

# Electronic commerce: challenges and opportunities

## Mexico's experience

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# Electronic commerce provisions in our Regional Agreements.



- **Promote consumer safety and confidence** in electronic commerce.
- Grant **legal certainty and data protection** in cross-border electronic transactions.
- **Avoid unnecessary barriers to international trade** by electronic means.
- Promote the **innovation of high-quality content** products and services.
- Foster to **insert SMEs into the North American market** through e-commerce.
- **Strengthen international cooperation** to face current cyber threats.

USMCA

PA

CPTPP



# The Pacific Alliance



## Regional market

First pillar:

Digital connectivity

Second pillar:

Create an enabling framework to promote the Exchange of digital goods and services.

Third pillar:

To develop a digital economy that promotes growth, productivity and employment.



# Challenges and opportunities.



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- **High importance/multilateral negotiations : JSI for e- commerce**
  - **Data protection**
  - **Trade Facilitation**
  - **Digital inclusion**
  - **Insertion of SMES in electronic commerce**
  - **Free data flow**
  - **E-payments**
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# Thanks

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