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

Purpose: Information
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GROWING MSMES GLOBALLY IN E-COMMERCE

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 —
  …everything will be the 4th 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

A Collaborative Effort

- Establish cross-border e-commerce communities and co-working spaces
- Develop enhanced e-commerce curriculum at training centers and universities
- Mentor the next generation of e-commerce entrepreneurs

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