



**UNECE**  
**UN/CEFACT**

## Cross-Border eCommerce



17 October 2018, from 14:00  
Deefly Zhejiang Hotel, Guiyu Room  
Hangzhou, China

<http://www.unece.org/hangzhouforum-ecommerce.html>

## Background

The volume of trade transactions through on-line platforms has been expanding yearly. eCommerce platforms can provide services of one single company selling its goods on-line; eCommerce platforms can also provide tools that allow other companies to showcase and sell their goods. The transaction is initiated on-line and this will result in a number of services (finance, transportation, regulatory clearance, payment) which may be integrated into the platform itself, or which may be handled through an external services.

The implications of these transactions are multi-faceted. On the one hand, it allows consumers (both individuals and companies) to shop all over the world without leaving their living room. To satisfy this individual demand, the packages are often smaller and more frequent than those that are sent to retailers; this results in handling a multiplication of small packages on the logistics side and a high volume of regulatory declarations when entering countries.

These platforms can have some very positive effects such as providing greater opportunities for micro-, small- and medium-sized enterprises to sell their goods and services. They can help to promote local products that would not usually meet an international market. They can also help stimulate competition which could bring down prices and encourage innovation.

These platforms can also have some adverse effects as well. Competition issues are difficult to regulate across borders, especially when the platform making the sale is situated in another jurisdiction. Identifying actors (either vendors or consumers) on such platforms can be a challenge and ensuring that the partner with whom we are dealing is trustworthy becomes an issue. Quality-control can be also a challenge, especially for non-low-value products.

## Objective

This half-day conference will explore the current state of eCommerce and the inherent challenges faced in this type of trade. It will lay down a clear definition of eCommerce and eCommerce platforms as well as the main actors involved in such transactions. It will then explore some of the following questions:

- How does eCommerce fit in with these traditional types of transactions?
- What aspects are unique to eCommerce vis-à-vis traditional types of transactions?
- What electronic business standards are required for these transactions?
- What standards are required for the declarative aspects?
- How to perform due diligence and mediation procedures in e-Commerce platforms?
- How to coordinate between e-commerce platforms when more than one may be involved in a transaction and how to coordinate with national Single Windows?

Work within UN/CEFACT on facilitating trade at the border through eCommerce platforms and helping MSMEs to access international markets will be presented. Some best practises by China and other regions will be demonstrated.

# Agenda 17 October 2018

## 14:00 – 14:15 – Opening

### **Welcome Address**

- Ms. Ivonne HIGUERO, Director UNECE Economic Cooperation and Trade Division
- Chinese official (tbc)

## 14:15 – 15:30 – Session 1: Benefits of eCommerce Platforms

Moderator: Ms. Estelle IGWE, Nigerian Export Promotion Council & UN/CEFACT Vice Chair

### ***A new mode on the practice and standard development of cross-border e-Commerce in Zhengzhou***

- Ms. Ping (Katherine) XU, Henan Bonded Group

### ***Targeted measures in poverty alleviation via e-Commerce***

- Mr. Yueming QIU, China National Institution of Standardization

### ***Supporting MSMEs to access international markets***

- Ms. Virginia CRAM MARTOS, Triangularity Consulting & UN/CEFACT Domain Coordinator

### ***Transaction assurance of cross-border e-Commerce – supplier's performance management on e-Commerce platforms***

- Mr. Xin YAO, China Council for the Promotion of International Trade

### ***Transaction assurance of cross-border e-Commerce – seller's performance management and claim management***

- Mr. Ping WANG, DHGate.com

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## 15:30 – 16:00 - Coffee Break

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## 16:00 – 17:15 – Session 2: Challenges

Moderator: Mr. Yueming QIU, National Institution of Standardization

### ***Interoperability issues – between platforms and with National Single Windows***

- Mr. Aleksei BONDARENKO, Eurasian Economic Commission & UN/CEFACT Domain Coordinator

### ***International standardization to foster quality improvement in cross-border e-Commerce***

- Ms. Yang WU, China Certification & Inspection Group

### ***Legal issues of e-Commerce***

- Mr. Saifullah KHAN, Managing Partner, S.U. Khan Associates Corporate & Legal Consultants

### ***Practice and standard development of online reputation in Shenzhen***

- Ms. Xihui ZHANG, Shenzhen e-Commerce Better Service Center

### ***Standards for e-Commerce***

- Ms. Sue PROBERT, Chair of UN/CEFACT

## 17:15 – 17:30 – Q&A and Discussion

# What is UN/CEFACT?

UN/CEFACT, the United Nations Centre for Trade Facilitation and Electronic Business, supports activities dedicated to improving the ability of business, trade and administrative organizations, from developed, developing and transition economies, to **exchange products and relevant services effectively**. Its principal focus is on facilitating national and international transactions, through **the simplification and harmonization of processes, procedures and information flows**, and so contributing to the growth of global commerce.

**UN/CEFACT has a global mandate. Participation in the UN/CEFACT Forum is open to all.** There are some 300 experts representing every region in the world.

Within the framework of the United Nations Economic and Social Council, the United Nations Economic Commission for Europe (UNECE) serves as the focal point for **trade facilitation recommendations and electronic business standards**, covering both commercial and government business processes that can foster growth in international trade and related services. In this context UN/CEFACT was established, as a subsidiary, intergovernmental body of the UNECE.

For more information:  
<http://www.unece.org/cefact>  
See also: <http://tfig.unece.org/>

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This conference takes place during the Forum in Hangzhou.

Participation is free of charge, but all participants must register as participants to the Forum.

Detailed agendas and registration available at:  
<http://www.unece.org/hangzhouforum.html>