

A brief Introduction on Electronic World Trade Platform Initiative

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Initiative for Electronic World Trade Platform (eWTP)



Reasons for eWTP Initiative

- **E-COMMERCE CHANGES GLOBAL TRADE**
- **PUBLIC AND PRIVATE COLLABORATION NEEDED**
- **MSMES ASK FOR MORE INCLUSIVE TRADE**
- **E-COMMERCE BASED TRADING ECO-SYSTEM NEEDED**

eWTP was included in 2016 G20 Leaders Communiqué



A private sector-led, all-stakeholder initiative for public-private dialogue and partnership to share best practice, incubate new cross-border e-trade rules, foster a more effective and efficient policy and business environment for the development of ecommerce and digital economy.



2017 B20 Trade & Investment Taskforce Policy Paper

The concept eWTP was initiated in 2016 by the B20 China SME Development Taskforce. The goal of the eWTP effort is to establish a platform bringing together different perspectives of public and private constituencies, as well as the different efforts around eTrade.

The eWTP would be open, transparent and not for profit. It would promote three main goals:

- **promotion of public-private dialog** to improve the business environment, including simplification and regulation on standards, and harmonization of taxes;
- **cooperation with international organizations** such as the WTO to prioritize eTrade development needs; and
- **facilitation of cross-border eTrade and the digital economy** through development of **eTrade infrastructure** and adoption of **best practices** such as cross-border e-commerce **experiment zones**.

The eWTP will engage with all relevant stakeholders, including, but not limited to, MSMEs, the business sector, MSME-focused organizations, governments, international organizations, industry associations, consumer associations, and academia.

eWTP Pilot: Malaysia's Digital Free Trade Zone (eHub)



Outlook and Expectation

- eWTP would cooperate with WTO and stakeholders to promote inclusive globalization, especially for MSMEs and developing countries
- The best practices could be shared, new trade rules and standards be discussed, incubated and tested
- Some eWTP pilot projects could be implemented
- Global rules and standards on e-commerce should be established to promote the sustainable growth of e-commerce and digital economy