

**Republic of the Union of Myanmar
Ministry of Commerce
Department of Trade**

[Table of contents: omitted]

E-Commerce (Online Shop) Registration Procedures (Draft)

Introduction

1. The Ministry of Commerce has implemented a voluntary e-commerce (online shop) registration program in order to support the development of e-commerce in Myanmar, to build more trust between sellers and consumers and to continue implementation of necessary procedures. The Ministry of Commerce does what is required according to its responsibility to implement e-commerce under goal (5) of the COVID-19 Economic Relief Plan, the promotion of innovative products and platforms, and to promote delivery services and e-payment businesses. The registration by the Ministry of Commerce only confirms that the business is operated by the person having registered it.

Intention

2. In Myanmar, there are more online shops operating informally on social media such as Facebook than there are operating on formal marketplaces or platforms. Therefore, there are lot of imitations and traceability is difficult. The Ministry of Commerce intends to build trust between sellers and consumers, to ensure that consumers are fully entitled to their rights and to settle disputes, if there are any, according to the framework provided by the procedures of the respective law.

Conditions for registration

3. Companies that meet the following criteria can register their e-commerce (online shop) with the Ministry of Commerce.
 - (a) Companies must be registered according to the Myanmar Companies Law (2017) in order to operate their business.
 - (b) Businesses must be registered with an official domain name/sub domain name such as http (.com (or) .com.mm) in order to operate the online shops.
 - (c) Companies must be located in Myanmar and must trade goods and services online.



LINCOLN LEGAL SERVICES (MYANMAR) LIMITED

- (d) The company must operate a business that has already received permission from other departments for the trade in goods or services.
- (e) Entrepreneurs registering must follow the bylaws and procedures promulgated under the Consumer Protection Law (2019) and must settle disputes by cooperating with the respective organizations in case of consumer grievances.

Compliance obligations for companies undergoing registration

- 4. Companies registering with the Ministry of Commerce in order to operate an e-commerce (online shop) must comply with the following terms.
 - (a) The term of registration is (5) years and companies must apply for renewal 3 months prior to expiration.
 - (b) Companies must operate their business in accordance with the laws in force, procedures and directives.
 - (c) Companies must cooperate with the respective department in order to display the business license logo approved by the respective department on the respective website of the business.
 - (d) Companies wishing to have sellers sell on their e-commerce platform (marketplace) must make arrangements to register the data of the sellers.
 - (e) Companies must ensure that disputes between sellers and customers are settled.
 - (f) Companies must not engage in the business of gambling through online games, digital money, dealings with bitcoins, selling illegal shares, selling goods restricted respective laws and goods blocked according to an import license, selling goods in unofficial ways.
 - (g) Companies must submit an updated list of online sellers on the registered marketplace once every 6 months.
 - (h) Companies must enforce personal protection, ensuring that customer data is only used for issues concerning sales, and nothing else.
 - (i) Companies must comply fully with the terms of the e-Commerce Directive (2020) promulgated by the Ministry of Commerce.

Registration Procedure

- 5. The Ministry of Commerce will do the following.



LINCOLN LEGAL SERVICES (MYANMAR) LIMITED

- (a) The Ministry of Commerce, Trade Department, will offer a registration procedure for e-commerce/online shops.
- (b) The Ministry of Commerce will implement an online registration system for ease of access and clarity.
- (c) Such registration procedure will be implemented as a module on the Myanmar Trade Net website. The applicant does not need to be a member for such registration procedure.
- (d) Entrepreneurs do not need to pay a registration fee.
- (e) Entrepreneurs must fill in the application form (Appendix A)
- (f) The respective department will review the information provided in the application form as to whether it is accurate. If the information in the application form is accurate, a certificate will be issued online (Appendix B).
- (g) A Script file will be attached to the logo of the e-commerce/ online shop sites to confirm their registration.
- (h) A list of e-commerce (online shop) sites that have already been registered will be displayed on the Myanmar Trade Net website or www.commerce.gov.mm in order to gain the trust of consumers.

Review of application forms

- 6. Trade Department will review the application forms as follows.
 - (a) The Trade Department will review the information provided by the entrepreneurs in the application form and will verify with the website URL whether the entrepreneurs operate their business.
 - (b) The Trade Department will check in the system whether the corporate registration and the PaThaKa [*i.e., commercial tax*] registration are accurate.
 - (c) The Trade Department will check the data attached by the entrepreneurs.
 - (d) The Trade Department will submit what is required for approval according to an administrative directive set by the Trade Department.
 - (e) The Trade Department will issue a certificate to the entrepreneurs to confirm registration.



LINCOLN LEGAL SERVICES (MYANMAR) LIMITED

- (f) The Trade Department will make arrangements so that the logo is displayed correctly on the company's website.

Advantages of registration

- 7. Entrepreneurs can gain the following advantages by registering.
 - (a) Entrepreneurs can gain the trust of consumers.
 - (b) If disputes between sellers and consumers occur, such disputes can be settled according to the respective laws.
 - (c) Informal commerce on social media will be attracted to the registered marketplace.
 - (d) Entrepreneurs can expand their market into foreign countries and are legitimized when importing and exporting.
 - (e) In the event of foreign aid concerning e-commerce, domestic companies will be better connected according to their type of business.

Conclusion

The Ministry of Commerce is establishing an e-Commerce Task Force together with the respective government departments and private organizations in order to develop e-commerce (online shop) businesses in Myanmar and to implement the necessary procedures according to the respective laws since 2018. Advantages such as increasing trust by building a good environment for sellers and consumers, establishing an e-commerce eco-system, promoting consumer rights protection and supporting the development of the digital economy of the nation can be achieved by continuously implementing an e-commerce (online shop) voluntary registration system.

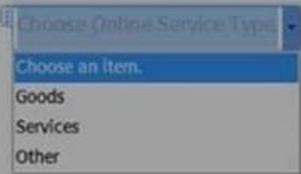
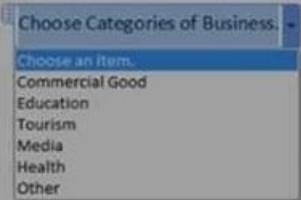
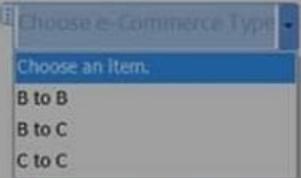
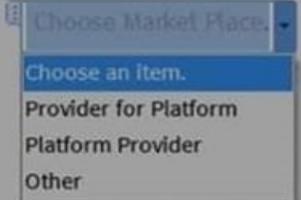


6

(Appendix A)
Application Form(နောက်ဆက်တွဲ - က)

Application Form for e-Commerce(Online Shop) Registration

Business Information

1. Name of Online Business* : Type here Online business name.
2. Company Registration Number* : Type Company Registration Number .
3. Exporter Importer Registration Number : Type Import Export Registration Number .
4. Type of Services* : 
5. Category of Business* : 
6. Type of e-Commerce* : 
7. Use of Platform(Market Place)* : 
8. URL* : Type Online Business URL.



LINCOLN LEGAL SERVICES (MYANMAR) LIMITED

2

9. Verified Trust Marks of This Site : 

10. Business Address* : Room, Street, Building, Quarter, .

11. State/Division* :
 Choose an Item.
 Yangon Region
 Mandalay Region
 Ayeyarwadi Region
 South Shan State
 North Shan State

12. City* :
 Choose an Item.
 Yangon
 Mandalay
 Pathin
 Taunggyi
 Larshow

13. Postal Code/Postal Office, Township* :
 Choose an Item.
 11121(Alone Office), Alone
 11012(AungSan Office), Insein

14. Contact Phone Number* : Type Phone Number .

15. Contact E-mail* : Type e-Mail Address .

16. Contact Person : Type Content Person .

17. Number of Employee :
 Choose an Item.
 1 to 5
 5 to 10
 10 to 15
 15 to 20
 20 to 30
 30 to 50
 50 to 100
 100 to 150
 150 to 200
 200 to 300
 300 to 400



18. Payment Type* :
 Choose an Item.
 K-Pay
 Wave Money
 OK Pay
 CB Pay
 Mytel Pay
 COD(Cash on Delivery)
 MPU(e-Commerce Pay)
 Other
 Visa
 Master

19. Delivery Type* :
 Choose an Item.
 self delivery method
 with Royal
 Post Office delivery
 Other

20. Partnership* :
 Choose an Item.
 Sole Proprietorship
 Partnership
 Limited Company
 Other

21. Number of partnership* : Type number of partnership .

22. Attach Information of online business* : attach file

23. Attach information of partnership* : attach file

Owner Information

24. Business Owner Name* : Type Business Owner name .

25. NRC Number* : Type NRC Number.

26. Address* : Type Full Address .

27. Mobile Phone Number* : Type Mobile Phone Number .

28. E-mail* : Type e-mail Address .



e

Certificate Sample (Appendix B) (နောက်ဆက်တွဲ - ခ)


Government Of The Republic Of The Union Of Myanmar
Ministry of Commerce
Department Of Trade

CERTIFICATE OF E-Commerce ONLINE SHOP REGISTRATION

	Registration No. - EC-000001
	Issue Date - 1-7-2020
	Valid Date - 1-7-2025
Name of Online Business	- AAA Online Shop
Type of Business	- Goods
Categories of Business	- Commercial Good
Online Business Address	- Room(34) Alone building, Alone - Yangon
URL	- http://www.shop.com.mm
Company Registratin No.	- 100000001
HTK Registration No.	- 100000001
Owner of Online Business	- U Tun Aye
NRC Number	- 12/ThakayTa(N)111111

This Certificate is issued by Ministry of Commerce for Online Business, has been registered under the Nottification No (15/2020) of Ministry of Commerce.



Logo Text Here
This Online Trade Mark is recognized by MOC



For Director General
Department of Trade
Ministry of Commerce

Note:
1. This certificate has been generated on the basis of the information given by the applicant.



(Appendix C)
Sample Logo Design များ (နောက်ဆက်တွဲ - ဂ)



Design 1



Design 2



Design 3



LINCOLN LEGAL SERVICES (MYANMAR) LIMITED

MINISTRY OF COMMERCE
THE REPUBLIC OF THE UNION OF MYANMAR

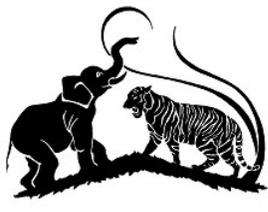
မြန်မာနိုင်ငံတွင် တရားဝင်မှတ်ပုံတင်ထားသည့် Online Shopping ကုမ္ပဏီများ (List of legally registered online shopping companies)

	Address: 1/A, 5.5 miles, Hlaing Township, Yangon, Myanmar E Mail: info@rgo47.com Phone: 09-779-999-915 09-779-999-918 Website: http://www.rgo47.com/		Address: 1/A, 5.5 miles, Hlaing Township, Yangon, Myanmar E Mail: info@shop.com.mm Phone: 09-779-999-915 09-779-999-918 Website: http://www.shop.com.mm/
	Address: B-56 & B-57, Myanmar Culture Valley, People's Park, U Wisara Road, Dagon Township, Yangon, Myanmar. E Mail: info@yangononlinestore.com Phone: 09-73164534 09-73002715 Website: http://www.yangononlinestore.com/		Address: 1/A, 5.5 miles, Hlaing Township, Yangon, Myanmar E Mail: info@onkyat.com Phone: 09-779-999-915 09-779-999-918 Website: http://www.onkyat.com/
	Address: No.19/21, 1st Floor, Bogayayay Street (Lower Block), Bockhtauk Township, Yangon E Mail: hello@barlolo.com Phone: 095 9 9611 33322 095 9 9611 33344 Website: http://barlolo.com/		Address: No.062, Damayone Street, (10) Miles, Sawbwaregigone, Insein Township, Yangon, Myanmar E Mail: info@omyanmar.com Phone: (95)-01-463673, 09456315508, 09496315509 Website: http://www.omyanmar.com/
	Address: No. 31(A), Nawaday Street, Dagon Township, Yangon, Myanmar E Mail: admin@spree.com Phone: (+95) 781000555 Website: https://spree.com.mm/		Address: No. 31(A), Nawaday Street, Dagon Township, Yangon, Myanmar E Mail: admin@365myanmar.com Phone: (+95) 781000555 Website: http://www.365myanmar.com/
	Address: Lane 3, 48/A Khaymar Thi Rd, Yangon E Mail: admin@mmezshop.com Phone: 09770888996, 09428078508 Website: http://www.mmezshop.com/		Address: Lot No. B-8, Zone A Thilawa Special Economic Zone, Thanlyin Yangon (MM) 11291 Myanmar E Mail: customersupport@metro-wholesale.com Phone: (+95) 977 203 020 Website: https://metro-wholesale.com/
	Address: MMRD, 6th Floor, Bldg C, New Mingalar Market, Mingalar Taung Nyunt Tsp, Yangon E Mail: direct2u@mmmrts.com Phone: 95-1-9000712, 9000713 Ext. 729 Website: http://direct2u.mmmyanmar.com/		Address: Lot No. B-8, Zone A Thilawa Special Economic Zone, Thanlyin Yangon (MM) 11291 Myanmar E Mail: customersupport@metro-wholesale.com Phone: (+95) 977 203 020 Website: https://www.myanmarmarketplace.com/
	Address: MMRD, 6th Floor, Bldg C, New Mingalar Market, Mingalar Taung Nyunt Tsp, Yangon E Mail: direct2u@mmmrts.com Phone: 95-1-9000712, 9000713 Ext. 729 Website: http://www.yangonbay.com/		Address: MMRD, 6th Floor, Bldg C, New Mingalar Market, Mingalar Taung Nyunt Tsp, Yangon E Mail: kywatchmyanmar@gmail.com Phone: 09404060605, 09404060608 Website: https://yduckmm.com/



Feedback received so far

1. Since it is a voluntary and not mandatory registration, wholesale and retail companies only obtain an online shop registration and do not obtain a wholesale and retail company registration.
2. Since online distribution services are distribution businesses, it must be ensured that they adhere to retail and wholesale regulations.
3. Wholesale distributors consisting of foreigners must ensure that current regulations are followed in order to obtain approval.
4. The respective departments need to consider whether they have to do ground inspections regarding the existence of domestic offices and warehouses.
5. The respective department must ensure that the delivery types are in compliance with the Post Office Act.
6. There needs to be continuous discussions to find a more suitable word for “voluntary”.
7. Incentives for registration should be further discussed. (When other countries do capacity building, they make prioritized invitations.)
8. It needs to be considered whether to shift from voluntary to mandatory registration in line with ASEAN countries.
9. Officially registered domains cannot compete with their social media counterparts.
10. If someone has social media influence, he can also influence SMEs.
11. Nowadays, online/mobile games and money transfers for such games are widespread.
12. The fact that online game competitions are currently domestically held as e-sports and that currency is being transacted through websites must be considered.
13. Taking action against violations must be considered.
14. A procedure must be established to revoke registrations.



LINCOLN LEGAL SERVICES (MYANMAR) LIMITED

About Lincoln Legal Services (Myanmar) Limited

Lincoln Legal Services (Myanmar) Limited provides the full range of legal and tax advisory and compliance work required by investors. We pride ourselves in offering result-oriented work, high dependability and a fast response time at very competitive prices. Please do not hesitate to contact us:

- Sebastian Pawlita, Managing Director
Phone: +95-9-262546284 (English)
E-Mail: sebastian@lincolnmyanmar.com
- Nyein Chan Zaw, Director
Phone: +95-9-790488268 (Myanmar)
E-Mail: nyeinchanzaw@lincolnmyanmar.com

Office address: La Pyi Wun Plaza, Room 409 (4th Floor), 37 Alan Pya Pagoda Road, Dagon Township, Yangon

Web: www.lincolnmyanmar.com