



Measuring Cross-border E-commerce
A collaborative project of
UNCTAD-UPU-WTO-OECD

andreas.maurer@wto.org

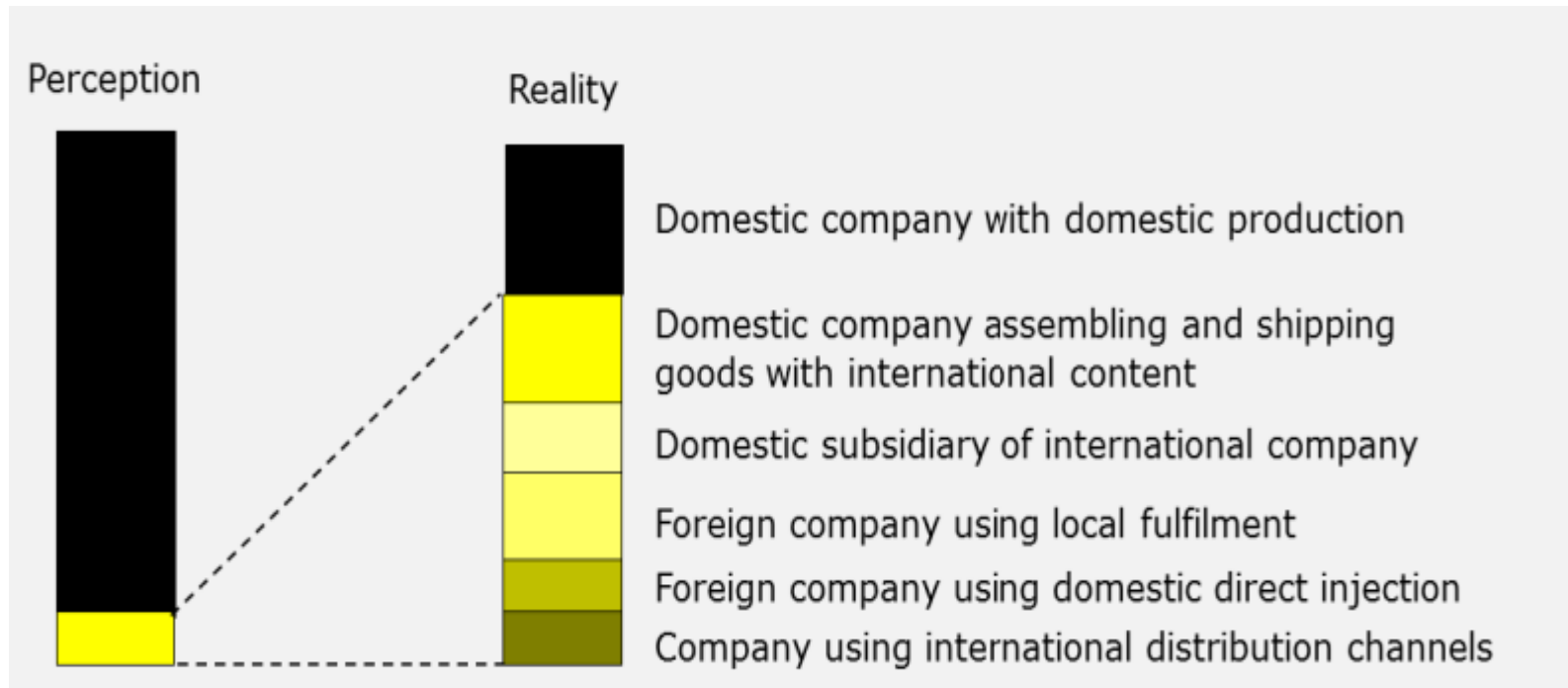
What evidence do we have?

- Most e-commerce still domestic
- B2B more important than B2C
- Official data on CBEC transactions in merchandise and in services are sparse
- Better data are badly needed!
- Private data differ in quality, methodology and transparency

What questions do we want to answer?

- What is the share of cross-border e-commerce in total international trade?
- By industry?
- By gender?
- By product (good/service)?
- By final demand?
- Share of Internet users buying/selling...rural/urban, etc.

What is the complexity?



Source: Copenhagen Economics, Principles of e-commerce delivery prices, Feb. 2016

A large share of online transactions that are perceived as domestic by consumers involve a cross-border element

Need for new data?

- An inventory of existing data (enterprise surveys)
- What do existing statistical frameworks say?
- Identify e-commerce players...B2C, B2B, C2C, B2G
- Develop a conceptual framework to extend existing statistical frameworks (clear up concepts)
- Add questions to existing surveys on for example online purchase from...?
- New indicators?

Need for new data?

- **Share experiences:**
 - Share data at aggregate level (avoid confidentiality issues)/develop data platform/...
 - **Develop case studies on specific countries/sectors?**
- **Way forward?**
 - Work with countries to improve data situation (Expert meeting of TFITS in October 2017)
 - Develop mechanism for collaboration? Who and how?