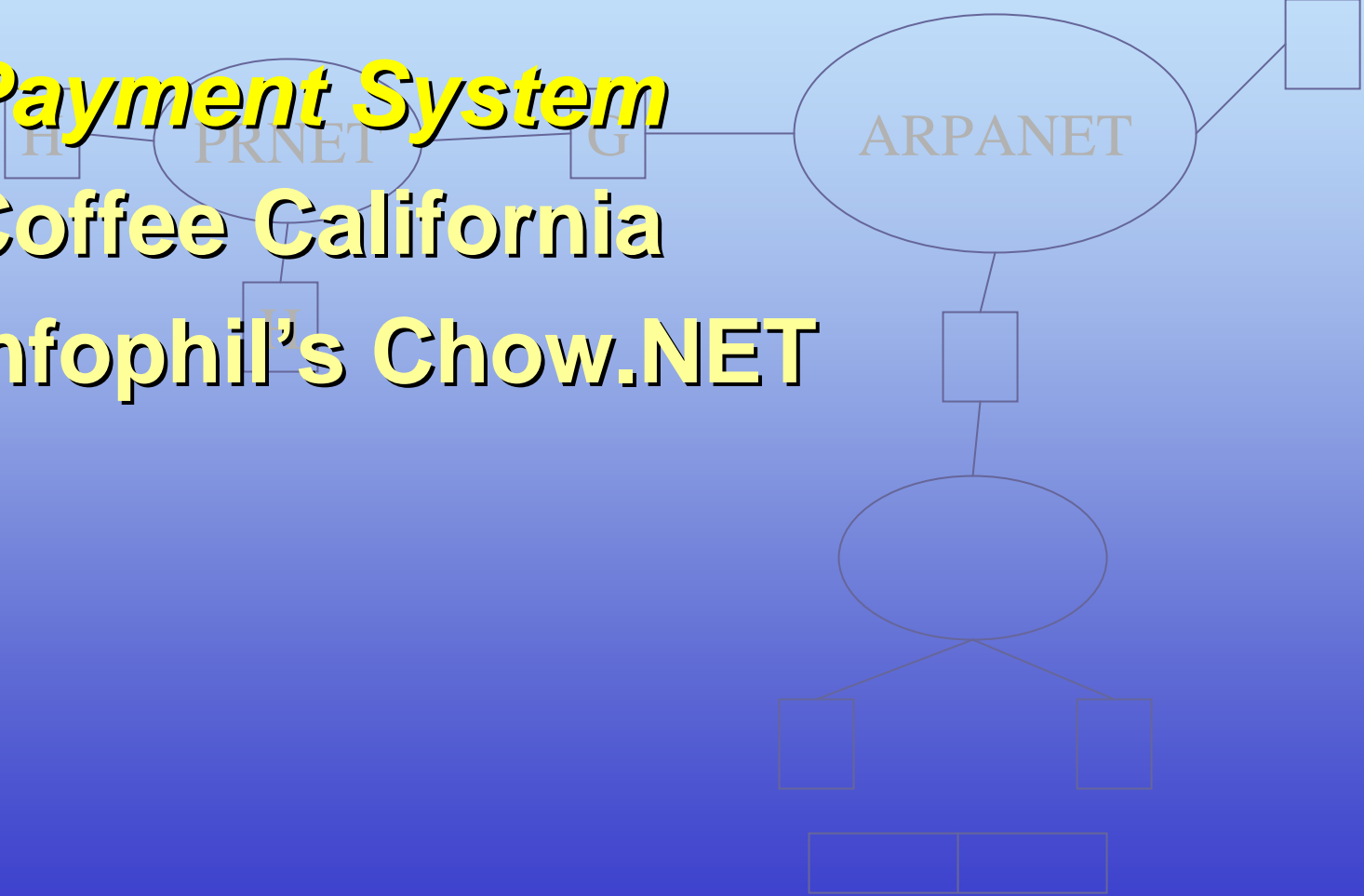


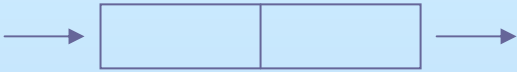
→ OVERCOMING OBSTACLES

Payment System

Coffee California

Infophil's Chow.NET





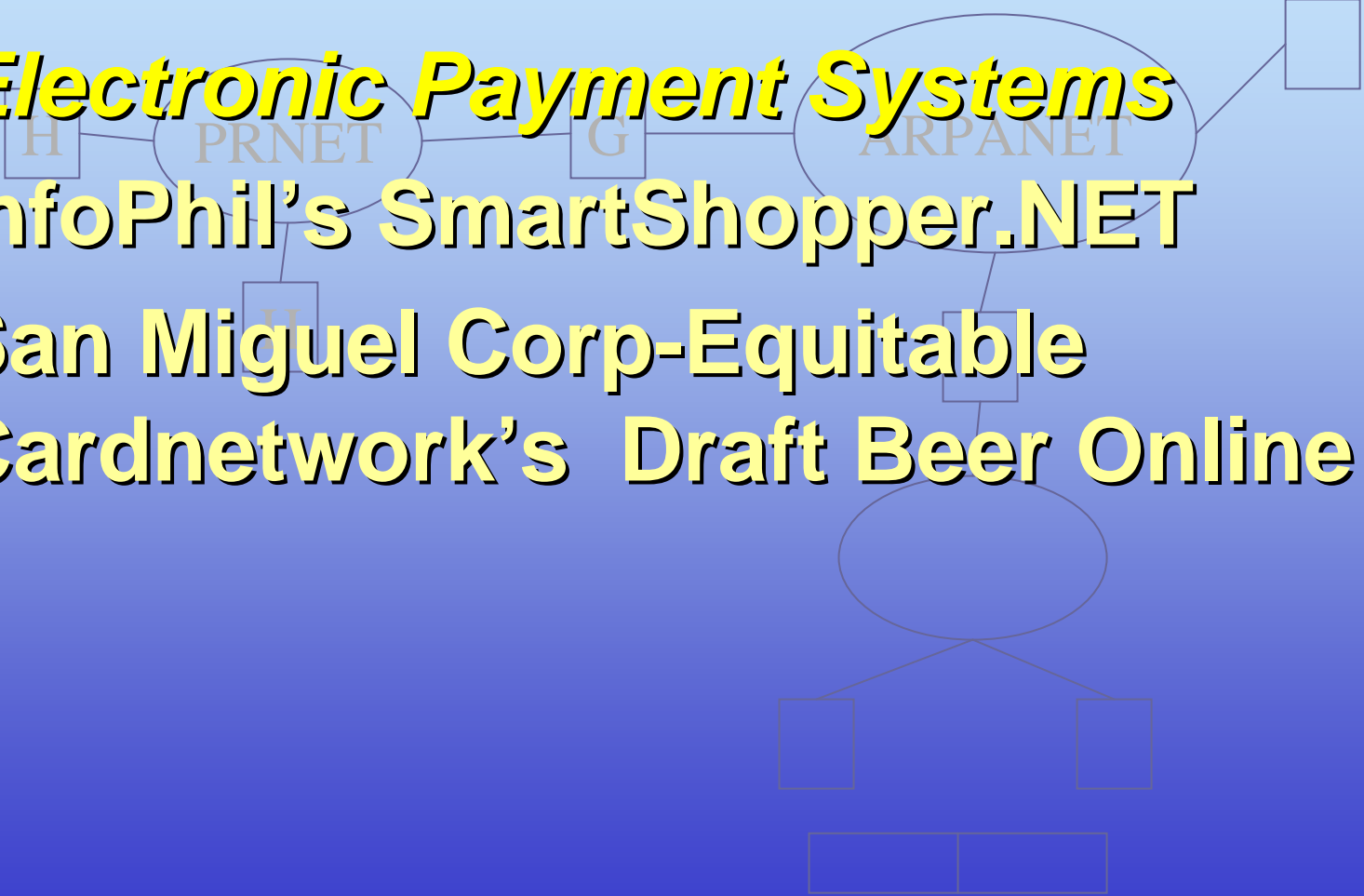
→ OVERCOMING OBSTACLES

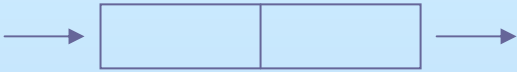
Electronic Payment Systems

InfoPhil's SmartShopper.NET

San Miguel Corp-Equitable

Cardnetwork's Draft Beer Online





→ OVERCOMING OBSTACLES

Security Measures

San Miguel Draftbeer Online

SSL, 40 Bit encryption, digital certificate

Small Investor Program

128k encryption, digital certificate, and
'challenge and response' token



