

Expert Meeting on

CYBERLAWS AND REGULATIONS FOR ENHANCING E-COMMERCE:
INCLUDING CASE STUDIES AND LESSONS LEARNED

25-27 March 2015

Inclusive Trade: The Promise of the Global Empowerment Network

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The views reflected are those of the author and do not necessarily reflect the views of UNCTAD



UNCTAD Expert Meeting on Cyberlaws and Regulations for Enhancing E-commerce

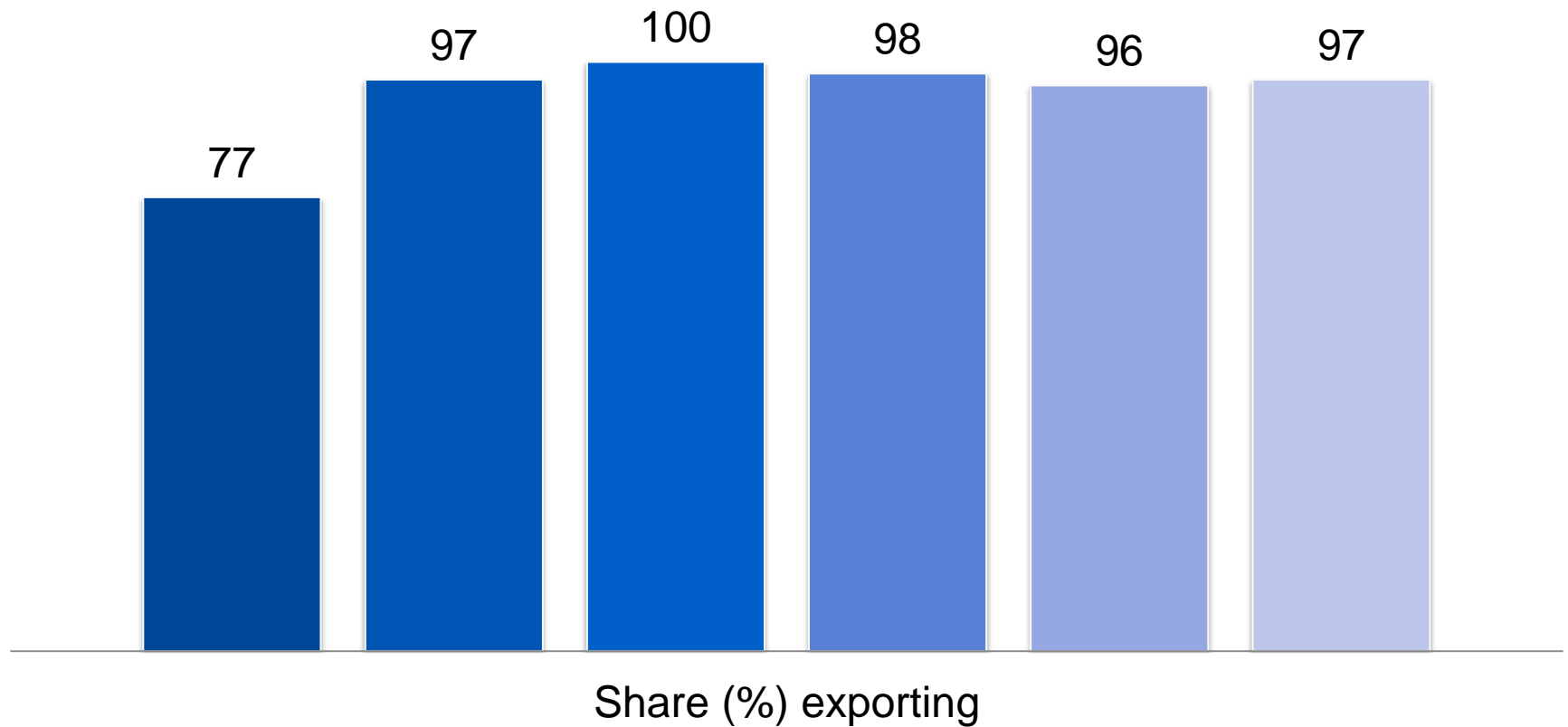
Inclusive Trade:

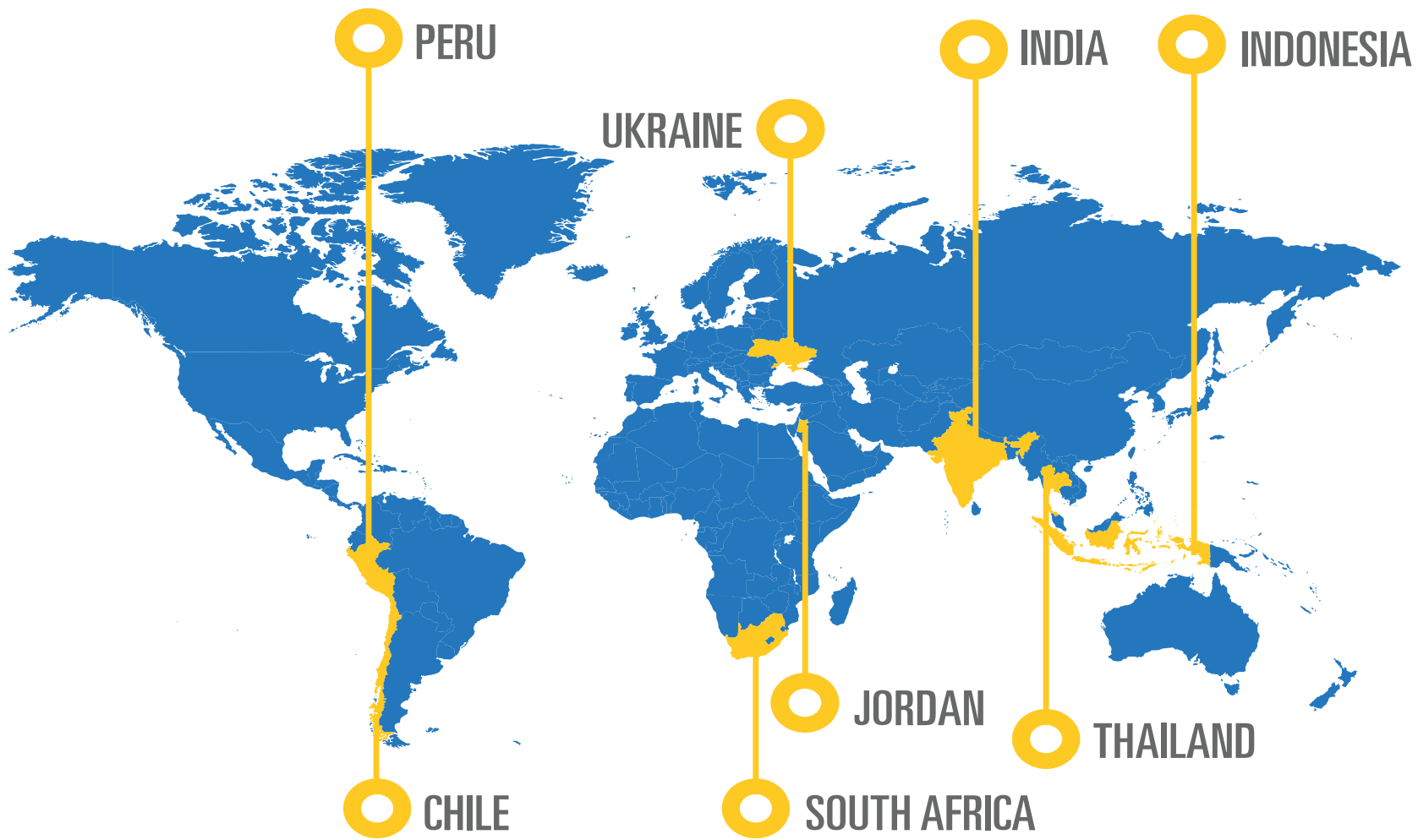
The Promise of the Global Empowerment Network

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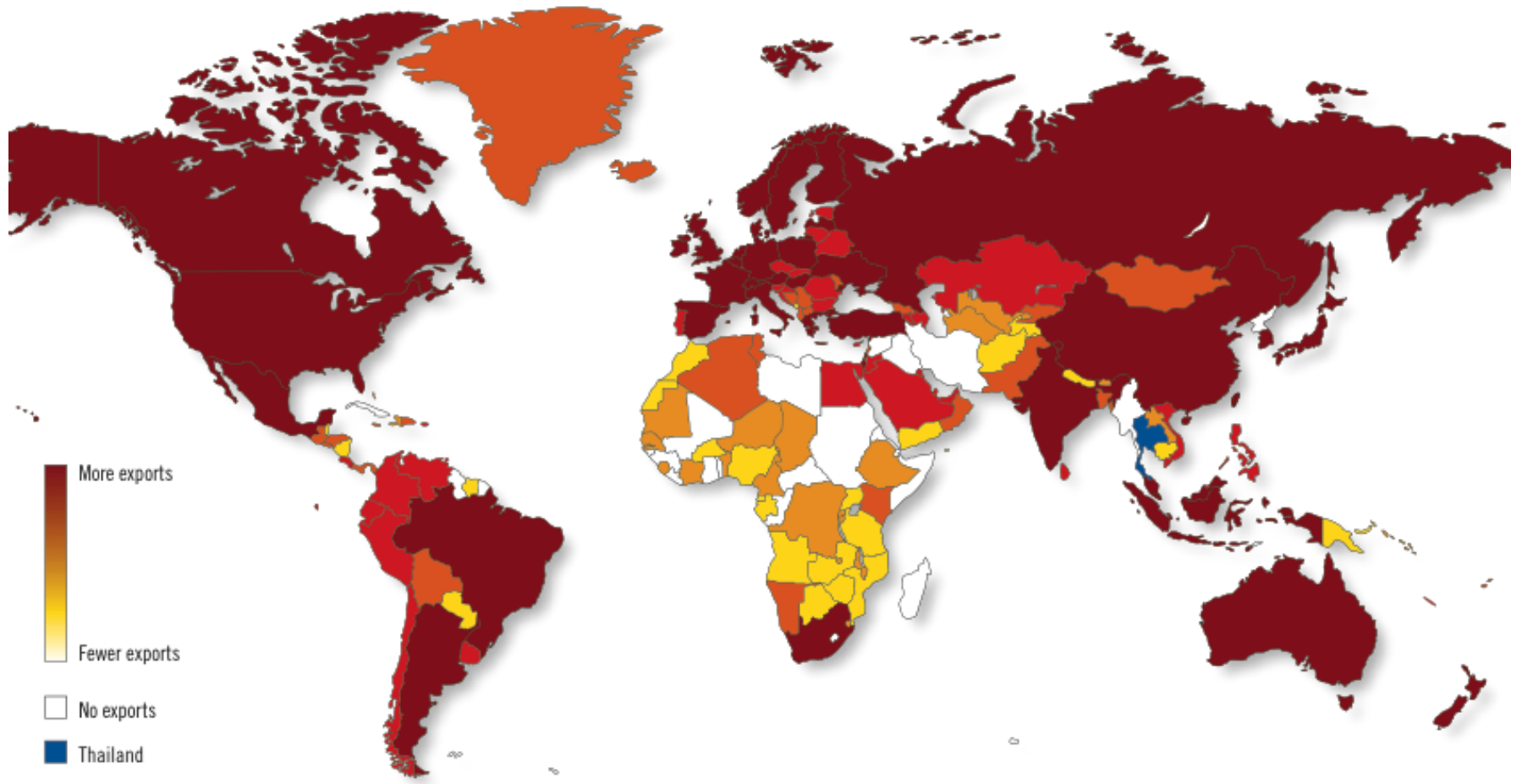
Traditionally, less than 50% of firms export

■ Australia ■ US ■ Canada ■ France ■ UK ■ Germany

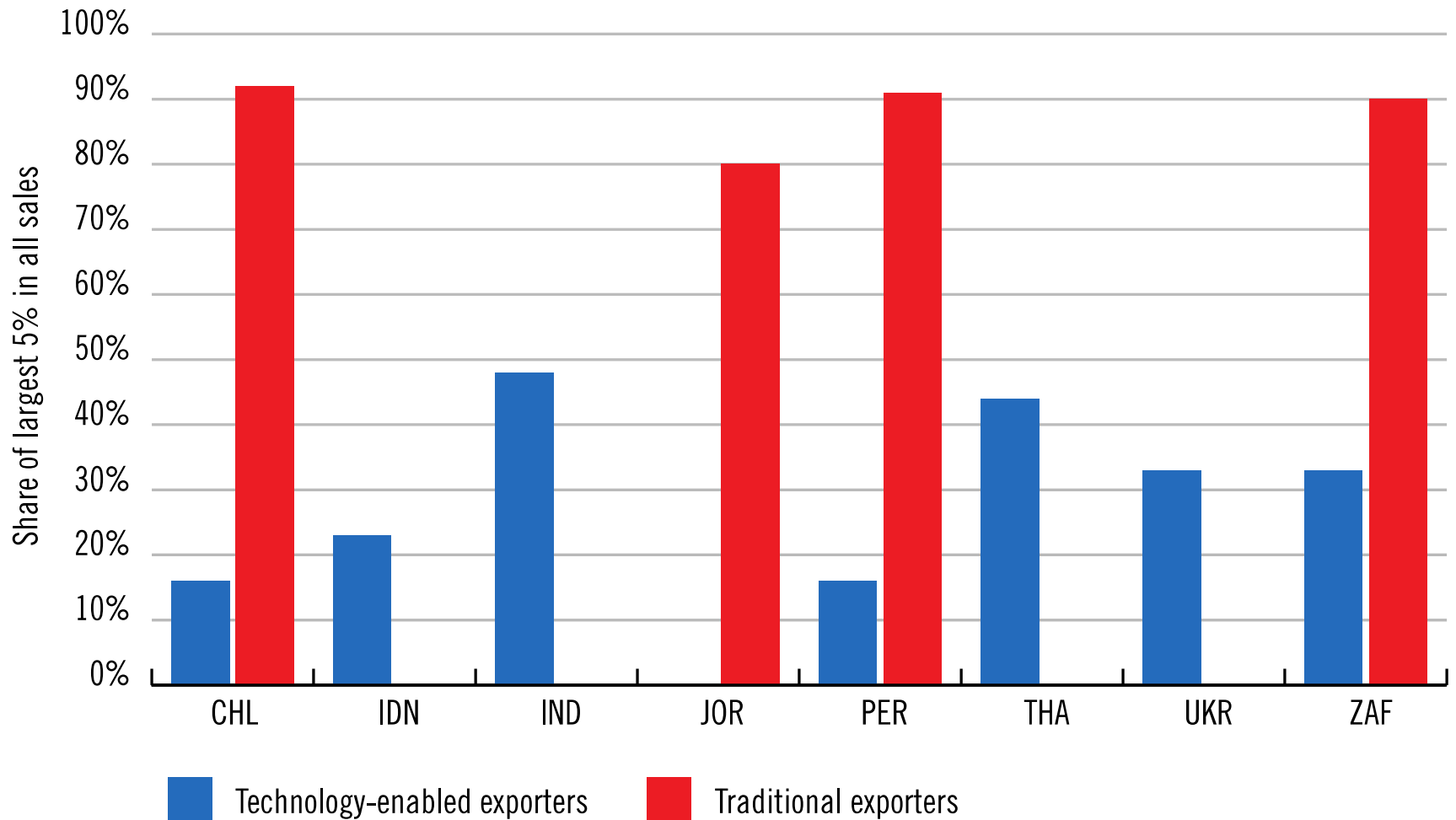




Traditionally, exporters reach less than 3 markets

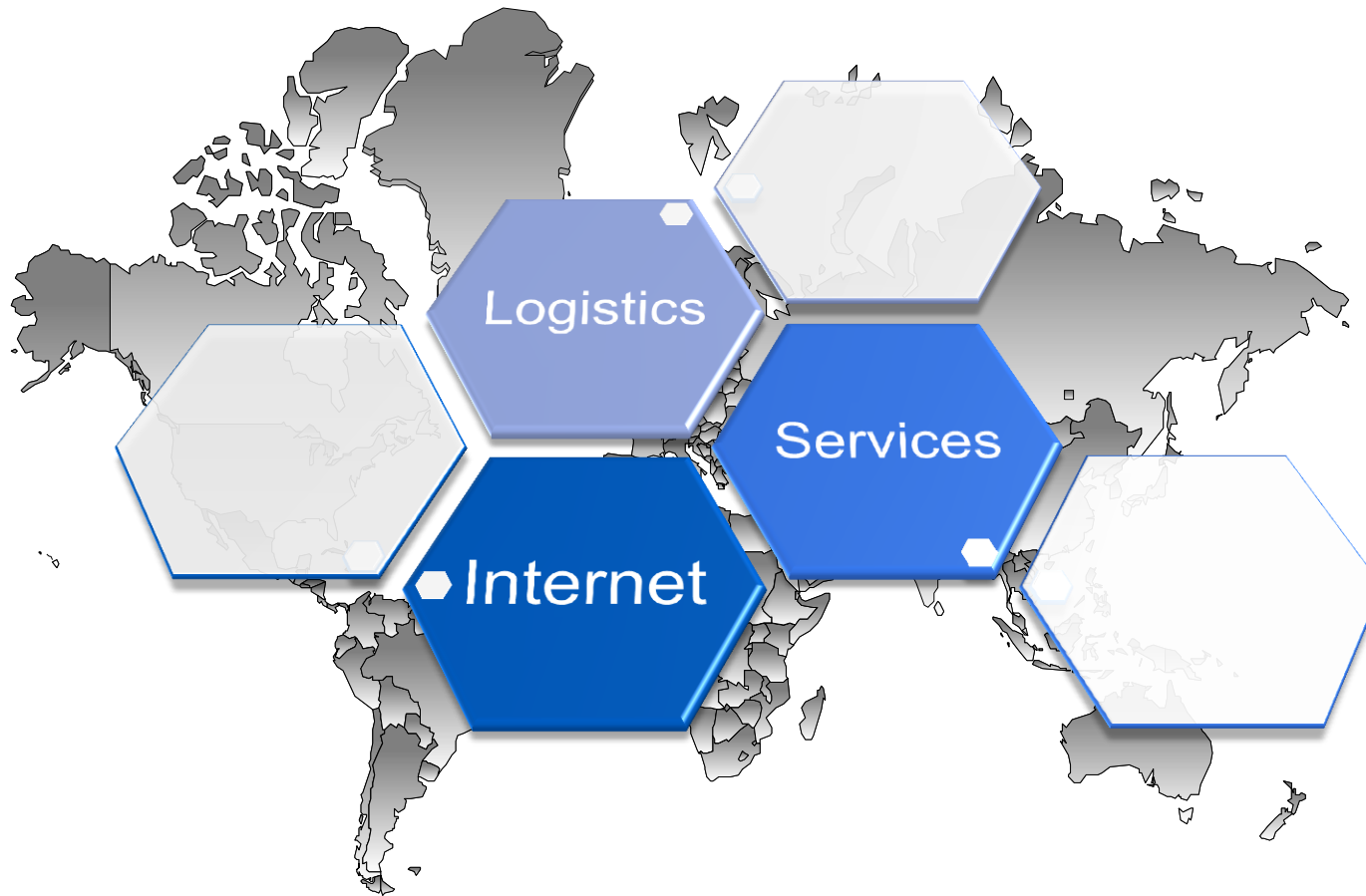


Traditionally, a few superstars dominate



Internationalization model

“global empowerment network”



Issues for trade policy

- Investment in open, interconnected broadband and smartphone technology
- Optimized and harmonized shipping and postal regimes
- Robust intermediary liability protections
- Increased and harmonized de minimis thresholds
- International exhaustion of copyright and trademark rights
- Promoting electronic payment methods
- Improved customs processes through increased technology adoption
- Recognition of technology-enabled SMEs and the global empowerment network in free trade agreements

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