Expert Meeting on

CYBERLAWS AND REGULATIONS FOR ENHANCING E-COMMERCE:
INCLUDING CASE STUDIES AND LESSONS LEARNED
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Inclusive Trade: The Promise of the Global Empowerment Network

By

Samuel Laurinkari
Senior Manager, Government Relations EU
eBay Inc

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

Samuel Laurinkari
Senior Manager
eBay Inc. Government Relations EU
Traditionally, less than 50% of firms export

Share (%) exporting:
- Australia: 77%
- US: 97%
- Canada: 100%
- France: 98%
- UK: 96%
- Germany: 97%
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