

Chapter 3

The Future of FinTech in ASEAN

Hazik Mohamed
Stellar Consulting Group, Singapore

ABSTRACT

FinTech and the digital economy offer opportunities for ASEAN to rebuild trust and confidence in a financial system that had lost them. Some technologists imagine this world without intermediaries, while others just want a faster and more efficient way of transacting. Banks, FinTech companies, and regulators need to collaborate to create an ecosystem to drive greater access to financial services in the integrated ASEAN economy. The authors discuss projected trends in technology and its use in the next few crucial years. They also recommend strategies that involve various market participants and stakeholders coming together and working towards shared goals of a unified ASEAN economic community by increasing financial inclusion for the unbanked and the seamless cross-border flow of goods, services, and payments in a safe and secure manner.

DOI: 10.4018/978-1-5225-9183-2.ch003

INTRODUCTION

The demand for FinTech solutions in ASEAN is underscored by the rapid adoption of technology, high-levels of mobile usage and rising rates of internet penetration, an increasingly urban, literate and young population, as well as a segment of consumers and micro, small and medium-sized enterprises (MSMEs) underserved by traditional banking solutions. These factors and the economic potential of ASEAN have also attracted large numbers of investors to the region.

To realise the potential benefits FinTech innovation can bring to the region will require commitment and collaboration. Banks, FinTech companies and regulators should continue to collaborate to create an ecosystem to drive greater access to financial services in ASEAN. Building the ASEAN FinTech ecosystem is complicated and it involves various market participants and stakeholders coming together and working towards shared goals of a unified ASEAN Economic Community, increased financial inclusion for the unbanked and the seamless cross-border flow of goods, services and payments.

This dynamic region is ripe for technology transformation across sectors such as e-commerce, travel and hospitality, and, of course, financial services. Technology unicorns Lazada, Go-Jek, SEA (formerly Garena) and Grab are just the beginning of a bigger push of ASEAN tech companies enabling connectivity, consumption and economic growth. Where 2010 saw the rise of Chinese tech giants and 2015 the re-awakening of the Indian subcontinent, the next five years will be marked by the tremendous opportunities in ASEAN. With roughly US\$2.2 trillion in annual trade flows and over 50,000 financial institutions providing banking services to consumers and businesses, financial technology is at the core of the ASEAN growth story.

Furthermore, only 27% of the region's 635 million people have a bank account (as of April 2016) according to KPMG. This implies that 438 million people do not have access to traditional financial services in this region and in poorer countries like Cambodia, only 5% have bank accounts, which is one of the major reasons for sustained poverty in the region. In addition, only 3% are protected by insurance. So, it is not hard to imagine the opportunity for FinTech in ASEAN. According KPMG, reaching the unbanked population in ASEAN could increase the economic contribution of the region from US\$17 billion (2016) to US\$52 billion by 2030. FinTech startups have the potential to usher in serious change (both sense of the word) in the region.

15 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/the-future-of-fintech-in-asean/231124

Related Content

Micropolitan Areas Creating Leadership in the New Economy: Developing Micropolitan Areas to Develop a New Economy

Kristin Joyce Tardif (2020). *International Journal of Responsible Leadership and Ethical Decision-Making* (pp. 1-18).

www.irma-international.org/article/micropolitan-areas-creating-leadership-in-the-new-economy/273056

Managing Customer Satisfaction and Customer Loyalty in Organizations: Strategies and Initiatives

Pratap Chandra Mandal (2022). *Journal of Business Ecosystems* (pp. 1-16).

www.irma-international.org/article/managing-customer-satisfaction-and-customer-loyalty-in-organizations/314599

Bibliographic Analysis Between the Theory of the Supply Chain Orientation With Different Interactions in the Value Network of Small and Medium-Sized Enterprises

Pablo Cesar Ocampo Velez and Ricardo Prada-Ospina (2018). *Handbook of Research on Intrapreneurship and Organizational Sustainability in SMEs* (pp. 391-411).

www.irma-international.org/chapter/bibliographic-analysis-between-the-theory-of-the-supply-chain-orientation-with-different-interactions-in-the-value-network-of-small-and-medium-sized-enterprises/202630

Evaluation of Firm Performances in Emerging Markets

Seda Ekmen Özçelik (2020). *Handbook of Research on Increasing the Competitiveness of SMEs* (pp. 329-354).

www.irma-international.org/chapter/evaluation-of-firm-performances-in-emerging-markets/246468

MSMEs in India: A Vision for the Future

Nidhi Gautam and Akash Sondhi (2020). *Handbook of Research on Increasing the Competitiveness of SMEs* (pp. 172-191).

www.irma-international.org/chapter/msmes-in-india/246461