

A world map is visible in the background, rendered in a light blue/grey color. Overlaid on the map are several vertical bands of color: a red band on the left, an orange band, a green band, a blue band, and a purple band on the right. The text is overlaid on these bands.

PECC

Cross-border E-commerce Innovation and its Implication for Inclusive Trade: the Case of China

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Manila

Content

- Cross-border e-commerce and inclusive trade
- Transformation of international trade transaction and handling process
- Benefits of cross-border e-commerce for trading partners
- Implications for inclusive trade



Cross-border E-commerce and Inclusive Trade for SMEs



Extended Cross-border E-commerce Concept: Transformation of International Trade Process

Before Transaction

- Potential buyers and sellers
- Information exchanges
- Trade leads
- Business opportunities
- Matching buyers and sellers

Transaction

- Potential buyers and sellers
- Information exchanges
- Trade leads
- Business opportunities
- Matching buyers and sellers
- Transactions
- Payment
- Logistics integration

After Transaction

- Import and export process management
- Documents preparation
- Documents exchange
- Payment integration
- Logistics integration
- Banking
- Foreign exchange
- Customs and other government authorities

Immerging Platforms on Internet



Immerging Third Party Platforms in China to facilitate Trade

Before Transaction
(Information
exchange)

- Alibaba.com
- MadeinChina.com
- Globalmarket.com
- Trade2cn.com

Transaction
(Cross border B2C)

- Dhgate.com
- Aliexpress.com
(Alibaba)
- M2Cmart.com (Global
market)
- Ebay.cn

After Transaction
(Paperless trading
and integrated
service)

- Onetouch.cn (taken
over by Alibaba)

Benifits of Cross-border E-commerce

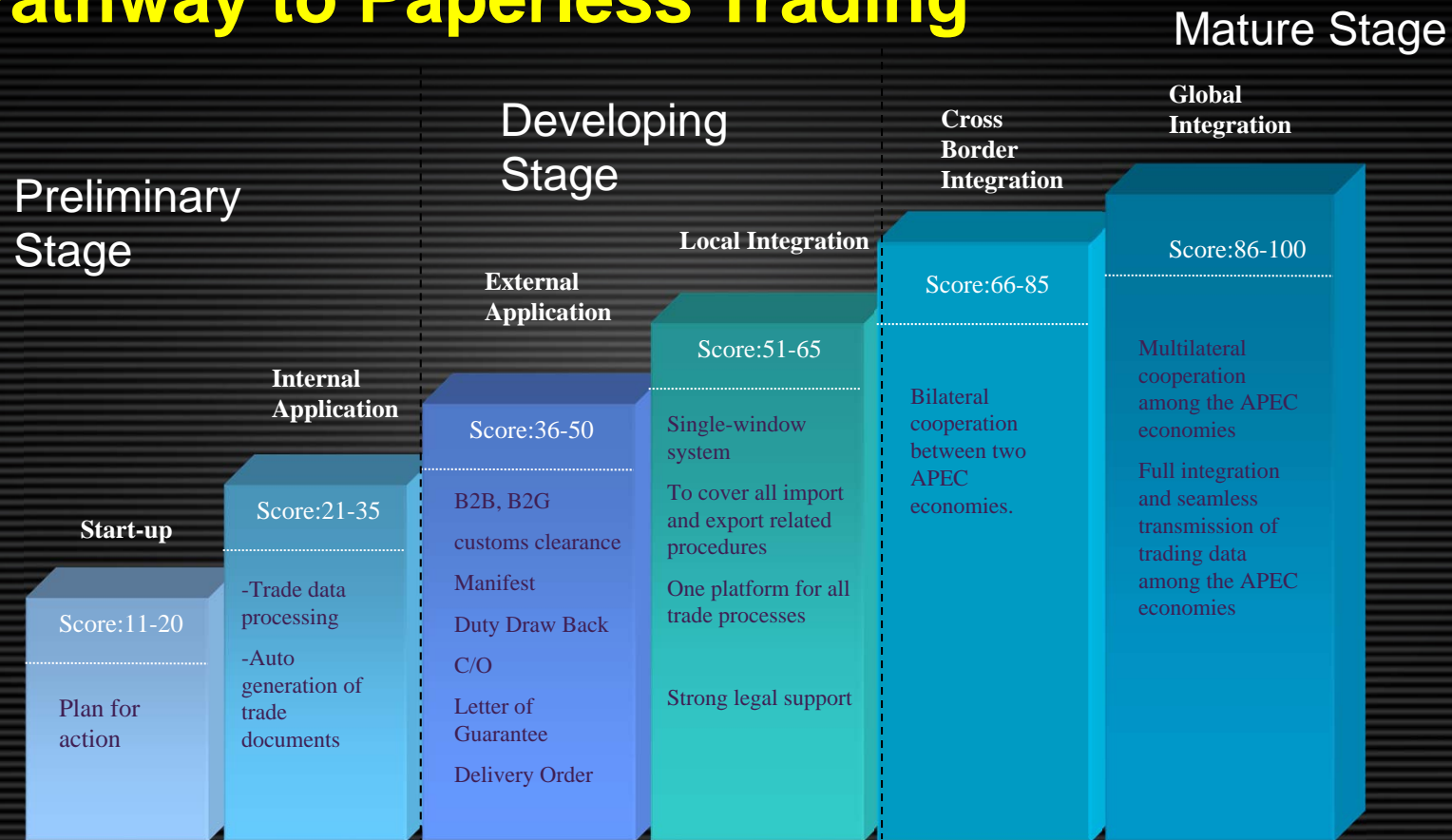


- Matching buyers and sellers
- Increase the availability and choices of consumer products
- Easy and convenient for business and consumers
- Increase the market efficiencies
- Reduce the transaction cost
- Facilitate International trade and help the SME to participate in global trade

What Are the Challenges for Paperless Trading and Integrated Services (After Transaction)?



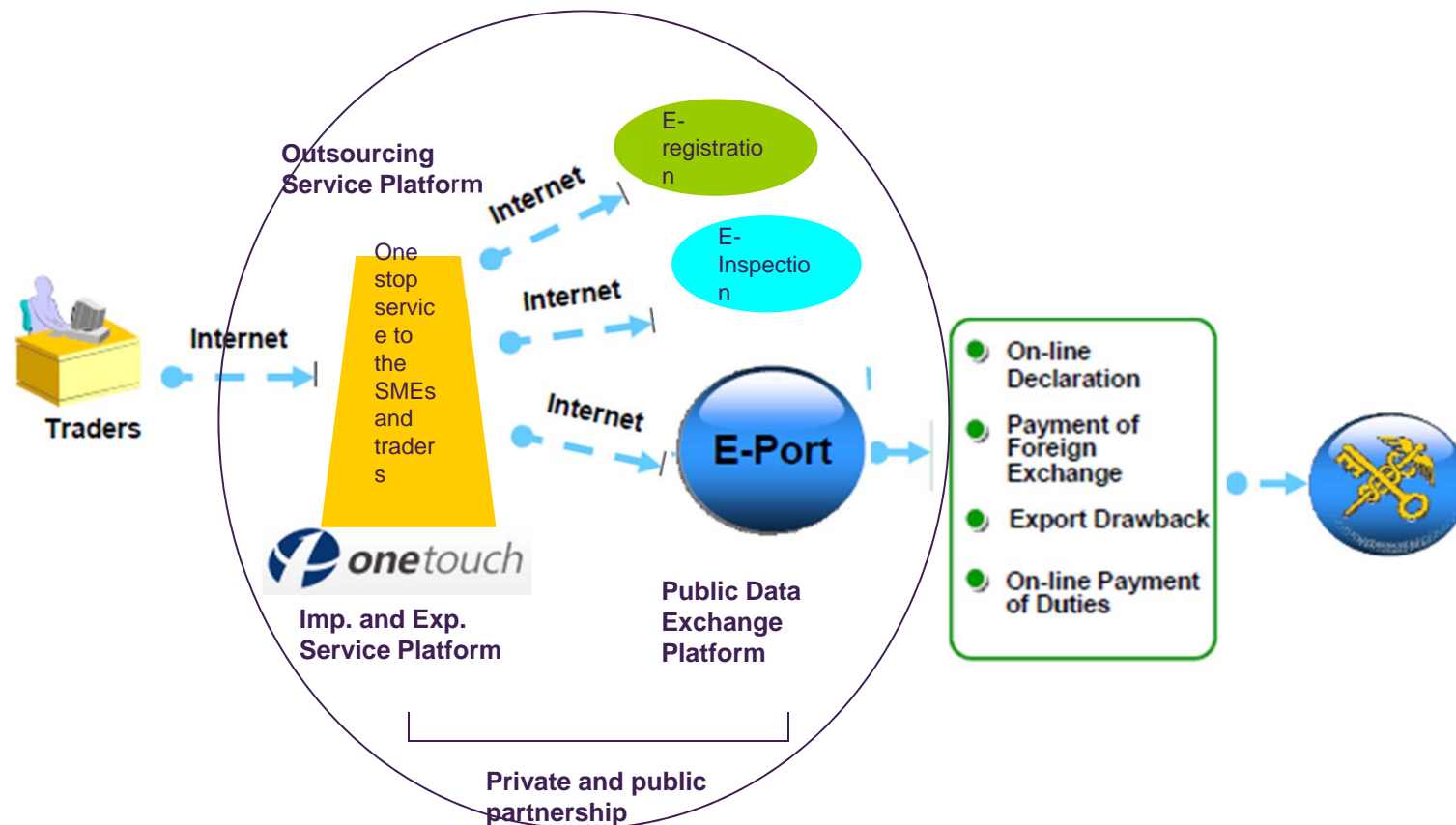
Pathway to Paperless Trading



APEC Research Report

Alibaba OneTouch: A Single Window Platform

Immerging Model of Private Single Window:
Integrated Service Platform



Implications for Inclusive Trade Policy and Regulation



- How can we make sure that
 - Cross-border e-commerce is based on a secured, trusted global environment?
 - traceability, privacy, platform governance
 - Cross-border e-commerce is based on a well-regulated efficient and harmonized system?
 - stability, predictability, consistency
 - Cross-border e-commerce is not imposed with extra cost?
 - customs duties, administrative cost
 - Cross-border e-commerce can be done within the appropriate legal environment?
 - consumer protection, non-discrimination, co-operation and mutual respect
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Thanks



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