



**Asia-Pacific  
Economic Cooperation**

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**2016/SMEWG42/004**

Agenda: 9

## **Study on Driving Economic Growth Through Cross-Border E-Commerce in APEC: Empowering MSMEs and Eliminating Barriers**

Purpose: Information

Submitted by: ABAC



**42<sup>nd</sup> Small and Medium Enterprises Working Group  
Meeting  
Ho Chi Minh City, Viet Nam  
27–28 April, 2016**

ABAC – University of Southern California 2015 Research Project

# DRIVING ECONOMIC GROWTH THROUGH CROSS-BORDER E-COMMERCE IN APEC: EMPOWERING MSMEs AND ELIMINATING BARRIERS

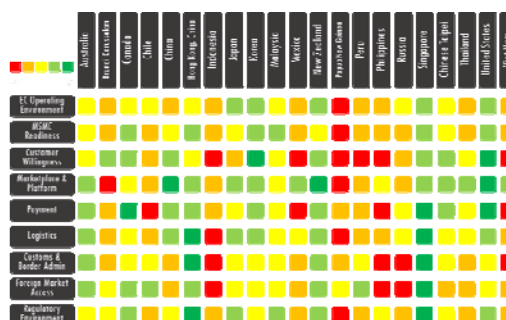
Viet Nam  
April 27, 2016



## GROWING MSMEs GLOBALLY IN E-COMMERCE



<http://classic.marshall.usc.edu/assets/168/26870.pdf>



**...EVERY ECONOMY HAS CHALLENGES**



## THE VOICE OF APEC BUSINESS... NOT OURS

**507 INTERVIEWS - 398  
COMPANIES - 21 ECONOMIES**

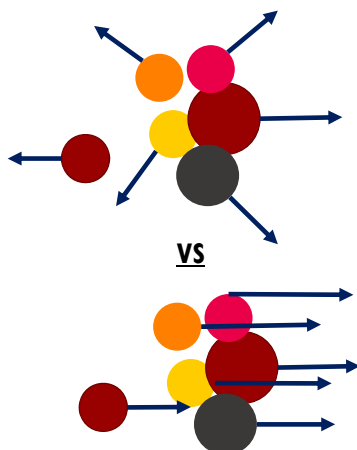
**244 QUESTIONNAIRE  
RESPONSES - 21 ECONOMIES**



## KEY FINDINGS

- The ~~next~~ **BIG THING** –  
...e-Everything will be the **4<sup>th</sup> Industrial Revolution**
- **Government aren't/can't focused AND ...**  
...trade policy is designed for “containers”
- **Complexity of crossing borders discourages MSMEs**
- **Beware of powerful vested interests AND ...**  
...eCommerce marketplaces are not benign players
- **eCommerce services present the best immediate opportunity**
- **[Engage the youth]**

## PRIORITIZE AN APEC-WIDE CROSS-BORDER E-COMMERCE FRAMEWORK



### Continue to build APEC-Wide MSME E-Commerce Roadmap

- Build on Digital Economy Action Plan: Connecting MSMEs to Global and Regional Markets
- Remove complexity, increase coherence, and enhance MSME and customer confidence

### Make Laws & Regulations Coherent

- Bring region-wide regulations closer in line with one another, especially on e-payments, e-signatures, customer protection, and limited liability protections

### Simplify

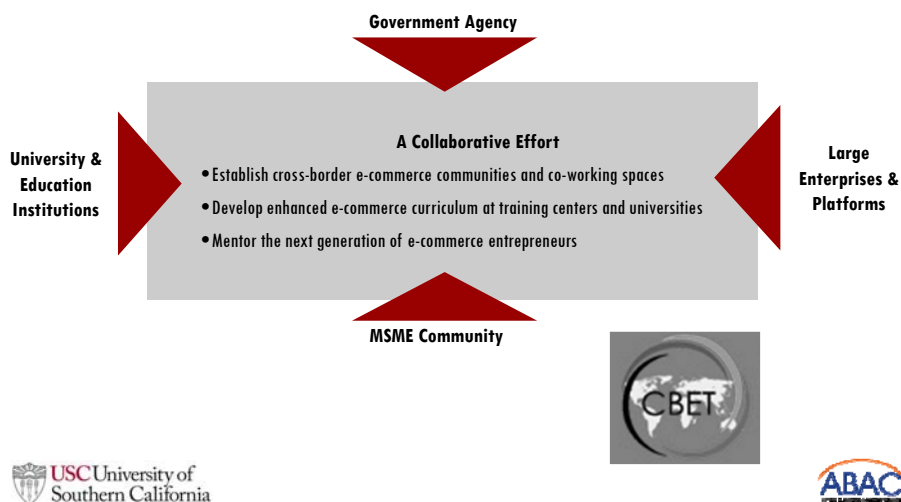
#### & Expedite Customs

- Simplify and expedite customs requirements for cross-border e-commerce
- Move to completely online process
- Continue Sub-Committee on Custom Procedures' work in pushing economies' to adopt the Single Window and Authorized Economic Operator Programs

## PROMOTE SHARING AMONG ECONOMIES OF PATHFINDER APPROACHES AND BEST PRACTICES

- MSME capacity building approaches
- E-government promotion
- E-commerce customs programs
- Advance alternative payment methods
- Innovative e-commerce logistics solutions
- MSME awareness and education programs
- MSME e-commerce incubators and collaborative programs

## FOCUS ON MSME IN E-COMMERCE CAPACITY BUILDING



## THE ROAD FORWARD NEXT STEPS – ENGAGEMENT WITH APEC FORA

We recommend initiatives to address the following:

- **Implementation of APEC Single Window**
- **Integration of e-Commerce specific regulation into APEC relevant FTAs and regulations**
- **APEC wide MSME awareness and capacity building programs**
- **Discussion groups on uprising e-Commerce issues in APEC, ie: consumer protection, cybercrime, etc**