

Embargoed until after the DEPA press conference

Annex B: Quotes from companies on potential benefits of DEPA

Company	Sector	Media Contact	Spokesperson	Quote
Grab	Technology	Xiuxing Aw xiuxing.aw@grab.com 91550433	Annabella Ng, Head of Government Affairs	Grab is supportive of efforts that facilitate cross-border digital flows and transactions, while ensuring security, privacy and accountability. We are encouraged by the lead taken by the Singapore and Digital Economy Partnership Agreement (DEPA) partner governments to develop a common rules-based framework that can help businesses fully tap into the potential of the digital economy. We hope that the DEPA can eventually serve as a basis for other governments in the CPTPP and across ASEAN to consider adopting rules that support interoperability and innovation by businesses, and which facilitate the flow of data and information across borders.
Lazada Group	E-Commerce/ Technology	Jermyn Chow, Senior Communications Manager jermyn.chow@lazada.com 94572589	Gladys Chun, General Counsel & Head of Government Affairs	The Digital Economy Partnership Agreement will help promote cross border trade. It is heartening to see Singapore making a push for this agreement and we hope to see such agreements being developed with countries in Southeast Asia to advance the growth of e-commerce across borders.

Mastercard	Financial Services	Barkha Patel, Vice-President, Communications Barkha.Patel@mastercard.com 81883180	Ari Sarker, Co-President, Asia Pacific	The ability for data to flow across borders is foundational to the digital economy, and partnerships such as the proposed Digital Economy Partnership Agreement, will contribute to further cooperation in establishing efficient, innovative and trusted digital trade corridors.
Shopee	E-commerce/Technology	Elissa Young, Marketing/Public Relations/ Influencer Management elissa.young@shopee.com 92264022	Zhou Junjie, Chief Commercial Officer	Shopee understands the challenges businesses face in the digital economy, especially when it concerns cross-border trade. The Digital Economy Partnership Agreement is another step in the right direction as it facilitates greater transparency and simplifies processes in digital trade, enabling businesses in Singapore to reach customers across the region more easily and freely. This lays the foundation for future-proof frameworks to create commercial certainty, as well as a secure and integrated digital trade ecosystem across the region.
Xero	Internet/Technology	Semantha Tan, Communications Lead, Asia Semantha.tan@xero.com 82004296	Kevin Fitzgerald, Regional Director - Asia	We see the Digital Economy Partnership Agreement (DEPA) as a practicable next step following calls from the Singapore government for local businesses to venture beyond its shores to increase competitiveness. With the rise of a digital economy, we are witnessing increasing globalisation as previous geographical boundaries are blurred or broken down. However, the existence of differing

				<p>local regulations and compliance serve as a natural barrier for SMEs that might encounter challenges when penetrating new markets. The introduction of DEPA would hopefully establish a common set of standards and compliance to facilitate secure and smooth transactions and movement of funds that ultimately drives digital trade.</p>
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