



**Asia-Pacific
Economic Cooperation**

2020/DESG/017

Agenda Item: 4

COVID-19 and the Digital Economy

Purpose: Information
Submitted by: Mexico



**Digital Economy Steering Group Special Virtual
Meeting on COVID-19
26 June 2020**

We invite member economies to share information on digital-economy related policy interventions, initiatives, lessons learned, and/or solutions in response to COVID-19 ahead of the 26 June 2020 APEC Digital Economy Steering Group Special Virtual Meeting using the template below. The descriptions of the issues below are **only suggested points** to help members with the exercise, and members need not regard them as mandatory points to follow in generating their information sharing in the template. Members are advised to submit the completed template below through the APEC Collaboration System (ACS) no later than 23 June. Members are able to view and download completed templates submitted by other members on ACS ahead of the Special Virtual Meeting, and this will help DESG optimize the limited meeting time on 26 June.

- a) **Business continuity and resilience** – As COVID-19 has caused significant disruptions to economic activities and business operations, members may wish to share how they support business continuity and resilience in terms of:
 - i. Ensure access to reliable connectivity and relevant digital technologies, in particular among MSMEs, women, and young entrepreneurs, to help overcome digital divides;
 - ii. Encourage businesses, including MSMEs, to leverage digital technologies and solutions in carrying out production, business activities, and international trade, so as to maintain the stability of global supply chains;
 - iii. Encourage the digital transformation, including through digitalized production systems, e-commerce, digital supply of services, e-invoicing, and e-payments, and other services, as well as smart working solutions, including remote working, and innovative new business models.
- b) **Exchange and use of data in a secure manner** – Members may wish to share how they:
 - i. Encourage collaboration to collect, pool, process, and share reliable and accurate non-personal information that can contribute to the monitoring, understanding, and prevention of the further spread of COVID-19 as well as other infectious diseases;
 - ii. Ensure the collection and processing of COVID-19-related data is being done in an ethical, transparent, safe, interoperable, and secure manner that protects the privacy and data security of individuals, in line with prevailing international measures and domestic laws and regulations.
- c) **Use of digital technologies and solutions including for tracing purpose** – Given the importance and urgency of slowing down the spread of COVID-19, members may wish to share how they:
 - i. Use digital technologies and solutions to enable individuals and firms to continue to participate in the economy;
 - ii. Use digital technologies to help contact tracing efforts;
 - iii. Promote digital work and the development of basic digital skills in companies, public institutions, schools, and universities;
 - iv. Encourage and collaborate with the research community, private sector, and business entities to promote the use of digital technologies and solutions for the development and manufacturing of critical medical equipment and supplies (including disinfectants, Personal Protective Equipment, and ventilators) to fight COVID-19 and other infectious diseases.
- d) **Secure and trusted online environment** – Given the increased digital vulnerability in the context of a pandemic, members may wish to share how they:

- i. Enable timely domestic and international responses to counteract malicious cyber activities that present risks to the security of the digital economy;
- ii. Work collaboratively with businesses and organizations to leverage online platforms to continue sharing trustworthy information and prevent disinformation, hoaxes, and online scams;
- iii. Ensure that reliable crisis communication over digital channels is available.

e) **Preparations for economic recovery post-COVID** – Members may wish to share other policy interventions and initiatives as part of the preparations for economic recovery, given the reinforced significance of the digital economy as a result of COVID-19.

[Mexico]

ISSUE	POLICY INTERVENTIONS, INITIATIVES, LESSONS LEARNED, AND SOLUTIONS IN RELATION TO THE ISSUE	ACTUAL/EXPECTED OUTCOME
<p>Business continuity and resilience</p>	<p>1. Solidary Market The Mexican government has been building the "Solidary Market" Platform to boost anticipated and solidary local consumption during the COVID-19 pandemic, with the aim of giving cash flows to MSMEs, as well as providing advice on how they can deliver their products, using a geolocation map. Objectives: 1. Buy local. Find businesses in your area and support local consumption. 2. Buy today and consume after. Help businesses that are temporarily closed, by paying today for goods and services that will be consumed after the pandemic, thus providing financial relief to affected businesses. 3. Home purchase. Place home orders, supporting MSMEs during the contingency.</p>	<ul style="list-style-type: none"> • As of June 18, 2020, has been registers 926 MSMEs in the "Solidary Market" Platform

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<p>Business continuity and resilience</p>	<p>2. Initiative to promote the use of delivery online applications to minimize the impact of the COVID-19 pandemic on small businesses.</p> <p>The initiative aims to create collaborative schemes to ensure the supply of goods and services to the population through digital technologies, particularly online delivery apps, to reduce the impact of the COVID-19 emergency on small businesses.</p> <p>A Collaborative Working Group has been established, involving the main non-government actors in the fields of Information and Communications Technology: (Mexican Technology Industries Association, AMITI; Mexican Internet Association, AI.MX; Mexican Chamber of Electronics, Telecommunications and Information Technologies, CANIETI; and Mexican Online Sales Association, AMVO), restaurants (National Chamber of Restaurants and Seasoned Food Industry, CANIRAC), pharmaceutical sector (National Medicine Distribution Association, ANADIM; and National Pharmacies Association ANAFARMEX), and the main food delivery platforms (UBER, CORNERSHOP, DIDI, SINDELANTAL, RAPPi, PRONTO and BEAT); as well as the government sector: Ministry of Economy and Office of the President-National Digital Strategy Coordination.</p>	<ul style="list-style-type: none"> • A sanitization protocol ("Guide for safe home delivery for all") was published to safeguard the health of consumers, delivery enterprises, distributors and restaurant workers, among others. • Digital platforms has been develop a brochure with information of the services offered by main food delivery platforms.
<p>Business continuity and resilience</p>	<p>3. Initiative to "Boosting the adoption and use of digital technologies in small businesses"</p> <p>The initiative aims to boost the adoption and use of digital tools in small businesses, companies, professionals and entrepreneurs, in order to digitize their processes and innovate in their business models to strengthen the offer of services.</p> <p>A Collaborative Working Group has been established, involving the main non-government actors in the fields of Information and Communications Technology and Businnes Chambers (Mexican Technology Industries Association, AMITI;</p>	<ul style="list-style-type: none"> • Work is being done on the generation of a document "ABC of digital business", as well as the generation of digital brochures that promote the adoption and use of digital tools

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	<p>Mexican Internet Association, AI.MX; Mexican Chamber of Electronics, Telecommunications and Information Technologies, CANIETI; Mexican Online Sales Association, AMVO); Confederation of Industrial Chambers of the United Mexican States, CONCAMIN; and Corporate Coordinating Counsel, CCE); and the government sector: Ministry of Economy, Ministry of Communications and Transport and Office of the President-National Digital Strategy Coordination.</p>	
<p>Business continuity and resilience</p>	<p>4. Initiative “Boost to electronic commerce”</p> <p>The Initiative created to lessen the impact of the COVID-19 emergency on small businesses. Likewise, the generation and publication of digital brochures is expected, which will support MSMEs and small businesses in matters of electronic commerce.</p> <p>A Collaborative Working Group has been established, involving the main non-government actors in the fields of Information and Communications Technology and Retail (Mexican Technology Industries Association, AMITI; Mexican Internet Association, AI.MX; Mexican Online Sales Association, AMVO; Asociación Latinoamericana de Internet, ALAI; and Asociación Nacional de Tiendas de Autoservicio y Departamentales (ANTAD)); the main Logistics Platforms (DHL, UPS, ESTAFETA, FEDEX y SEPOMEX); the main e-commerce Platforms (MERCADO LIBRE, AMAZON, JUSTO, LINIO, WALTMART); and Retail Companies (Cadena Comercial OXXO, Farmacias Guadalajara, Grupo Farmacias del Ahorro, Organización Soriana, Impuls - Grupo Nazan, Sodimac México, Grupo Liverpool, Chedraui eCommerce, Almacenes Anfora, Privalia, La Europea); as well as the government sector: Ministry of Economy and Office of the President-National Digital Strategy Coordination.</p>	<ul style="list-style-type: none"> • Work is being done in a “Guide for the preparation, purchase and delivery of e-commerce orders” it’s will be published in June, which includes recommendations for a reliable and hygienic home delivery process. • Digital platforms are developing a brochure with information of the services offered by e-commerce and logistics platforms. It’s will be available on the following website: #LeAtiendorporInternet

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Business continuity and resilience	<p>5. Collection and payment platform (CoDi)</p> <p>CoDi is a platform developed by the Bank of Mexico for e-payment requests through interbank transfers. CoDi is a safe, real-time platform that can be accessed through mobile phones. It allows users with a bank account and a smartphone to process e-payments. Payments are confirmed in real time, and the platform is available 24/7 and free.</p>	<ul style="list-style-type: none"> • As of June 17, 2020, 3,025,949 bank accounts have been validated. • From September 30, 2019, to June 17, 2020, 481,413 collection and payment operations have been carried out. • From September 30, 2019, to June 17, 2020, the average operation amount is 18.95 USD. <p>https://www.codi.org.mx/#</p>
Exchange and use of data in a secure manner	<p>6. Datos Personales Seguros COVID-19</p> <p>The National Institute for Transparency, Access to Information and Personal Data Protection (INAI) has been building a micro-site for provide clear and accurate information for population about their right to the protection of personal data by the Public and Private Institutions in their diagnosis, health care and monitoring COVID – 19. As well as provide recommendations for policy makers and public and private sector’s controllers about appropriate data processing must be done in their several activities for care health in COVID-19 cases, complying with the principles, responsibilities and obligations in the legal framework in terms of personal data protection.</p>	<p>https://micrositios.inai.org.mx/covid-19/</p>

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<p>Use of digital technologies and solutions including for tracing purpose</p>	<p>7. Telecommunications, broadcasting and information technology industry Support Guide during the COVID-19 contingency”</p> <p>Telecommunication, broadcasting and information technology enterprises released special offers for subscribers:</p> <ul style="list-style-type: none"> • Increase in mobile data and unlimited access to social media in postpaid plans. • Digital security measures and recommendations, including free antivirus and parental control tools. • Free access (no data usage) to the official government COVID-19 website (coronavirus.gob.mx). • Support of Amazon, CISCO, Facebook, Google, IBM, Mercado Libre, Netflix and Twitter for: <ul style="list-style-type: none"> ○ Free use of platforms to hold virtual classes. Online courses and access to virtual libraries, museums and exhibitions are offered. ○ Temporary free access to blogs and practical guides on the use of tele-work platforms. ○ Tackling disinformation and fake news. • Connectivity has been broadened and widened throughout Mexico to accelerate connectivity speed, and data exchange and processing. <p>The Federal Telecommunications Institute (IFT), has developed several recommendations and actions in the face of the COVID-19 national contingency to maintain the effective provision of telecommunications service.</p> <ul style="list-style-type: none"> • The recommendations and actions carried out by the IFT in this emergency are summarize as follow: • <u>Microsite “Face to Coronavirus”</u>. The Institute has developed the microsite “Face to Coronavirus – the Telecom are on your side”, in the following link: 	<p>https://www.gob.mx/cms/uploads/attachment/file/547944/Apoyo_de_la_industria_por_el_COVD-19.pdf</p>

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	<p>http://www.ift.org.mx/comunicacion-y-medios/frente-al-coronavirus-las-telecom-estan-de-tu-lado. In this microsite, are available recommendations to:</p> <ul style="list-style-type: none"> ○ Responsible use of telecommunications networks. ○ Tools for planning consumption in response to changes in user activities, such as the Data Consumption Simulator http://simulador.ift.org.mx/simulador.php. ○ Measures taken by the IFT and operators in response to the contingency, as well as official information published by the Ministry of Health, among other materials. <ul style="list-style-type: none"> ● <u>Avoid saturating of networks</u>, for this; the IFT has issued the following recommendations for users: <ul style="list-style-type: none"> ○ Prioritize the use of Internet for informational, work, educational and health purposes. ○ Restrict the using videoconferencing or video calls and give preference to the voice communications. ○ Preferably use instant messaging services (SMS, WhatsApp, Messenger), as well as landline. ○ Set schedules with lower data traffic, in the afternoon – evening, to download heavy files, movies, videos or play online. ● <u>Mobile phone users will receive free updated information on the pandemic due to Coronavirus</u>. Through coordination between the IFT, the telecommunications industry and the Federal Government, the following was decided: <ul style="list-style-type: none"> ○ The users of these services will receive free SMS with announcements and other updated information about the Covid-19. 	

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	<ul style="list-style-type: none"> ○ Sending the SMS will be a permanent form of communications for the duration of the health contingency, with the aim that the population has timely access to official information sources, complying with the fundamental right of everyone to receive information such as the Constitution mandates. ○ Additionally, was agree free access to the Federal Government information portal on the Covid-19 pandemic (https://coronavirus.gob.mx), which allows users to consult the official information found on that portal, without consuming data from their balance. ● <u>Continuation of the telecommunications and broadcasting services in the face of the COVID-19 Contingency.</u> Given the measures ordered by the General Health Council to face the health in Mexico due to the Coronavirus pandemic, the Institute has exhorted federal, state and municipal authorities to: <ul style="list-style-type: none"> ○ Carry out the necessary actions to guarantee that the workers of the telecommunications and broadcasting concessionaires, as well as of the related services, have the sufficient and wide facilities to carry out of the telecommunications and broadcasting services in benefit of the population. ○ Within its jurisdiction, facilitate to the concessionaires of telecommunications and broadcasting, the development and execution of actions aimed at the installation, operation and maintenance, both preventive and corrective, of their infrastructure; as well as authorizing, procuring and safeguarding their entry, exit and transit. ● <u>Mobile telecommunications concessionaires will provide measures to support users during the COVID-19 contingency.</u> The mobile service operators AT&T, Movistar and Telcel, will offer their users different supports, among which the implementation of and “emergency plan” for their active prepaid customers, 	

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	<p>which will allow them to have, for a single occasion and for free of charge, package of voice calls and short text messages (SMS) to keep communications during the emergency. Other measures are as follows:</p> <ul style="list-style-type: none"> ○ At least 100 minutes of voice for domestic calls and 150 SMS, a validity of at least 15 days and activations of the emergent remotely plan, for example, by SMS or by telephone. ○ Users will be able to continue making, without cost, calls to emergency services such as 911 and to the authorized line by the Federal Government for the attention of health contingency. ○ Free navigation within the Internet portal of the health authority https://coronavirus.gob.mx/, as long as the content is access from that portal. ○ Users will be able to access the COVID-19MX mobile application of the Health Ministry without cost and, depending on what is been implemented by each operator, to educational and cultural pages. ○ Is important to mention that the details of each plan may be consulted on the operators' pages or by telephone in their customer services lines. ○ These concessionaires have strengthened their remote service channels (telephone or Internet) for balance recharges, payment of invoices and purchase of equipment, in order to avoid the mobility of the people. ○ During this period, some mobile service operators will be offering support schemes or measures for their users, such as flexibility of data limits and/ or fair use policies without extra charge, as well as the extension of the validity of some prepaid plans. <ul style="list-style-type: none"> ● <u>Mobile Virtual Network Operator (MVNO)</u>. From April 17, users of Mobile Virtual Network Operator (MVNO), which provide services through the 	

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	<p>Wholesale Shared Network operated by Altán, will be able to request access to the “Stay at home” emergency plan, designed to guarantee service and access to the network during this emergency period. Customers of Addinteli, ADS Mobile, Bait-Bodega Aurrera Internet y Telefonía-, Diri, Diveracy, Grupo Inten, IENTC, Megacable, Newwww, Retemex, Servitron, Vasanta, Wimo will have access to the plan that includes calls and short messages (SMS) unlimited, as well as 10 GB for Internet browsing at a cost of 100 Mexican pesos per month.</p> <p>Additionally, this plan includes free calls to emergency services such as 911 and the line enabled by the Federal Government for the attention of Sanitary Contingency; as well as free navigation within the official Internet portal and access to the COVID-19MX mobile application of the Ministry of Health. In addition, and depending on what is implemented by each MVNO, to educational and cultural pages.</p> <ul style="list-style-type: none"> • <u>Support for pay TV and fixed Internet users.</u> The concessionaires affiliated to the Independent Telecommunications Association of Mexico, join the support to their users through the “Line of Life” emergency plan, in order to keep them communicated during the health contingency. This plan guarantees its subscribers that, in case of not being able to pay, they receive the fixed internet service with access to 2 Mbps speed and, in the pay television service, access to domestic and local channels, as well as well as the educational, news and cultural bar of the Public Broadcasting System. <p>For the benefit of HughesNet satellite Internet service subscribers, the installation promotion (for leased equipment) and activation of the service is free until June 30, 2020. In addition, while the health emergency lasts, the user will not be affected by their speed and will be able to continue browsing at 25 Mbps, because the condition based on fair use policies of reducing browsing speed is suspended for this period when the subscriber ends the contracted data capacity.</p>	

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	<ul style="list-style-type: none"> <li data-bbox="569 306 1535 513">• <u>Emerging and provisional package of fixed Internet and telephony services, due to the contingency by COVID - 19.</u> As a result of the collaborative regulation mechanisms led by the IFT, and in order to support users during the health emergency caused by COVID-19, landline and telephony service operators Izzi, Megacable, Telmex, Totalplay and Maxcom agreed to offer their clients the option of temporarily migrating to a low-cost plan. The “Contingency Support” package responds to the commitment and social responsibility of the concessionaires in order that users who face a difficult situation due to the effects of the pandemic maintain connectivity services in their homes. Therefore, it will be available from 1 May for active subscribers with a fixed Internet access contract. Said plan will only be available to residential users; it will cost 100 Mexican pesos per package, including VAT, or per month, as defined by each operator in accordance with their commercial policies. Residential users, who require it, will be able to migrate to this package for a single occasion, without any penalty, during the month of May and stay in it until June 30. The plan includes an Internet speed of up to 2 Mbps, as well as unlimited browsing and data, with the exception of video and video game downloads. <li data-bbox="569 1032 1535 1386">• <u>Access to multiprogramming channels on open TV to transmit educational content.</u> The IFT approved an agreement whose purpose is to facilitate the concessionaires of the open television service the use of additional programming channels under the multiprogramming scheme, to temporarily broadcast audiovisual content that includes school sessions that the Ministry of Public Education is transmitting to the contingency for the epidemic by COVID-19. This temporary transmission in multiprogramming will be limited until the date on which the competent authorities in health and educational matters determine, by any official means or communication, the resumption of school activities throughout Mexico in person. 	

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	<ul style="list-style-type: none"> • <u>IFT reactivates 73% of its procedures electronically, in order to benefit the development of industry and user activities.</u> It was agreed to extend the suspension of face-to-face activities to May 30, 2020, but to reactivate 73 percent of its procedures, in such manner that it can be carried out electronically, with the aim of giving continuity to the essential functions of the services of telecommunications and broadcasting, facing the health emergency. Therefore, it was agreed to allow, remotely, without additional costs and taking advantage of technological resources and the experience in telework that, for more than five years, the Institute has had, 126 of the 173 procedures that can be carried out online found in the IFT catalog. • <u>The IFT makes information materials available in the Internet in indigenous languages on the use of telecommunications during contingencies by COVID - 19.</u> In order to provide information to the indigenous population on recommendations for the use of telecommunications services during the Covid-19 pandemic, the Institute makes available on the Internet information materials in Mazahua, Tzotzil, Zapotec and Nahuatl, on the use of telecommunications in the face of the Coronavirus pandemic. With this action, recommendations and videos to take advantage of the benefits of telecommunications, as well as prevention and cleaning measures to prevent the spread of the virus and some practices that avoid saturation in the use of the Internet, are disclosed in videos and infographics. http://www.ift.org.mx/comunicacion-y-medios/frente-al-coronavirus-las-telecom-estan-de-tu-lado/recomendaciones-ift • Industry support. In addition to the measures provided by the industry indicated above, other measures in favor of users regarding digital platform services, pay television, telephony and fixed Internet may be consulted on the IFT portal: http://www.ift.org.mx/comunicacion-y-medios/frente-al-coronavirus-las-telecom-estan-de-tu-lado/la-industria-te-apoya 	

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<p>Use of digital technologies and solutions including for tracing purpose</p>	<p>8. Centros de Inclusión Digital' online Courses</p> <p>As part of the commitment to support education and training tasks during COVID-19 emergency and to promote the use of digital tools among the entire population, the Ministry of Communications and Transport will publish each week all online learning experiences, available in each of the 32 Digital Inclusion Centers</p> <p>These experiences include courses and workshops focused on the use of digital media, online advice and training, for the use of virtual tools such as the Google suite and ZOOM, as well as free-to-use design and programming software, to strengthen the digital skills of teachers and students during this contingency, and to help bridge the inequality gap.</p>	<p>https://cid.gob.mx/</p>
<p>Secure and trusted online environment</p>	<p>9. Guía de Ciberseguridad para el uso seguro de redes y dispositivos de telecomunicaciones en apoyo al teletrabajo</p> <p>In the face of the health emergency generated by the SARS-CoV2 virus and the disease it causes (COVID-19), public and private institutions are implementing telework strategies, in order to prevent the spread of the virus, seek the health of their employees and, at the same time, maintain their operations.</p> <p>In this context, cybersecurity experts are warning of an enabling environment for cybercriminals to thrive and for individuals and businesses to be largely exposed to multiple cybersecurity threats</p>	<p>https://www.gob.mx/cms/uploads/attachment/file/55226/Guia de Ciberseguridad SCT VF.pdf</p>
<p>Preparations for economic recovery post-COVID</p>	<p>In the context of health emergency, Mexico's Secretary of Economy propose different measures care family's income, production, and jobs, and guarantee the supply.</p>	<p>https://www.gob.mx/covid19medidaseconomicas</p>