



**Asia-Pacific
Economic Cooperation**

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Agenda Item: 10

**Brief Introduction of APEC E-Commerce Business
Alliance and the 6th APEC E-Commerce Business
Alliance Forum**

Purpose: Information

Submitted by: China



**First Committee on Trade and Investment Meeting
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**Brief Introduction of APEC E-Commerce Business Alliance
and the 6th APEC E-Commerce Business Alliance Forum**

In 2001, APEC E-Commerce Business Alliance (APEC-ECBA) was initiated and ratified on the 13th APEC Ministerial Meeting. Ministers welcomed to strengthen economic and technical cooperation with a view to narrowing the gap between member economies in the area of e-commerce. The Secretariat, standing executive body of the Alliance, is based in China International E-Commerce Center.

In 2005, APEC Senior Official Meeting in Pusan ratified to establish APEC-ECBA Expert Council. The 1st Council was formed in 2010, and the 2nd Council was announced to be formed on APEC 2016 SOM1 E-Commerce Steering Group meetings with 29 experts of government / organization officials, scholars/researchers, and high-level enterprise managers.

In June or July 2016, APEC-ECBA will hold its 6th Forum in China. The draft theme of the forum is "Realize Inclusive Trade through Cross Border Electronic Commerce". Opening session, high-level panel discussion, sessions of different subjects, workshops, Expert Council's First Reunion, and interesting study visits will be organized in the period of the 3-day event. The Executive Director of APEC Secretariat, Vice-Minister of Ministry of Commerce of China and senior level officials of all APEC member economies will be invited to attend. Representatives of all 21 member economies, 29 experts of the 2nd Expert Council, excellent entrepreneurs and others will participate to share their experiences and discuss forefront issues on e-commerce industry.

APEC-ECBA Secretariat welcomes all member economies to attend the 6th Forum of the Alliance, and will be honored to remain in contact with all member economies to provide further detail information.

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