



Measuring E-Commerce

- official and private sector data on

cross-border e-commerce

Geneva, 22 April 2016

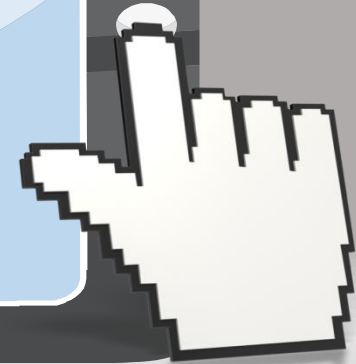
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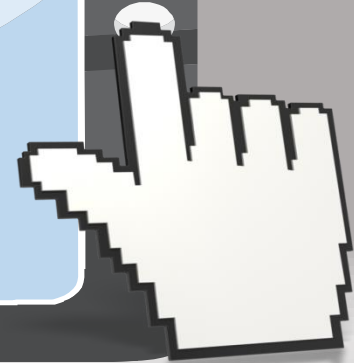
What and Why ?

- **Cross-border low-value B2C and C2C e-commerce**
- **For a well-informed policy decision making, enhanced service delivery, and effective controls**



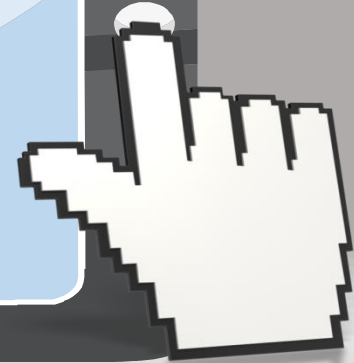
Current Situation

- **Aggregate Customs data**
- **Lack of data on digital goods and services**



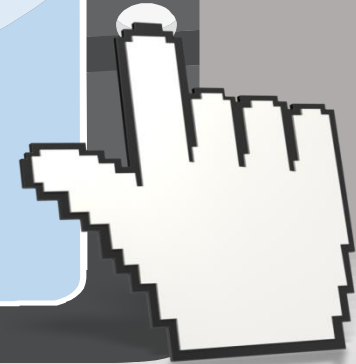
What is being done?

➤ **WCO survey on e-commerce**



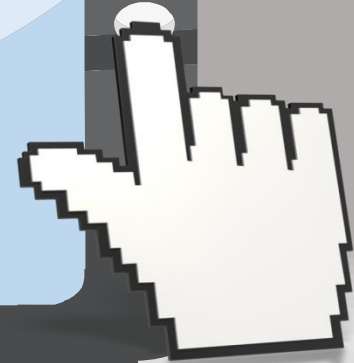
What can be done?

- Engage e-commerce supply chain actors e.g. e-vendors, payment gateways and Internet Service Providers (ISPs)



Future Thoughts?

- exploring the possibility of adding e-commerce related information in the consignment reference number (e.g., S10 bar code, express tracking number)
- possibility of simplified e-commerce declarations



Thank you.

