



**Asia-Pacific
Economic Cooperation**

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Session: 3

Facilitating Cross-Border Electronic Commerce

Submitted by: Peru



**Symposium on APEC Supporting the WTO
Negotiations on Trade Related Aspects of
E-Commerce
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How to establish a sound environment for electronic commerce transaction

Facilitating cross-border electronic commerce

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WTO
Joint
Statement
Initiative on E-
commerce

- Avoid creating unnecessary barriers
 - Encourage regulators to develop effective and pro-growth ecommerce regulations
 - Seek a balance between service quality and allowing the market to be free on the Internet
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Facilitating cross-border electronic commerce

- Local presence requirements
- Data flow and Data protection (CBPR – Peru)
- Localization of computing facilities
- Customs Duties (FTAs and WTO)

- United States -Peru FTA
- Canada - Peru FTA
- Peru - Singapore FTA
- Peru - Korea FTA
- Pacific Alliance, ...



Trade in Services and Ecommerce



Transparency and Domestic Regulation

- FTAs, WTO
- Quality of the service and real access to the market
- GATS and WTO Joint Statement Initiative
- Mode 1 restrictions

Facilitating cross-border
electronic commerce



Electronic
authentication
and trust
services

Consumer
Protection

Trust services

- Digital Certificate Services Providers Official Register (ROPS) – INDECOPI
- Publication of accredited entities
- Guidelines for accreditation

Consumer protection

- Law proposal – Digital Consumer - 3 pillars
- Proposal for the creation of a trust seal – INDECOPI and CAPECE
- Guidelines for the digital consumer – good practices



Pacific Alliance
-
Andean
Community

- **Pacific Alliance Digital Market**
 - Improve access to digital services and products
 - Create an environment that promotes the exchange of goods, products and services
 - New sources of growth and productivity
 - **Ad hoc E-commerce Group**
 - Colombia, Ecuador, Bolivia and Peru
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Thank You !

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