Trade Facilitation for E-Commerce
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ITC MAKES TRADE HAPPEN

Joint agency of the UN and WTO

Rules of Trade
Trade policy research and consensus
Help businesses trade

Fully dedicated to helping businesses - especially SMEs - to trade

Policy Makers
TISIs
Private Sector

Advisory services
Capacity building
Trade and market intelligence
Market linkages

ITC
TRADE IMPACT FOR GOOD
The rapid growth and nature of e-commerce requires a rethink of regulations and procedures.

**Global e-commerce sales**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (US$ billions)</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>0.695</td>
<td>23%</td>
</tr>
<tr>
<td>2014</td>
<td>0.839</td>
<td>21%</td>
</tr>
<tr>
<td>2015</td>
<td>0.995</td>
<td>18%</td>
</tr>
<tr>
<td>2016f</td>
<td>1.16</td>
<td>16%</td>
</tr>
<tr>
<td>2017f</td>
<td>1.33</td>
<td>15%</td>
</tr>
<tr>
<td>2018f</td>
<td>1.51</td>
<td>13%</td>
</tr>
</tbody>
</table>

**From containers to parcels**
Efficient cross-border procedures are particularly important for e-traders.

Exponential growth in the volume of shipments and need for express delivery is building an even stronger demand for efficient cross-border trade.
“Whole of the supply chain approach” to e-commerce

Cross-border efficiency is determined by the “weakest link” in the supply chain
### Key barriers of cross-border e-trade

<table>
<thead>
<tr>
<th>Infrastructure</th>
<th>Procedures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of efficient and well-connected transport infrastructure</td>
<td>Lack of transparency</td>
</tr>
<tr>
<td>Outdated technology and organisation</td>
<td>Complex and outdated customs procedures</td>
</tr>
<tr>
<td>Insufficient delivery services</td>
<td>Lack of coordinated approach by Border Regulatory Agencies</td>
</tr>
</tbody>
</table>
Driving reforms through key TF principles

**TRANSPARENCY**

should be the driving element across:

- Legislation and regulations
- Institutional framework
- Administrative processes
- Easy access to information

**Simplification**

**Standardisation**

**Harmonisation**

should be applied to:

reforms should be underpinned by

**AUTOMATION**
Barriers should be addressed at three levels of the economy, and through the SME perspective.

### Three layers of determinants

- **National policy environment**
  - e.g. e-signature, e-contract etc.
- **Immediate business environment**
  - e.g. internet access, efficient logistics
- **Firm level capabilities**
  - e.g. skills, resources, technology

### Bringing SME voice into rule making

- Raise understanding
- Build capacity
- Build consensus
- Make change happen
Salient features of the ITC Trade facilitation program: promoting... 

- A ‘whole of the supply chain’ approach beyond TFA
- Business perspective through public-private dialogue with a dedicated focus on SMEs
- Stakeholder collaboration at national and donors levels
- Regional approaches to the implementation of TF reforms
- Automation and increased use of ICT technology in cross-border transactions
Promoting trade facilitation measures to address barriers to cross-border e-commerce

- **Transparency**: Easy and equal online access to relevant information through Trade Facilitation portals

- **Business perspective**: Continuous public-private dialogue through National Trade Facilitation Committees

- **Border agency coordination**: National and international border agency collaboration and exchange of information

- **Promoting best practices**:
  - Risk management & Post-clearance audit
  - Pre-arrival processing
  - Express delivery & e-payments
Our existing network of partnerships in the area of trade facilitation
Thank you!

For further information, comments or questions, please contact:

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