

What's E-Commerce Take?

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Why e-commerce?

- **Consumer benefits**
 - More competition drives down prices
 - Wider selection
 - Convenience (less travel)
- **Business benefits**
 - New market opportunities (global reach)
 - Increased transaction efficiency (faster, more automated)
- **Government benefits**
 - Happier consumers and businesses
 - More trade means more (income tax) revenue

E-commerce prerequisites

1. Wired buyers & sellers
2. E-payment systems
3. Legal bases
4. Delivery mechanisms

1. Wired buyers & sellers

- Low-cost telecommunications services
- Greater access to computers
- Easy access to domain names
- Multilanguage standards make it easier for e-commerce in local language

2. E-payment systems

- **E-payment mechanisms**
 - Electronic funds transfer
 - Wider adoption of credit cards
 - Local “payment mechanism middlemen”
 - Taxation benefits?
- **Buyers’ confidence in the system**
 - Cybersecurity
 - Privacy
 - Encryption

3. Legal bases

- Define online “signature” as equivalent to an offline one
- Recognise electronic documents as valid in legal proceedings
- Carriers’ liability exemption
- UNCITRAL model
- Public Key Infrastructure

4. Delivery mechanisms

- Delivery of goods or services
 - Online: minimal or no content control
 - Offline: reliable parcel delivery

E-commerce is hard!

- Many prerequisites
- Productivity driver
- E-government is in many ways just a subset of e-commerce
- Many other complications, e.g.
 - Jurisdiction
 - IPR
 - Dispute resolution

Conclusions

- Change is unavoidable
- Most e-commerce prerequisites follow from making the right domestic policy decisions
 - Get policy right
 - Telecom/internet build-out follows
- Avoid undue restrictions on internet
 - Content control
 - Voice revenue support understandable but harmful
- Government can lead by implementing e-gov
 - Develops the market
 - Leads to better government

Further resources

- GIPI at www.internetpolicy.net
- GBDE at www.gbde.org
- UNCITRAL at www.uncitral.org
- ABA at www.abanet.org/buslaw/cyber
- EU at europa.eu.int/ISPO/ecommerce

And many more.