E-Trade Frameworks

Digital Trade – Public Private Partnership
Locked gears of Trade

- Tax
- Movement of People
- Consumer & Worker Protections
Information is Fundamental to Trade

Figure 1: The most problematic factors for exporting

- Identifying potential markets and buyers
- Access to trade finance
- Access to imported inputs at competitive prices
- Inappropriate production technology and skills
- Technical requirements and standards abroad
- Difficulties in meeting quality/quantity requirements of buyers
- High cost or delays caused by international transportation
- High cost or delays caused by domestic transportation
- Burdensome procedures and corruption at foreign borders
- Rules of origin requirements abroad

Notes: From a list of ten factors, respondents were asked to select the five most problematic for exporting in their country and rank them between 1 (most problematic) and 5. The bars in the figure show the responses weighted according to their rankings. The figure shows the average across the 142 economies covered by the World Economic Forum’s Executive Opinion Survey (because of data shortages, only 132 of these are covered in the ETF).
Digital Trade is Dependent on "Normal" Trade

People -> Information

Services <-> Trade

Finance -> People
## Digital Trade Problems & Possibilities

<table>
<thead>
<tr>
<th>Old</th>
<th>Barrier / Enabler</th>
<th>New</th>
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<tbody>
<tr>
<td>Old</td>
<td></td>
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<tr>
<td>Customs &amp; border barriers impinge heavily on low-value, high-volume, e-shopping consignments.</td>
<td>Data localization restrictions inhibit ongoing use of customer / operational data.</td>
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<tr>
<td>New</td>
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<td>New online services blocked by traditional services market access barriers.</td>
<td>New digital products or services require interoperable payment and information services.</td>
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Problem identification is a useful step towards resolution
Online Platforms: GVC Accelerators

- Content
- Content Platform
- Search Engine
- Browser
- Network…
- Hardware
- User

Diagram:
- Tax
- Consumer
- IP
- Liability

User
Competition policy is needed in a Digital World
Do Different Types of Data need Different Rules?

| Personal Information / Secrets | Mass Data / Meta Data | Data Products / Data Services | General Data / Statistics |
## Alternatives to Data Flow Restrictions

<table>
<thead>
<tr>
<th>Censorship / National Security</th>
<th>Law Enforcement</th>
<th>Privacy</th>
<th>Economic Development</th>
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<tbody>
<tr>
<td>Cryptography Repression Deconnection</td>
<td>Mutual Legal Assistance</td>
<td>Privacy Policy Coherence Market Forces</td>
<td>Welcoming &amp; Enabling Environment</td>
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### Meek Digital Dozen

<table>
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<tr>
<th>Improve metrics &amp; insights on digital trade</th>
<th>Support Digital Competition by updating the WTO telecoms reference paper</th>
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<td>Evaluate national digital trade barriers via the TPRM, etc.</td>
<td>Expand digital services market access commitments</td>
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<tr>
<td>Negotiate digital rules in TTIP, TiSA</td>
<td>Improve digital regulatory cooperation</td>
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<td>Allow free data flows, subject to an exceptions provision</td>
<td>Enhance public-private cooperation on digital trade</td>
</tr>
<tr>
<td>Bind data localization requirements</td>
<td>Drive an ambitious WTO e-commerce work programme</td>
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Path Forward

- Develop Vision
- Diverse Dialogue
- Story and Data Collection
- Agree Focus & Priorities
- Map Policy & Regulatory Gaps
- Plot Reform & Build Coalition
- Engage official policymaking fora
- Advance soft reforms