



**Asia-Pacific  
Economic Cooperation**

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**2018/GOS/SYM/006**

## **Services Aspects of Electronic Commerce**

Submitted by: WTO



**Symposium on Services Trade  
Singapore  
30 May – 1 June 2018**



# SERVICES ASPECTS OF ELECTRONIC COMMERCE

APEC SYMPOSIUM ON SERVICES TRADE

30 MAY – 1 JUNE 2018

SINGAPORE

Disclaimer: This presentation is made in the presenter's personal capacity. The views expressed should not be attributed to the WTO, the Secretariat or any organization.

# STRUCTURE

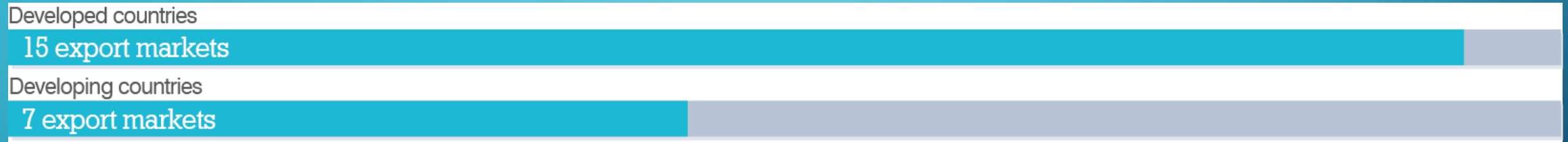
- Evidence from the ground
- New technologies and policy implications
- Trend in RTAs

# ITC'S E-COMMERCE SURVEY

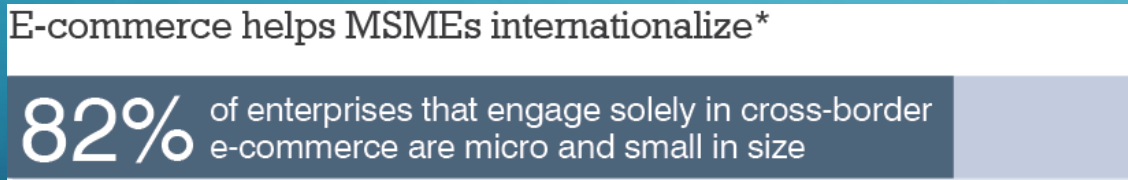
Presentation based on ITC's report "New Pathways to E-commerce: A Global MSME Competitiveness Survey"

## Development aspects of electronic commerce

### Untapped e-commerce potential in developing countries



### E-commerce provides opportunities for inclusive trade



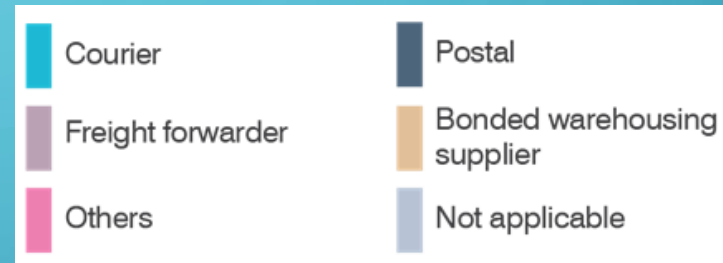
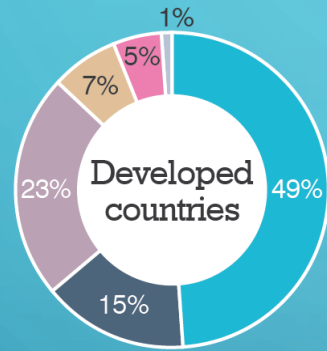
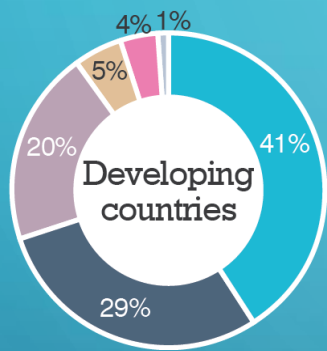
### E-commerce offers women easier access to the international market

**2X**

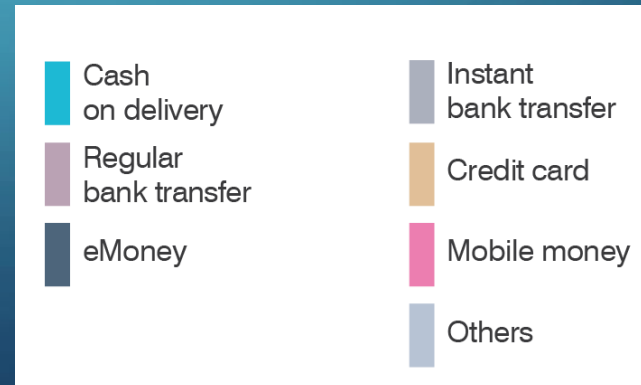
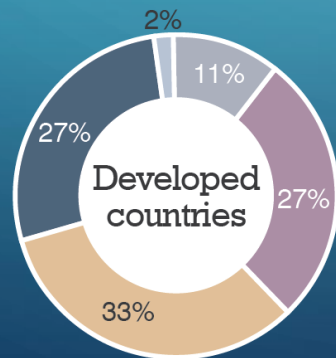
The share of women-owned enterprises doubles when moving from traditional offline trade to cross-border e-commerce

# A robust services sector is needed to spur the growth of electronic commerce, for example...

## > Postal/ courier services

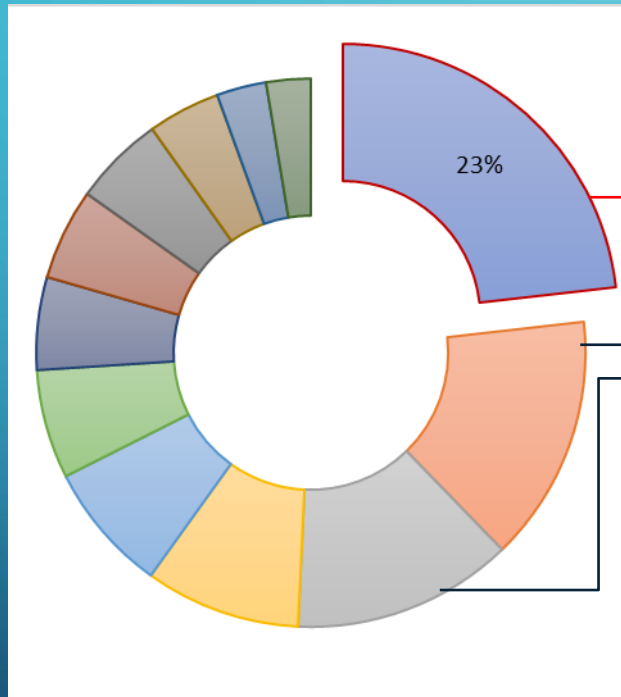


## > Financial services



# Misconception about e-commerce

Unsuitable company profile or product accounts for 23% of reasons for not engaging in e-commerce. Is the profile unsuitable or is it a misconception?



- Profile of our company and its products is not suitable
- Lack of technical knowledge
- Lack of business knowledge

Possible misconceptions about e-commerce:

- 1) E-commerce is only for goods, not services
- 2) E-commerce is only for B2C, not for B2B
- 3) E-commerce entails mass production

# STRUCTURE

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# CHARACTERISTICS OF SERVICES

New technology? New business models? What are the challenges/ opportunities in today's economy?

# DEFINITION OF ELECTRONIC COMMERCE

“the production, distribution, marketing, sale or delivery of goods and services by electronic means”



# E-COMMERCE IS CROSS-CUTTING GOODS/ SERVICES/ IP?

- Buying a physical book/ e-book on Amazon
- Booking accommodation on Airbnb
- Calling a friend on Skype

# CHARACTERISTICS IN THE DIGITAL ECONOMY

- Jurisdictional issues
- Data is the new oil?
- Competition issue
- Privacy and data flow

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THANK YOU!