



**Asia-Pacific  
Economic Cooperation**

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**2019/SOM3/SCCP/ACBD/001**

## **Agenda**

Submitted by: Chile



**APEC Customs Business Dialogue: Cross Border  
E-Commerce and Customs Regulatory Challenges  
Puerto Varas, Chile  
17 August 2019**

## APEC Customs Business Dialogue (ACBD)

### Cross-border Electronic Commerce and Customs Regulatory Challenges

August 17<sup>th</sup>, 2019, from 9 AM to 5 PM.

Hotel Cabaña del Lago - Puerto Varas, Chile.

08:30 – 09:00	<b>Registration at Hotel Cabaña del Lago – Club House</b>
09:00 – 09:15	<b>Official Welcome</b> <b>Mr. José Ignacio Palma Sotomayor</b> <i>General Director, National Customs Service, Chile</i>
09:15 – 09:20	<b>Context and Introduction</b> <b>Ms. Daniela Veas Jaime</b> <i>Chair of the APEC Sub-committee on Customs Procedures 2019</i>
09:30 – 10:45	<p><b>Panel 1: Cross-border e-commerce challenges: Customs contribution to the growth of e-commerce</b></p> <p>- The results of the Survey within APEC's Subcommittee of Customs Procedures (SCCP) member Economies, presented by <b>Ms. Gabriela Landeros</b>, <i>Technical Director at the National Customs Service, Chile.</i></p> <p>- The WCO Framework of Standards on cross-border e-commerce, presented by <b>Mr. Pashupati Pandey</b>, <i>Senior Technical Officer, Compliance &amp; Facilitation Directorate, World Customs Organization (WCO).</i></p> <p>Moderator: <b>Mr. Rodrigo Contreras</b>, <i>Trade and Integration Senior Consultant, Inter-American Development Bank</i></p> <p>Speakers: 1. <b>José Ignacio Palma Sotomayor</b>, <i>General Director, National Customs Service</i> 2. <b>Mr. Rodrigo Aznarez</b>, <i>Customs and Trade Compliance Manager, UPS LATAM</i> 3. <b>Mr. Joseph Nehme</b>, <i>Trade Facilitation Coordinator, Ministry of Finance, Chile</i> 4. <b>Mr. Felipe Serrano</b>, <i>President of Customs Brokers Chamber, Chile</i></p> <p>During this panel it is expected to discuss, among others, the need to have a unique legal framework, trying to harmonize the regulations of Economies in order to avoid international trade barriers, as has been done until now with the traditional trade in goods. Moreover, to properly disseminate and publish the requirements of each destination countries regarding these types of purchases. Also, sharing efforts to reduce tax evasion and eliminate barriers to payments. The possibility to offer payment options that facilitate the acquisition of goods, as well as to assure, together with the payment of the value of the product, the taxes for its entry into the destination country. Measures to prevent cross-border e-commerce from becoming a route for smugglers and terrorism are also important.</p> <p>Best practices recommended by WCO and UPU to implement an efficient process with regard to cross-border e-commerce, via postal and express (couriers).</p>

10:45 – 11:15	<p><b><u>Panel 1 Discussion and Questions</u></b></p> <p>Suggested discussion topics:</p> <ul style="list-style-type: none"> <li>• <i>How can we move towards a standardization of the legal framework that regulate these purchases in the customs procedures aspects?</i></li> <li>• <i>How can we face the challenges posed by this new form of trade, both to reduce levels of tax evasion, and the risk that these ways allow the movement of illicit or prohibited goods?</i></li> </ul>
11:15 – 11:25	<b>Group Photo</b>
11:25 – 11:45	<b>Coffee Break</b>
11:45 – 12:45	<p><b><u>Panel 2: Cross-border e-commerce challenges</u></b></p> <ul style="list-style-type: none"> <li>- Public-Private partnerships: Best practices.</li> <li>- The role of the business sector in the promotion of MSMEs, and cross-border electronic commerce challenges.</li> <li>- Risk Management techniques and cross-border e-commerce: A way forward.</li> </ul> <p>Moderator:  <b>Ms. Megan Giblin</b>, <i>Director Customs and Trade Facilitation, USCIB</i></p> <p>Speakers:</p> <ol style="list-style-type: none"> <li>1. <b>Mr. Diego Rodríguez</b>, <i>Logistics Practice Director, Americas Market Intelligence</i></li> <li>2. <b>Mr. J. Welby Leaman</b>, <i>Senior Director, Global Government Affairs, Americas WALMART</i></li> <li>3. <b>Ms. Vinka Cisternas</b>, <i>Policy Analyst, New Zealand National Customs Service</i></li> <li>4. <b>Mr. David Dolan</b>, <i>Director, International Organizations and Agreements, US Customs and Border Protection</i></li> </ol> <p>Economies of the Asia Pacific region have the highest percentage of online consumers abroad. However, the region's sellers do not use the benefits of cross-border e-commerce in the same way, and this sales method is more inclusive than the traditional one, which should be a great opportunity to strengthen the SME exporter.</p> <p>From this scenario, it is relevant to analyse how we can contribute to support the digitalization of these companies from the perspective of public sector, as well as, evaluate how the private sector has promoted strategies that allow a higher growth of cross-border e-commerce especially in the B2C modality.</p> <p>Also, during this panel it is expected to address questions like: Is there a special configuration in risk management field?</p> <p>It is considered important to discuss about the challenges for Customs to have advance information in risk management in order to optimize shipments through a close public-private relationship, the latter as a source of information.</p> <p>Identification and mitigation measures for the main risk areas: undervaluation, tax evasion, intellectual property, drugs, weapons, etc.</p>

12:45 – 13:15	<p><b><u>Panel 2 Discussion and Questions</u></b></p> <p>Suggested discussion topics:</p> <ul style="list-style-type: none"> <li>• Which are the main challenges SMEs face today to generate a strategy to strengthen their export potential through e-commerce?</li> <li>• How is it possible to contribute from a public-private collaboration and customs operational practices, to eliminate the logistic barriers to allow these companies to actively participate in cross-border e-commerce?</li> <li>• How can we move towards an exchange of advanced information between the private sector (for example, e-platforms / markets, postal operators and urgent service providers and Customs)?</li> <li>• Use advanced technology to contribute to the facilitation and effective risk management (security and tax collection).</li> </ul>
13:15 – 15:00	<p><b>Lunch</b></p>
15:00 – 16:00	<p><b><u>Panel 3: Cross-border e-commerce under Trade Facilitation Provisions: An analysis of TFA and pending challenges</u></b></p> <p>Moderator:  <b>Ms. Daniela Veas</b>, <i>Head of International Affairs Dep., National Customs Service</i></p> <p>Speakers:  1. <b>Mr. Mario Palacios</b>, <i>Global Director, Import and Export Policy, INTEL</i>  2. <b>Mr. Fernando Peña</b>, <i>Customs and Regulatory Affairs Americas DHL</i>  3. <b>Ms. Miriam Aguilar</b>, <i>Director, Industrial Goods, Ministry of Economy, Mexico</i>  4. <b>Mr. Gonzalo Navarro</b>, <i>Director, Asociación Latinoamericana de Internet</i></p> <p>During this panel it is expected to discuss about the experiences related to the implementation of bilateral or multilateral Trade Facilitation Agreements. How these Agreements contribute to promote and strengthen cross-border e-commerce. The main gaps or obstacles regarding their implementation. Also, panellists may have in mind the role played by international organizations in supporting these topics, through the development of standards and best practices. WTO, WCO, UPU, UN, OECD.</p>
16:00 – 16:30	<p><b><u>Panel 3 Discussion and Questions</u></b></p> <p>Suggested discussion topics:</p> <ul style="list-style-type: none"> <li>• Which are the standards or best practices included in the modern Trade Facilitation Agreements?</li> <li>• Contribution by the private sector and international organizations in the adoption of recommendations, guidance, standardized rules.</li> </ul>
16:15 – 16:30	<p><b>Coffee Break</b></p>
16:30 – 17:00	<p><b>Wrap-Up and Conclusions</b></p> <p><b>Mr. José Ignacio Palma Sotomayor</b>  <i>General Director, National Customs Service, Chile</i></p>
20:00 – 21:30	<p><b>Fellowship Cocktail – Salón Mirador del Lago</b></p>