Context

- WTO TFA implementation
- Securitisation of the supply chain
- Resource Mobilization and IFF
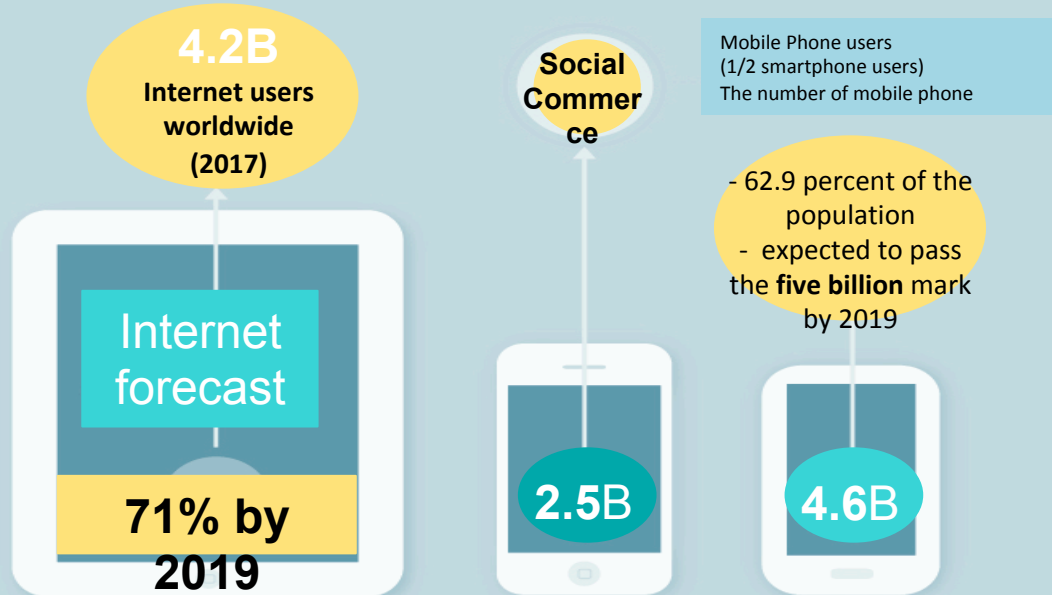- Advancement of technology

WCO Priority Agenda

- Trade Facilitation (Mercator Programme)
- Security
- Illicit Financial Flows
- Customs – Tax Cooperation
- Performance Measurement
- E-commerce

MOBILE COMMERCE SHOWING HUGE GAINS

OVERALL MOBILE SHOPPING IS TRENDING TO DOUBLE Y-O-Y GROWTH.

4.2B
Internet users worldwide (2017)

Internet forecast

71% by 2019

Social Commerce

2.5B

Mobile Phone users
(1/2 smartphone users)
The number of mobile phone

- 62.9 percent of the population
- expected to pass the **five billion** mark by 2019

4.6B

Currently, approximately 1.6 billion consumers are buying online which is estimated to grow to 2.2 billion consumers by 2022

Bigcommerce
sell more

Growth in e-Commerce

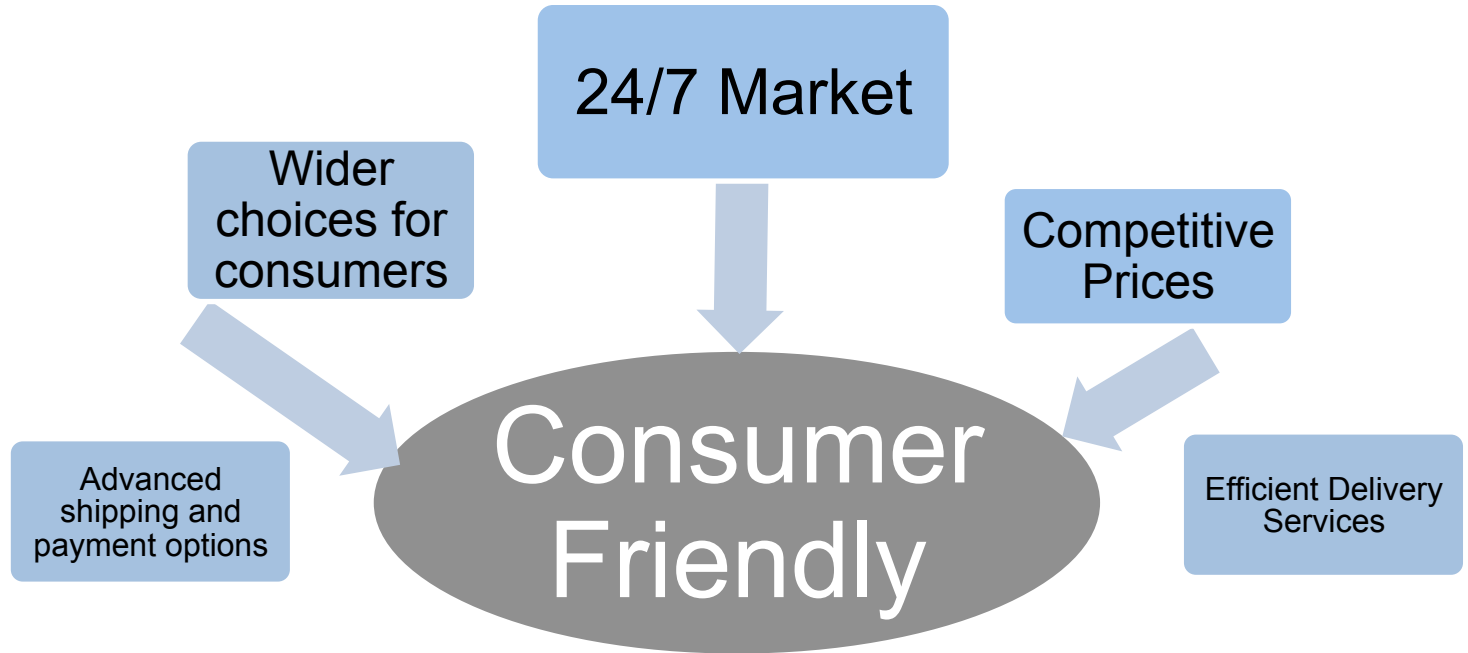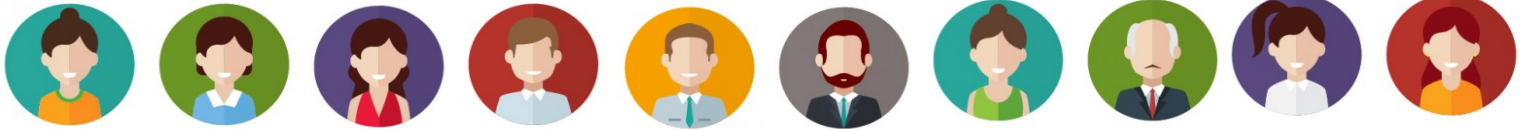|	
European Commission, 2016	Global B2C e-commerce sales of goods : USD 2 trillion annually , projected to reach USD 4.5 trillion by 2021. USD 1 trillion of this estimated to be cross-border e-commerce.
eMarketer	By 2019, e-commerce retail sales will have reached a share of 12.8% of total retail sales.
AliResearch	Cross-border B2C e-commerce is expected to grow from USD 401 billion in 2015 to USD 994 billion in 2019 with a growth rate of over 27%.
UNCTAD	Share of Asia and Oceania region in global B2C e-commerce is expected to surge from 28 to 37% between 2013 to 2018.
Channel Advisor	Asia – Pacific region will have significant growth with its e-commerce soaring to $450 billion in 2017
ADB	Size of e-commerce relative to gross domestic product was 4.5% in Asia and the Pacific.
eBay	In APEC, average commercial seller (SMEs) on eBay exported to 36 countries.

Key Drivers- Consumer Friendly

24/7 Market

Wider choices for consumers

Competitive Prices

Advanced shipping and payment options

Efficient Delivery Services

Consumer Friendly

Cross-Border E-Commerce
- WCO's Perspective

Destined to a consumer (B2C and C2C)

Online initiation

What?

Cross-border transaction/ shipment

Physical goods

6

WCO's work: Recent Developments
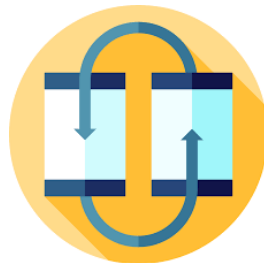

WCO WGEC
2016-2018

Luxor Resolution and Customs
Communiqué

First Global Cross-Border
E-Commerce Conference
Beijing Declaration

WCO Study Report
on E-Commerce

Case Studies

Development of policy and technical guidance for enhanced facilitation and effective controls

Updated Immediate Release
Guidelines

Framework of Standards- Objectives

o The Framework provides the standards for the effective management of cross-border E-Commerce from both facilitation and control perspectives. Overall, the Framework :

- ✓ Establishes global standards to promote certainty, predictability, transparency, safety and security, and efficiency in the E-Commerce supply chain.

- ✓ Promotes a harmonized approach to risk assessment, clearance/release, revenue collection, and border cooperation in relation to cross-border E-Commerce.

- ✓ Establishes a standardized framework for advance electronic data exchange between E-Commerce stakeholders and Customs and other relevant government agencies with the aim to facilitate legitimate shipments, providing a more level-playing field for various stakeholders.

- ✓ Seeks to strengthen co-operation between Customs administrations, other relevant Government agencies and other stakeholders involved in cross-border E-Commerce.

FoS: Key Elements and structure

1. Introduction
2. Objectives, principles and legal framework
3. Implementation strategy, monitoring, benefits and capacity building
4. Managing cross-border E-Commerce:
   - 8 Principles (Luxor Resolution)
   - 15 Standards
5. Technical Specifications and Guidelines
6. Annexes

   o Definitions
   o Stakeholders: Roles and responsibilities
   o E-Commerce Business Models
   o Revenue Collection Models
   o Data Elements
   o WCO Tools and Instruments
   o Other related tools and instruments
   o Implementation Strategy on Cross-border E-Commerce and Action Plan
   o Study Cases and best practices
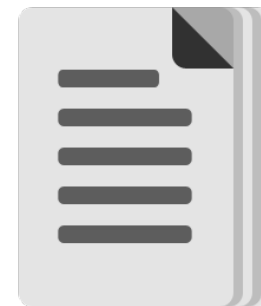
15 Global Standards

Legal Framework for Advance Electronic Data	Expanding the Concept of AEO to Cross-Border E-Commerce	Public-Private Partnerships
Use of International Standards for Advance Electronic Data	Models of Revenue Collection	International Cooperation
Risk Management for Facilitation and Control	De Minimis	Communication, Public Awareness and Outreach
Use of Non-Intrusive Inspection Technologies and Data Analytics	Prevention of fraud and Illicit Trade	Mechanism of Measurement
Simplified Clearance Procedures	Inter-Agency Cooperation and Information Sharing	Explore technological developments and innovation

http://www.wcoomd.org/en/media/newsroom/2018/july/wco-publishes-global-standards-on-ecommerce.aspx

Risk based approach based on advance electronic information

o New approach to Risk Management

  » New actors

  » New data sources

  » New Partnerships

o Advance Data Exchange E-Commerce stakeholders and Customs (e.g., e-vendors/platforms, Post, Express)

o Development of policy and technical frameworks for enhanced facilitation and effective controls

  » Collaborative Risk management

  » Simplified account based clearance

  » Enhanced facilitation for trusted operators

  » Efficient return and refund procedures

  » Alternate models of revenue collection

Revenue Collection (low-value shipments)

o Adapting existing systems and procedures for an effective and efficient revenue collection

o Alternate Models of Revenue Collection

- Vendor Collection Model (e.g., Australia and the EU)
- Intermediary Collection Model
- Buyer Collection Model

o Identifying new ways to collect necessary information for revenue collection

- Description of goods
- Value
- Country of Origin
- Shipper and buyer's details

Upcoming Deliverables

o Technical Specifications to FoS

o Standardized data elements and exchange mechanisms

o Implementation Strategy

o Pilots

o Case Studies

Thank you