Digital trade and non-digital trade barriers

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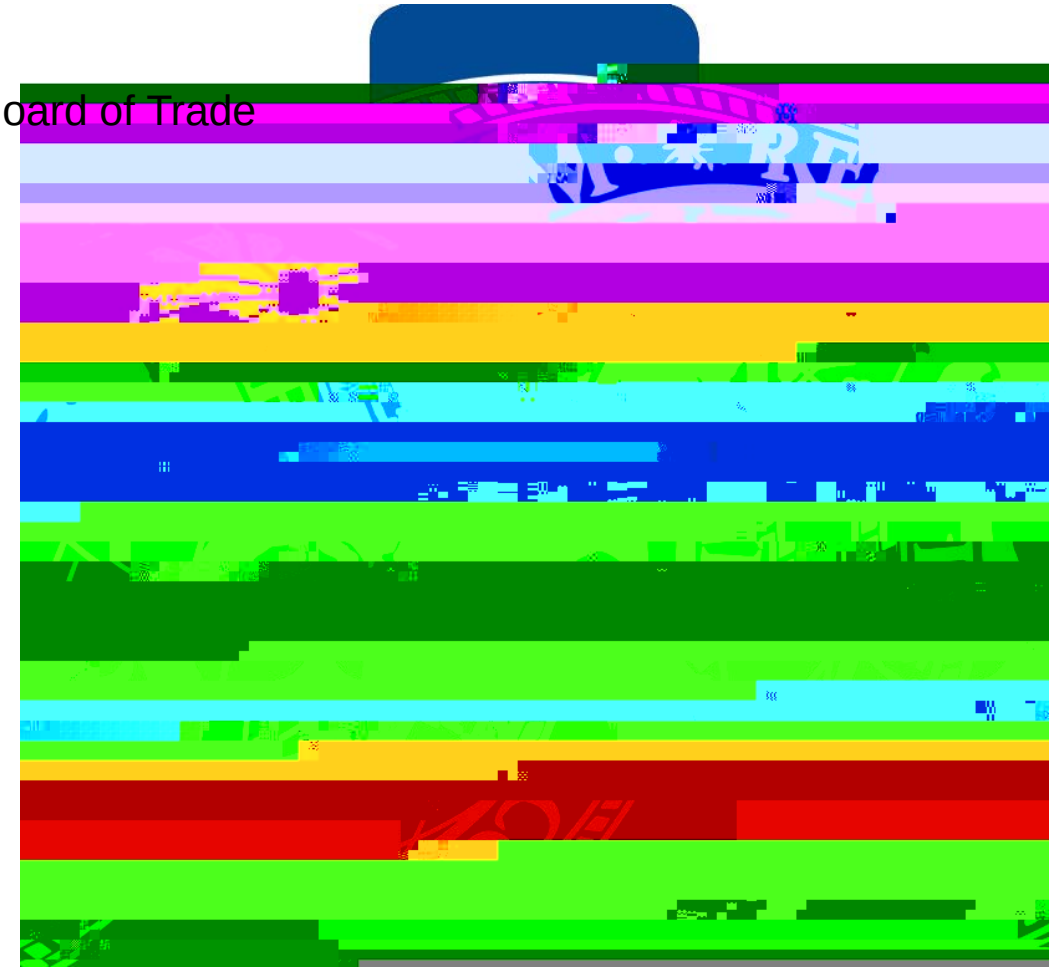
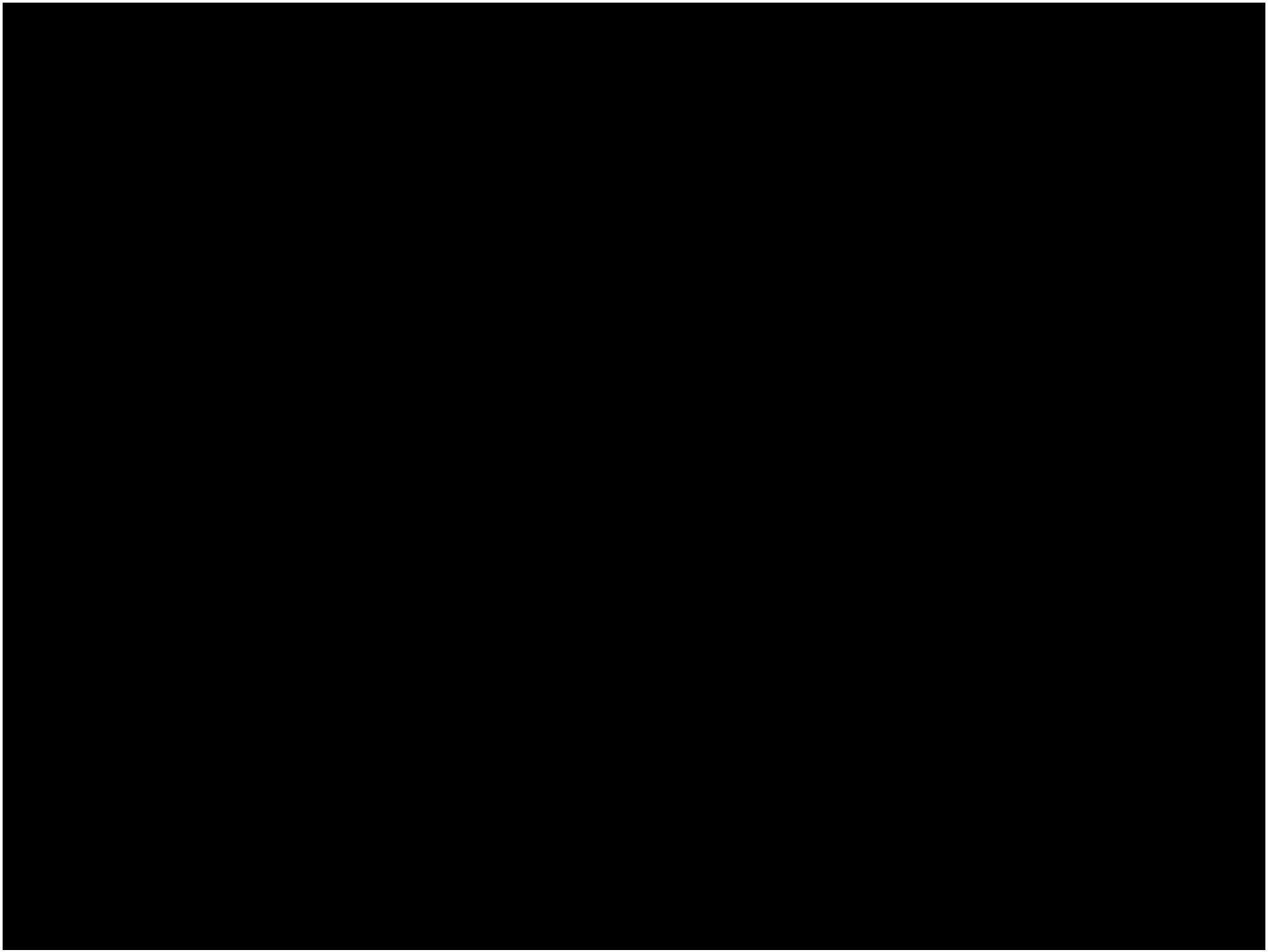




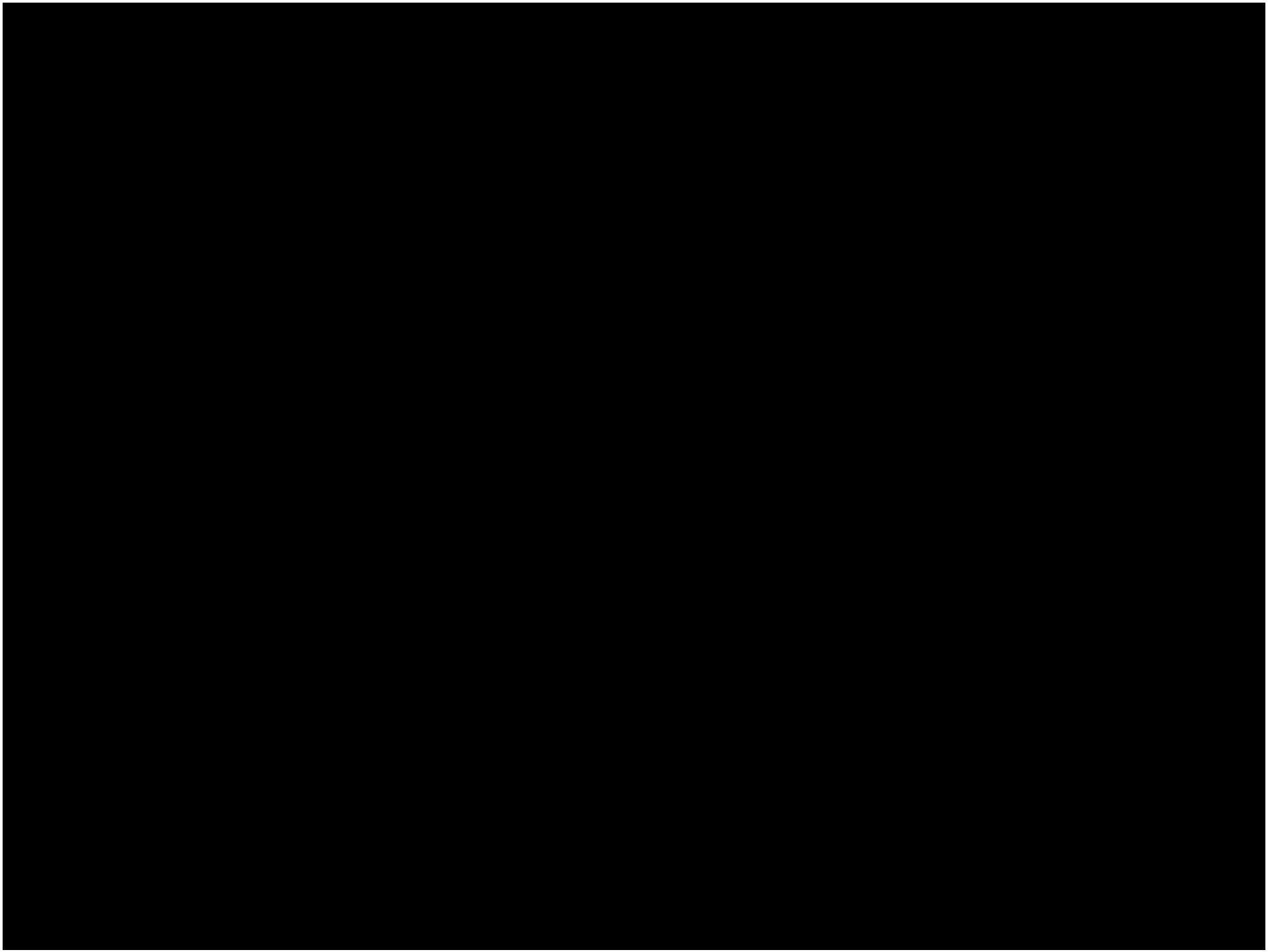
Source: National Board of Trade

Countries involved in the GVC

- USA
- Germany
- England
- Scotland
- Holland
- Canada
- Japan
- Denmark
- Finland
- Sweden

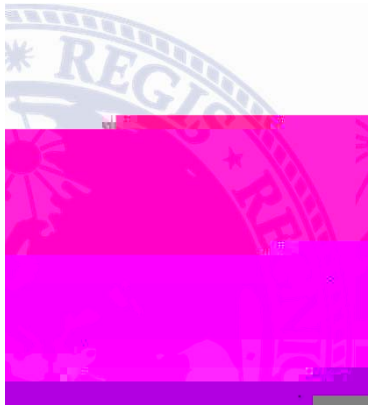
Without order of importance

Plus: UN Habitat, and other countries (”Community”, marketing and ”3rd Party Servers)



Online traders specific features

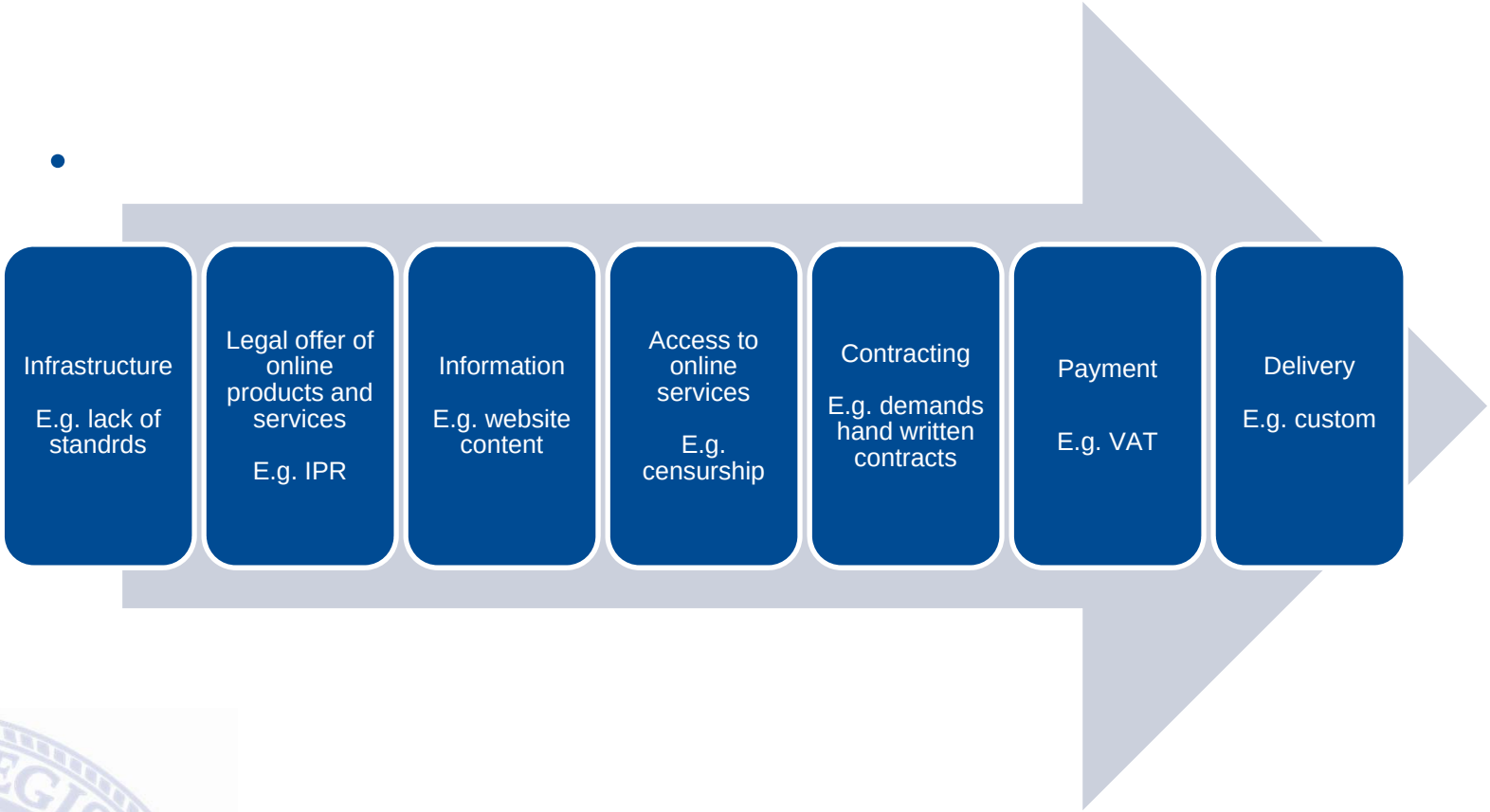
- Selling to a large number of countries simultaneously
- Many companies are not established on export markets
- Many companies are small
- Large number of shipments – small consignments
- Operate in randomized world



Barriers for e-commerce

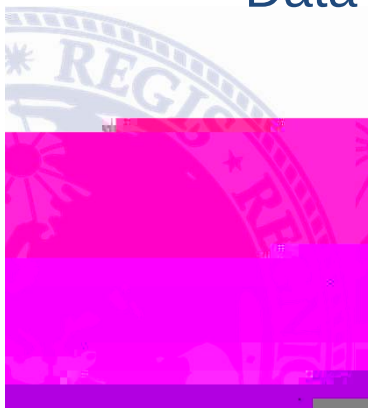
- Lack of information
- Barriers relating to customs
- Barriers relating to consumer and sales law and consumer info
- Payment and taxes
- Intellectual property rights barriers
- Cross-border data transfer
- State controls
- Other barriers (incl. roaming, standards, fraud…)

E-commerce value chain



Summery

- E-commerce specific barriers (e.g. data transfer, roaming)
- Traditional barriers – hitting e-commerce harder (e.g. tariffs, custom procedures)
- Most common problems:
  - Lack of information/transparency
  - Consumer rights (differences)
  - IPR
  - Data transfer



The way forward

- ”e” out of e-commerce
- Multi trade field solutions
- Multiplatform solutions
- Multilateral solutions

Reports by the NBT (www.kommers.se)

On e-commerce

- **E-commerce new opportunities, new barriers**
- **How borderless is the Cloud?**
- **Minecraft brick by brick**

Forthcoming:

- Making trade happen – business perspectives on cross-border movement of persons
- "… and data" – a study on cross-border data flows and Swedish business experiences

Other related studies

- Adding Value to the European Economy
- Made in Sweden?
- At your Service
- Servicification of Swedish manufacturing
- Business Reality and trade Policy – Closing the Gap
- Everybody is in Services – the Impact of Servicification in Manufacturing on Trade and Trade Policy
- Global Value Chains and the Transatlantic Trade and Investment Partnership