

Digital transformation and the rise of eCommerce



MODERATOR

**Mr Alexander R. Malaket, CITP, CTFP,
CTP**

Director

Global Trade Professionals Alliance
(GTPA)



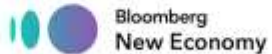
PANEL MEMBERS



Dr Deborah Elms
Founder and Executive
Director
Asian Trade Centre



Mr Patrik Jonasson
Director Public Policy Asia-Pacific
GS1





Recovering from Disruption: Digital Trade and E-Commerce

Dr. Deborah Elms

APEC Supply Chain Resilience Workshop

October 28, 2020

elms@asiantradecentre.org



E-Commerce and Digital Trade

- Typically, digital trade and the digital economy means goods and services as well as data and supporting policies
 - In trade agreements, e-commerce remains the “umbrella” term
- When working on e-commerce trade, important to remember *not* just about goods
 - Can also include broad range of services (plus telecoms and financial services), investment, data rules and regulations, intellectual property rights adjustments for digital, standards related to digital, online consumer protection, MSMEs, development, capacity building, and so forth
- Digital trade is a cross-cutting or horizontal topic and needs to be effectively managed
- Key goal: to allow the “micromultinational” to continue to find markets, materials, suppliers and customers anywhere



Impact of COVID on Digital Trade

- Firms that are online in whole or part have outperformed companies that remain entirely offline
- Does *not* mean that the future eliminates offline engagements, shops, offices...
- But encouraging more online trade requires supportive policy infrastructure to avoid strangling firms in complexity and costs
- Government need not do it all: focus on policy settings that encourage and foster digital trade
- APEC has had long history of encouraging policy processes on different aspects of digital trade and e-commerce
- Need to fast-forward these sessions from theoretical to practical and from discussion to implementation



Key Issues Include

- Paperless trading whenever possible
- Electronic signatures and electronic authorization
- Renewed commitments to lower logistics costs
 - Focus on small size, small value shipments
- Sorting out consistency in electronic payments and settlement
- Online consumer protection
- Minimizing barriers to cross-border flows of data
- Adequately protect personal information
- Location of computing service facilities language to allow cloud-services delivery and future applications like Internet of Things (IoT), AI, and Big Data
- Requires regular engagement with stakeholders



Asian Trade Centre

The Asian Trade Centre is the premier regional thought leader, advocate and educator for trade

- Strategic, creative thinking for policy and regulatory challenges
- Solutions for vexing trade problems
- Practical advice and suggestions for improving bottom line performance
- Sensible input to craft modern trade agendas

Deborah Elms
Executive Director
Asian Trade Centre
Singapore

www.asiantradecentre.org

The information, data and graphics provided by the Asian Trade Centre is for advocacy purposes. While we endeavor to provide the best quality information, we make no warranties with respect to the use of the information which is voluntary. The information provided in this document does not constitute investment or legal advice. It should not be used, relied upon, or treated as a substitute for specific professional investment or legal advice.



Building Resilient Supply Chains in APEC: Agility in Crisis

Patrik Jonasson, Director Public Policy GS1
28 October 2020



Enabling Digital Readiness to Trade Goods

GS1 manages the system of globally unique identifiers used by companies to identify products (& shipments) and manage product data in a standardised way

Product ID

9 5 0 4 0 0 2 1 0 0 1 4

GTIN



- Brand name
- Product description
- Product image URL
- Global Product Classification (GPC)
- Net content & unit of measure
- Target market



Addressing the issues of all stakeholders



Enabling Digital Readiness to Trade Goods

The identification code already used by industry for listing on marketplaces is increasingly being recognized as a source of data for customs, for import supervision and tariff verification, as well as easy cross-border returns

- Leverage identification standards (already widely used by industry) in customs environment

Harmonized standards/regional agreed framework to facilitate cross-border eCommerce needs to be put in place; harmonized customs requirements makes multiple-market access easier for SMEs

- APEC Governments need to start better leverage existing international standards with integration of Global Data Standards like GS1/ISO standards for parcel/shipment identification

Our Vision: Common ID and label end-to-end (including returns) - used by ALL to access the information needed

Seller



Created & attached by SHIPPER at origin



Buyer



MANUFACTURER



WHOLESALER



DISTRIBUTOR



CUSTOMS



ONLINE STORE



RETAILER



E-FULFILLMENT CENTRE



HOMES



PICK-UP POINT



LOGISTIC SERVICE PROVIDER
DISTRIBUTION CENTRE

FJP CARRIERS

FROM GS1
Avenue Louise 326
1050 BE BRUXELLES
BE - Belgique
GLN: 95211001100011

TO Hr. F. van den Bos
Poincaréstraat 319
1500 KM Wormerveer
NL - Nederland

SSCC 395211001001300121
ROUTE 123+1021JK+0320+12
SHIP TO POST 1500 KM

(00) 3 95211001 00130012 1

Patrik Jonasson

Patrik.Jonasson@gs1.org



In a more interconnected world, the use of digital technologies to enhance businesses' performance was already imperative before the pandemic. In which ways has the pandemic changed that imperative?



If small-to-medium sized businesses have limited resources to invest in the digital transformation of their operations, what areas should they prioritize?



Is there a gap between what businesses need and governments are providing in terms of facilitating eCommerce and making businesses more resilient with the use of digital technologies?



Big corporations with developed eCommerce platforms have been thriving during the pandemic. How can governments and industry organizations better support small-to-medium sized enterprises to thrive as well?



Since global supply chains entail multiple businesses buying and selling goods and services between them, how can these businesses engage in ways to leverage the use of shared digital resources?



With the support of project partners

