



**Asia-Pacific  
Economic Cooperation**

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**2019/SOM1/ECSG/006**

Agenda Item: 10

## **APEC E-Commerce Business Alliance Secretariat Report**

Purpose: Information

Submitted by: APEC E-Commerce Business Alliance



**39<sup>th</sup> Electronic Commerce Steering Group Meeting  
Santiago, Chile  
28 February 2019**

**APEC E-COMMERCE  
BUSINESS ALLIANCE SECRETARIAT  
REPORT**

**By Joyce Liu  
2019**



**ECBA**

Electronic  
Commerce  
Business  
Alliance



- **7th APEC E-Commerce Business Alliance Forum**
- **3rd Experts Committee of APEC E-Commerce Business Alliance**
- **Future Event**

➤ **7th APEC E-Commerce Business Alliance Forum**

## Theme

Inclusive Trade  
in the Era of  
Digital  
Economy

## Time

September  
19-20,  
2018

## Venue

Xi'an,  
Shaanxi  
Province

## Participants

Over  
300

- The Forum was divided into 3 sessions: "**Collaborative Governance in the Era of Digital Economy**", "**Innovative Models of Social Development in the Era of Digital Economy**" and "**Paths for Cross-Border E-Commerce in the Era of Digital Economy**".
- More than 30 experts and academicians from **16 countries** including United States, Russia, Canada, Chile, Peru, Japan, South Korea and China etc. have joined the discussion. Participants also include **over 300** Chinese officials and entrepreneurs from leading e-commerce firms.
- **Mr. Fang Aiqing**, Deputy Director of the 13th CPPCC Economic Committee, Former Vice Minister of Commerce of PRC delivered the opening address.





***Best Practice on the Inclusive  
Trade of the APEC Region - Xi'an  
Experience in E-commerce  
Poverty Alleviation***

**Best Practice on the Inclusive Trade of the  
APEC Region**

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*Xi'an Experience in E-commerce Poverty Alleviation*



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**APEC E-Commerce Business Alliance**

**December 4, 2018**



## ➤ **3rd Experts Committee of APEC E-Commerce Business Alliance**

- During the 7th APEC E-Commerce Business Alliance Forum, the **3rd Experts Committee** of APEC E-Commerce Business Alliance was launched, and the first working conference of the new Experts Committee was held.
- The 3rd Experts Committee consists of **27 members**. Certificates have been issued to members, with a term of office for 4 years.
- During the working conference, members revised the *Articles of Association* and discussed the action plan and the possible activities for 2019.



## Chair



**Wang Jian**

Director of the Center for International Business Studies of the University of International Business and Economics



**Armirudin Abdul Wahab**  
CEO of Cyber Security Agency of Ministry of Science, Technology and Innovation, Malaysia



**Aldo Myrick**  
CEO of eHunting Digital Consulting - LATAM

## Deputy Chairs



**Ouyang Cheng**  
Director of Cross-Border E-Commerce Research Center of Alibaba Research Institute



**Markus Heyder**  
Vice President and Senior Policy Counselor, Centre for Information Policy Leadership, Washington, D.C.



[www.apec-ecba.org](http://www.apec-ecba.org)

## ➤ **Future Event**

- The 2nd Working Conference of 3rd Experts Committee of APEC-ECBA (Proposed Date: November, 2019)
- The 8th China International E-Commerce Expo (Proposed Date: April 11-13, 2019)
- The 2nd China International Digital Economy Expo (Proposed Date: September, 2019)



**APEC E-Commerce Business Alliance**

*Thanks for Your Attention and Support*

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APEC-ECBA Secretariat