出國報告（出國類別：會議）

參加亞太經濟合作(APEC)網際網路經濟專案指導小組第一次會議報告書

服務機關　　　　　　　　　　　　**姓名　　職稱**

國家通訊傳播委員會　　　　　　　　林茂雄　簡任技正

出席 APEC 相關會議摘要表

一、會議名稱	**APEC 網際網路經濟專案指導小組第一次會議 (AHSGIE1)** (1ST MEETING OF THE AD HOC STEERING GROUP ON THE INTERNET ECONOMY)	
二、會議日期	104 年 9 月 2 日至 9 月 2 日	
三、所屬工作小組或次級論壇	網際網路經濟專案指導小組(AHSGIE)（受 APEC TEL 主席指派，以 TELWG 副主席身分代表 TEL 小組參加會議。）	
四、會議地點	菲律賓宿霧	
五、出席經濟體及重要出席單位	計有美國、日本及紐澳等 15 個經濟體之代表(俄羅斯、泰國、汶萊、智利、墨西哥、新加坡等經濟體未派員)及 APEC 秘書處等代表參加。 另有科技創新政策夥伴(PPSTI)、女性經濟政策夥伴(PPWE)、太平洋經濟合作理事會(PECC)、電子商務指導小組(ECSG)、人力資源發展工作小組(HRDWG)、智慧財產權專家小組(IPEG)及電信暨資訊工作小組(TELWG)等國際組織派員參加。	
六、會議主席	馬來西亞籍 Ms.Nur Sulyna Abdullah	
七、我國出席人員姓名、職銜	國家通訊傳播委員會　　　　　　　　　　　　林茂雄	
八、會議議程項目內容	**APEC 網際網路經濟專案指導小組第一次會議** 時間：104 年 9 月 2 日至 2 日 1. 開幕致詞 2. 確認議程 3. AHSGIE 組織章程(TOR) 4. 資深官員副主席報告 APEC 2015 優先領域 5. PECC 網際網路經濟研討會成果 6. 中國大陸對網路經濟之提案 7. 各經濟體討論 AHSGIE 工作範圍與指導原則 　7.1　盤點工作範圍（考量網路經濟議題聯繫關聯圖）	

	7.2　討論工作優先性
	7.3　討論工作計畫指導原則
	8.　未來會議討論事宜
	8.1　AHSGIE2
	8.2　AHSGIE3
九、會議討論要點及重要結論(含主要會員體及我方發言要點)	1.　會議中報告案為 AHSGIE 組織章程(TOR)、APEC 2015 優先領域、PECC 網際網路經濟研討會成果、中國對網路經濟之提案等，另 PPSTI、PPWE、PECC、ECSG、SMWG、HRDWG、IPEG 及 TELWG 等各組代表皆詳盡或大致報告其工作內容及與 AHSGIE 相關之處。 2.　中國大陸報告「藉由網路經濟促進包容性成長」概念文件。建議 APEC 各經濟體共同合作推動網路經濟，以促進中小企業發展、鼓勵企業家精神與創新、提升婦女經濟、提升身障人士參與經濟活動等。中國大陸表示該文件並非尋求資深官員會議核准(Approval)，經討論後主席做出「了解」(Note)該倡議的結論，該文件也將提送 SOM3 及各其他論壇及工作小組做為推動 Internet Economy 之考量(Consideration)。 3.　PECC 報告案建議 APEC 聚焦 4 項優先工作，以推動網路經濟，包括廣建網路經濟基礎建設，並提升對天災復原力；確保跨境資料傳遞的隱密及安全；雲端運算；發展網路支付與交易的機制及安全。 4.　討論事項及結論： 　1)　AHSGIE 組織章程之工作範圍： 　a.　主席提出網路經濟議題聯繫關聯圖，獲得各經濟體及各其他論壇及小組之認可，惟需進一步說明其具體內容，以釐清各事項與其他論壇及小組業務之聯繫，以利未來盤點，以及強化邀請其他論壇及小組參與網路經濟工作之合理性。 　b.　主席提出未來工作的 5 項指導原則：1.避免與其他工作小組的職權重複(Avoid duplication)；2.進行盤點(Stock taking)；3.確定與其他工作小組及論壇之落差(Identify Gaps)；4.確保 AHSGIE 創造附加價值(Add value)；5.解決其他工作小組及論壇之困難問題(Tackle

tough issues)。

2）工作優先性：主席提出兩項優先領域：一為標準、法律及政策之等值(Equivalence)；另一為平台(Platforms)，包括識別、支付、無紙化/貿易及雲端等。

3）發展 AHSGIE 工作計畫：通過章程及合作領域兩份文件，秘書處將儘快進行第 1 輪盤點，請其他論壇及小組根據個別的工作計畫及策略計畫，盤點與網路經濟合作領域有關之項目，以確認尚不足之 Gaps 及 AHSGIE 應解決之議題。第 1 輪盤點後初稿將寄給各經濟體、其他論壇及小組檢視後提出意見，以在今年底完成第 2 份草稿。

4）下次會議時間、地點等安排：AHSGIE2 預定於明年 SOM1 在祕魯舉辦，AHSGIE3 擬於 SOM3 在新加坡舉辦。除本次會議之參與單位及團體外，未來將邀請電信、金融及個資保護主管機關參與。另未來會議至少會有半天時間邀請產業界代表及專家學者與會進行開放性討論。

5. 我國外交部代表在會中發言兩次，首先建議 APEC 網路經濟工作可與今年重要的倡議結合，以收綜效，例如長灘島中小企業行動計畫。此外，我國積極參與相關工作，除在 SOM2 派講師參與會議外，提出的中小企業 O2O 倡議更已獲 APEC 經費，明年將執行各項工作。

6. 本會簡任技正林茂雄代表 TEL WG 發言 5 次，重點如下；

1）祝賀主席副主席當選，並提出 TELWG 與 AHSGIE 有共同目標，未來可密切合作，而 TELWG 之工作範圍已包括至少 60% AHSGIE 推動的工作，其他論壇及小組亦已討論或推動相關工作，所以 AHSGIE 組應聚焦於協調與整合各其他論壇及小組，並聚焦處理其他論壇及小組未處理議題。

2）對於主席提出兩項優先領域，因為 APEC 之決議未具強制性，要優先推動標準、法律及政策之等值(Equivalence)難度頗高，建議從較簡單之平台開始。

3）建議除主席提出未來邀請電信及金融主管機關參與外，亦應邀請個資保護主管機關參與。

4）說明 TELWG 在 AHSGIE 所扮演之角色，並再次強調 AHSGIE 應聚焦於協調與整合各其他論壇及小組共同促進網路經

	濟發展。
	5) 建議各其他論壇及小組盤點時，除檢視 2015 工作計畫外，亦應檢視未來之策略計畫。
十、會議期間與其他會員體或 APEC 秘書處互動交流情形	利用休息時間分別與 AHSGIE 主席、副主席、PD，以及 PPSTI、ECSG、SMWG 等代表進行交流，以了解與溝通彼此想法。

目錄

壹、 目的

　　基於網路經濟在 APEC 創新發展及經濟參與賦權所扮演的重要角色，AHSGIE 網際網路經濟專案指導小組（The Ad Hoc Steering Group On the Internet Economy）經 2014 年領袖會議通過成立，促進各經濟體在網路經濟相關科技與政策交流，以縮短數位落差。

　　AHSGIE 主要任務在討論數位及網路經濟相關議題，促進與協調 APEC 論壇及子論壇之間數位及網路經濟相關計畫的合作，透過跨組織（cross-cutting）計畫的協力整合，提升經濟成長，並建立一個公開且互助合作的環境。

　　AHSGIE 第一次會議主要目的在討論本專案指導小組之組織章程，確認工作範圍及指導原則，並由 PECC 分享網路經濟研討會成果，分別從網路經濟的架構、商業型態與限制等案例經驗提供參考。中國大陸作為副主席亦報告其國內目前網路經濟發展現況，提出議題及行動方案之概念報告供考量（Consideration）。最後由與會代表針對後續工作優先領域及 AHSGIE 2&3 舉辦期程進行討論。

　　通傳會林簡任技正茂雄受 APEC TEL 主席指派，以 TELWG 副主席身分代表 TEL 小組參加會議，另有科技創新政策夥伴(PPSTI)、女性經濟政策夥伴(PPWE)、太平洋經濟合作理事會(PECC)、電子商務指導小組(ECSG)、中小企業工作小組(SMWG)、人力資源發展工作小組(HRDWG)及智慧財產權專家小組等國際組織派員參加，會議中除相互瞭解各經濟體與各相關組織在網路經濟議題之發展概況，亦初步研議計畫盤點事宜，避免職權重複，以收共同發展之綜效。

貳、 過程

一、 會議時間、地點

✧ 會議時間：2015 年 9 月 2 日至 9 月 2 日
✧ 會議地點：菲律賓宿霧
✧ 會議議程：

1. 開幕致詞

2. 確認議程

3. AHSGIE 組織章程(TOR)

4. 資深官員副主席報告 APEC 2015 優先領域

5. PECC 網際網路經濟研討會成果

6. 中國大陸對網路經濟之提案

7. 各經濟體討論 AHSGIE 工作範圍與指導原則

    7.1　盤點工作範圍（考量網路經濟議題聯繫關聯圖）

    7.2　討論工作優先性

    7.3　討論工作計畫指導原則

8. 未來會議討論事宜

    8.1　AHSGIE2

    8.2　AHSGIE3

二、 我代表團及各經濟體與會員代表

計有我國、美國、日本、紐西蘭及澳洲等 15 個經濟體之代表(俄羅斯、泰國、汶萊、智利、墨西哥、新加坡等經濟體未派員)等代表參加。

另有科技創新政策夥伴(PPSTI)、女性經濟政策夥伴(PPWE)、太平洋經濟合作理事會(PECC)、電子商務指導小組(ECSG)、中小企業工作小組(SMWG)、人力資源發展工作小組(HRDWG)、智慧財產權專家小組(IPEG)及電信暨資訊工作小組(TELWG)等國際組織派員參加。

我國代表團由外交部率國貿局及台經院等相關單位代表等共 4 人與會,通傳會林簡任技正茂雄以 APEC TEL 副主席身分出席會議。

參、 會議紀要

一、開幕式

(一) 主席致詞

主席 Ms. Nur Sulyna Abdullah 在開幕時歡迎各位與會代表,並期許 AHSGIE 小組以「包容性」的理念推動未來工作發展。

致詞中主席提及網路經濟每年有 2.3 兆美金的產值,顯示網路經濟實為驅動經濟成長的重要元素之一。廣義而言,網路經濟收益多源自電子商務,可進一步區分行動網路經濟或社群商務 (Social commerce)經濟。對 AHSGIE 而言,關鍵在於此專案小組是否已掌握網路經濟的現況與應對措施。

根據 OECD 報告,寬頻基礎設施仍為網路經濟的重要課題,固網與行網皆需提升速度與承載量,服務品質與可負擔性也再次成為焦點,監管單位亦需將頻譜納入政策考量。主席提及 90%的電子商務仍為企業對企業(B2B),個人僅占 10%,但可預見的是,根據不同程度的可負擔性與接取,網路的使用模式將更為多元,例如電子政府、電子商務、電子保健與網路銀行等。

此專案小組必須務實面對網路經濟快速且多元的發展,以 APEC 所累積的成果為基礎,進一步討論網路經濟關鍵要素,並評量目前管理成果,議題包括消費者問題、相關利害關係者的參與、政策與自由化、資安、基礎設施、科技、標準、與融資等。

SOM 主席、小組主席與副主席更達成共識，提出 AHSGIE 的首要任務在於確認優先領域，以信任為基礎，取得監管與創新之間的平衡。

當人與人的連結愈趨緊密，可信且具恢復力的 ICT 基礎設施成為網路經濟的根本要件，網路安全（Security）至關重要，以保障連結性、隱私權、通訊與交易，因此更需堅定確保 ICT 網路與基礎建設。

網路已然影響當今商務型態，其立即性、豐富的專業資源與快速執行的特質，賦予人們成為企業家的機會，也讓企業家有更多的收入途徑。2014 年社群商務產值為 200 億美金，預估 2050 年將達 300 億，也開啟了 SMEs, SMIs, 微型企業與家庭工業（Cottage industry）的潛能。

網路經濟發展變化快速，主席建議將包容性理念納入 AHSGIE 工作方式，尋求更多利益關係者參與。在發展中與已發展經濟體的需求與利害關係之間，找到均衡點。最重要的是小組必須保持彈性、與時俱進（Dynamic），提出促進網路經濟發展的方法與工具。

SOM 主席亦建議 AHSGIE，追尋著陸點固然重要，同時也應認知此小組如同航行在網路經濟之海的船隻，面對變化萬千的網路經濟局勢，AHSGIE 亦需不斷地向前航行，面對挑戰。

（二）　確認議程

議程經與會代表無異議通過。

二、主要報告案

報告包含 AHSGIE 組織章程(TOR)、APEC 2015 優先領域、PECC 網際網路經濟研討會成果、中國對網路經濟之提案等，另 PPSTI、PPWE、PECC、ECSG、HRDWG、IPEG 及 TELWG 等各組代表皆詳盡或大致報告其工作內容及與 AHSGIE 相關之處。

（一）　AHSGIE 組織章程(TOR)(附件一)

1.　秘書處報告

APEC 秘書處簡要說明 AHSGIE 組織章程內容，主席特別指出落日條款中述明本專案小組工作期基本上為二年。第一次工作報告將於 SOM3

進行，主要對 SOM 說明 AHSGIE 小組已舉行第一次會議，並提出小組未來工作範圍、形式、項目優先性及執行計畫。

2. 重要意見

美國表示目前各子論壇與小組已有許多相關計畫進行中，建議避免職權重複，期待此小組能提出支持相關子論壇及推動其計畫的方法。另外亦期許 AHSGIE 在網路經濟議題上有綜觀全局的高度，發揮更大的影響力，同時彌平差距，確認工作優先性。

(二) 資深官員會議副主席簡報 APEC 2015 優先領域

資深官員會議副主席引述 1996 APEC 領袖會議宣言，「我們共同努力的最終目標在於豐富人們的生命及提升生活水準」，以此為出發點，今年的 APEC 主題為「建立包容性經濟，打造更好的世界」。

「包容」有二面向：共同獲益，共同付出（Everyone benefits, everyone contributes），大部分的定義皆著重於前者，但同樣重要的是每個人也應對經濟成長有所貢獻。從經濟成長角度而言，社會大眾也從被動的角色轉為主動的參與者，此亦為「包容」的真正涵義，以此為中心，2015 年 APEC 四項主軸為：

(1) 加強區域經濟整合(Regional Economic Integration, REI)

著重於連結—實質的連結、制度的連結、人與人的連結，特別關注服務貿易(Trade in Services)與經商便利度(Ease of Doing Business)，因此需要討論結構改革、金融包容性(Financial inclusion)與良好治理(Good governance)等議題。

(2) 促進區域與全球市場 SMEs 參與

重點子題為提供就業機會、促進包容性成長、及作為發展引擎。SMEs 可以有更多的融資、科技與培力計畫的機會，減少跨境貿易障礙，

(3) 投入人力資本發展

著重於人力資本的競爭力及永續成長，重點子題為健康、跨境教育、21 世紀技能培訓、S&T 教育及創新、符合產業需求。

(4) 打造永續且具恢復力之社群

由二項重點結合的議題：自然災害衝擊與頻率的增加，整合相連之生產鏈及供給鏈的擴展，可能使得貿易與通訊連結脆弱度提升。因此APEC區域機制與應變措施應更著重於發展：具恢復力基礎建設、災害減緩與管理、具恢復力 SMEs，與企業的業務持續運作(Business continuity)。

成果導向的 APEC 計畫元素包括：關聯性(Relevance 具體成果)、可評量性(Measurabiliy, 質量與時間指標，QQT)，及基線與里程碑(Baseline& Milestone, 起始點與預期成果)。

(三) PECC 簡報網際網路經濟研討會成果(附件二)

1. PECC 簡報概述

2015 年 5 月 20-21 日於菲律賓舉辦的網際網路經濟研討會(Symposium on the Internet Economy) 聚焦三項網路經濟議題：

(1) 架構與效益

網路經濟的架構需求及效益，特別是網路經濟的延伸潛力。

研討會簡報包括菲律賓線上教育、越南金融包容性案例、及日本健保等案例分享，與會者提問多針對成功案例的可擴展性(Scalability)以及經驗可複製性(Replicability)。其中一項主要議題為部門與職權不相合所造成的限制。

(2) 新興商業型態

網路經濟產生新商業機會、商業模式與部門。討論著重於小型企業發揮重大影響力的經驗。簡報包括共享經濟、群募、SME 包容性與發展等議題，分享數年內新興企業案例，發展跨越 6 個以上經濟體，創造數千就業機會與數百萬產值。同時亦發現，儘管網路商機看似蓬勃，美國也僅 20%的 SMEs 有較為積極的線上經營。

(3) 網路經濟之限制

討論限制網路經濟成長、阻礙機會及社會提案的議題。分別有來自業界、學術聯盟、規管單位與安全代表提到如在地化、跨境資料傳輸限制、支付與交易限制等問題。不同監管規範所形成法規遵循成

本(Compliance cost)造成服務供應商與消費者負擔，也阻礙網路商機的發展。

PECC 報告案結論提到網路經濟的成長情形(就業機會、GDP、貿易與包容性)尚未被正確地掌握或認知，具有推動成長、平等與包容性發展的極大潛能，亞太地區更是網路經濟的領頭羊，卻因規範問題受到侷限。因此 PECC 呼籲提出全面性的網路經濟賦權概念，網路/數位經濟應被視為跨界機制(Horizontal enabler)，並與金融、電子商務、物流、教育與服務等計畫相呼應。

PECC 建議 APEC 聚焦 4 項優先工作，以推動網路經濟，包括廣建網路經濟基礎建設，並提升對天災復原力；確保跨境資料傳遞的隱密及安全；雲端運算與在地化；發展網路支付與交易的機制及安全。

2. 重要意見

主席表示跨領域(Cross-cutting)的概念不僅落實於策略層次，每個議題亦有跨領域的交流。報告中所提到的基礎建設是網際網路，也是網路經濟最重要的基本條件，OECD 亦表示寬頻的佈建與推廣為網路經濟根本要素，在討論推動網路經濟發展、貿易往來時仍應謹記於心。最後消費者保護議題亦需納入法規遵循成本的討論中。

(四) 中國大陸對網路經濟之概念報告(附件三)

1. 中國大陸報告

中國大陸為 AHSGIE 副主席，其代表引述馬雲之言，「網路經濟的未來並非關乎金錢，而是在於夢想」，指出網路經濟大幅改善民眾生活水準，也為中小企業帶來新的契機，推動亞太區域包容性成長。

報告主要著述二面向：過去累積的相關成果並呼應(Echo)今年的APEC 主題與優先領域。強調此報告主要作為討論與思考的基礎，而非爭取領袖們的支持或推動計畫，希望能藉此汲取各經濟體或子論壇的意見與想法，或於某部分達成共識，更進一步的探討 (Elaborate)。

中國大陸首先列舉在網路經濟推動上所累積的成果，網路經濟的優勢及呼應今年 APEC 主題的相關內容。第二部分中國大陸提議五項合作領域，分別是:1) 扶持中小企業發展; 2)鼓勵創業與創新; 3) 促進人力資本發展; 4) 鼓勵女性經濟參與; 5) 鼓勵障礙者經濟參與，透過網

路經濟促進包容性成長。在中小企業部分，中國大陸目前實施相關政策鼓勵經濟成長的新驅動者(Driver)，指出網路經濟一方面改善人力資本的發展，另一方面亦解決就業問題。

報告第三部分為 2015 AELM 及 AMM 的行動提案，包括普遍性的提議及針對五領域的具體提案，具體提案部分將諮詢不同子論壇及小組以協調合作(Collective efforts)，並表示小組應著重於挑戰性的議題如安全性、隱私權等較為敏感的問題。最後提出計畫經費議題，今年中國大陸設立創新發展、經濟改革及成長子基金(Innovative development, Economic Reform and Growth（IERG）Sub-Fund)，網路經濟即為其中一項優先補助項目。

2.　重要意見

(1) 美國: 因所提議行動涉及各子論壇職權，期望各子論壇有機會能夠將此概念報告納入考量，對應工作內容，美國建議在提出行動方案之前，能夠先討論 AHSGIE 小組的工作範圍(Scope)與工作計畫。

(2) ECSG: 同意美國提議，將此概念報告提供給子論壇，因目前已有許多相關的工作項目正進行中或未來計畫的討論，若能向子論壇諮詢應有所助益。

(3) 中國大陸: 同意應有更多專家及子論壇的參與，並再次強調此概念報告並非意在指示相關子論壇提出行動，而是期望能更廣泛地討論網路經濟議題，除了分享中國大陸本身的經驗，也希望能向其他經濟體學習。

3.　主席建議

中國大陸報告「藉由網路經濟促進包容性成長」概念文件。建議 APEC 各經濟體共同合作推動網路經濟，以促進中小企業發展、鼓勵企業家精神與創新、提升婦女經濟、提升身障人士參與經濟活動等。中國大陸表示該文件並非尋求資深官員會議核准(Approval)，經討論後主席做出「了解」(Note)該倡議的結論，主席提議將此報告視為開放式的提案(Open proposal)，該文件也將提送 SOM3 及各其他論壇及工作小組做為推動網路經濟之考量(Consideration)。

三、 重點討論與結論

（一） 組織章程之工作範圍

1. 關聯圖:工作盤點（Mapping Excercise）

主席提出網路經濟議題聯繫關聯圖，獲得各經濟體及各其他論壇及小組之認可，惟需進一步說明其具體內容，以釐清各事項與其他論壇及小組業務之聯繫，以利未來盤點，及強化邀請其他論壇及小組參與網路經濟工作之合理性。
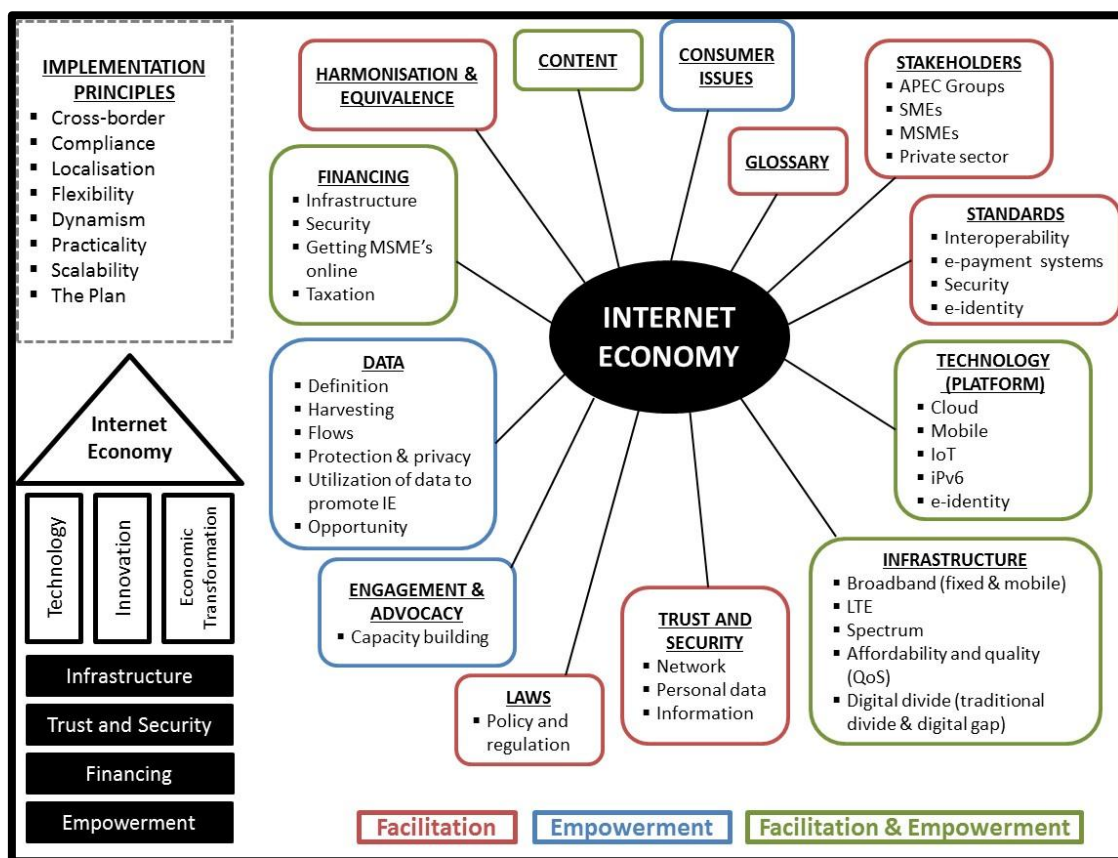
網路經濟議題聯繫關聯圖

2. 重要意見

（1）我國：

國家通訊傳播委員會林簡任技正茂雄祝賀主席副主席當選，並提出TELWG 與 AHSGIE 有共同目標，未來可密切合作，而 TELWG 之工作範圍已包括至少 60% AHSGIE 推動的工作，其他論壇及小組亦已討論或推動相關工作，所以 AHSGIE 組應聚焦於協調與整合各其他論壇及小組，並聚焦處理其他論壇及小組未處理議題。

主席表示關聯圖中的可信及安全(Trust and Security)項目下的網路(Network)即屬 TEL 的職權，而基礎建設(Infrastructure)下的寬頻、LTE、頻譜、及負擔能力與品質(Affordability and quality, QoS)，亦屬 TEL 領域，因此建議可先從前述項目進行工作計畫的盤點，以此為始，後續再整理目前工作執行面與預備(Readiness)程度。

外交部代表在會中發言兩次，首先建議 APEC 網路經濟工作可與今年重要的倡議結合，以收綜效，例如長灘島中小企業行動計畫。此外，我國積極參與相關工作，除在 SOM2 派講師參與會議外，提出的中小企業 O2O 倡議更已獲 APEC 經費，明年將執行各項工作。

（2）其他經濟體與國際組織重要意見

● PECC: 若從 AHSGIE 小組成果評量來看，PECC 認為有二面向：一是盤點各組工作範圍與計畫進度，二是確保各子論壇有共同的想法(Talking the same language)，相互調和(Harmonize)。主席再次請各與會代表以關聯圖所列議題進行初步盤點。

● ECSG: 提出其資料子組下的隱私權與 ECSG 計畫相關，如跨界隱私規範體系(Cross-Border Privacy Rules System)與其延伸 Privacy Recognition for Processors 等計畫。第二個相關為無紙化/貿易子組，工作包括電子交易平台、透過電子地圖提升供應鏈效率等。另外尚有跨子組的議題，ECSG 也建議此小組應確保跨子組議題的協調聯繫。

● 澳洲: 同意主席在開幕致詞中 APEC 為一探索性(Exploratory)的平台，透過關聯圖進行盤點是很好的開始，也是必要的過程，同時可評量目前各經濟體現有的工作資源與能量。基於 AHSGIE 對 SOM 匯報，澳洲建議可大膽地挑戰難題(Tough issues)，針對難以協商的監管

與政策議題，特別是非子論壇或小組專責職權，需要 SOM、部長或是領袖會議指導的問題，可經由此小組開放性的討論與探索，而有較為全觀的視野。

● 南韓：網路基本上是所有社會經濟的基礎設施，討論亦需回應 APEC 促進經濟成長的宗旨，包括提供就業機會的議題。

● PPWE：簡要報告 APEC Women and the Economy 2015 Fora: Women as Prime Movers of Inclusive Growth 內容(見附件四)，五項重要主軸為：取得資本的機會、進入市場的機會、培力、女性領導力、及科技與創新，藉此希望能強調女性在網路經濟與 SMEs 中亦扮演著重要角色。

● 美國：目前與數位/網路經濟相關計畫為加速數位貿易以提升經濟發展，討論下世代貿易暨投資議題(Next generation trade and investment issues)，及支持 MSMEs 在數位經濟中的發展，如貿易障礙與其他議題。

● 日本：同樣參與下世代貿易暨投資議題討論，亦建議小組需有工作時間表以能提前進行安排與協調。

（二）優先領域(Focus Areas)

1. 兩項優先領域

(1) 標準、法律及政策之「等值」(Equivalence)；

(2) 「平台」(Platforms)，包括識別、支付、無紙化/貿易及雲端等。

2. 重要意見

(1) 我國：

● 對於主席提出兩項優先領域,因為 APEC 之決議未具強制性,要優先推動標準、法律及政策之等值(Equivalence)難度頗高,建議從較簡單之平台開始。

● 建議除主席提出未來邀請電信及金融主管機關參與外,亦應邀請個資保護主管機關參與。

- 說明 TELWG 在 AHSGIE 所扮演之角色,並再次強調 AHSGIE 應聚焦於協調與整合各其他論壇及小組共同促進網路經濟發展。

- 建議各其他論壇及小組盤點時,除檢視 2015 工作計畫外,亦應檢視未來之策略計畫。

（2）其他經濟體與國際組織重要意見

- 澳洲:同意盤點工作可作為小組架構、協調與合作的開始,而不需立即提出整合(Harmonize)與系統化(Streamline)的承諾,對此澳洲可配合盤點工作。表示期待未來二年後的成果。惟希望在過程中將程序最簡化,達到每個項目都能夠評量(Measure)表現,而不僅是產出成果。

- PPSTI: 透過關聯圖說的練習,可以進一步討論各子論壇或小組的專業或意願,是否可對應到所列的工作項目,以辨識各項目的可能主導(Lead)單位。主導不必然表示需實際執行計畫,而是扮演一個觸媒或推手(Catalyzer)的角色。

- ECSG: 同意先諮詢各子論壇及小組相關工作,以 ECSG 為例,其工作即與「等值」領域密切相關,如跨境資料傳輸、隱私權法、與 MRA 等,皆已有實質計畫進行。而除了透過關聯圖說盤點工作計畫,建議亦可透過此圖思考工作項目的優先性。

- 中國大陸: 同意以此聯繫圖來諮詢各組的工作與意願作為腦力激盪的工具,也可觀察總體情況,而不需擔心強制性的任務指派。

- ABAC: 建議保持高度的彈性,特別是標準與法規的部分,因若經濟體決定實施法規則變動困難,也很難針對未來變化調整。

  主席同意須保持彈性(Flexible)、與時俱進(Dynamic)且注重實際(Practical),但同時亦需找尋立足點(Landing),對 SOM 提出具體的建議與規劃,因此須找到之間的平衡點。

- PECC：期望回歸 AHSGIE 專案小組的成立初衷,著重於重點議題並設定優先順序,組織聯繫,辨識並邀集相關的專責公私部門或單位出席會議,共同討論具體議題。

  PECC 亦重申參與(Engagement)的重要性,AHSGIE 的重要任務在協調跨領域(Cross-cutting)的推動機制,從各組汲取必要資訊,因此溝通與聯繫十分重要。

- 加拿大：就程序議題表示意見,因旅途遙遠,未來希望能與 ECSG 或其他小組會議共同舉辦以增效益,也可指派適當的代表。

- IPEG：智慧財產權專家小組工作一部分涉及數位經濟內涵,如 ICT 創新,軟體與智慧財產的保護與執法,包括著作權、促進技術移轉、SMEs 專利產業化,未來希望能多參與 AHSGIE 工作,分享相關經驗。

- 美國：表示盤點的期程需盡早開始,願盡力支持主席完成盤點工作。

(三)未來工作的 5 項指導原則

1. 避免與其他工作小組的職權重複(Avoid duplication);

2. 進行盤點(Stock taking);

3. 確定與其他工作小組及論壇之落差(Identify Gaps);

4. 確保 AHSGIE 創造附加價值(Add value);

5. 解決其他工作小組及論壇之困難問題(Tackle tough issues)。

（四）　發展 AHSGIE 工作計畫

　　通過章程及合作領域兩份文件，秘書處將儘快提出盤點樣版(template)，進行第 1 輪盤點，請其他論壇及小組根據個別的工作計畫及策略計畫(現行與未來規劃)，盤點與網路經濟合作領域有關之項目，以確認尚不足之 Gaps 及 AHSGIE 應解決之議題。

　　第 1 輪盤點後初稿將寄給各經濟體、其他論壇及小組檢視後提出意見，以在今年底完成第 2 份草稿。主席提議在下次 SOM1 議程中安排半日的 Open Session，邀請更多的相關子論壇、小組、專家及中小企業參與分享。

（五）　未來會議安排

- AHSGIE2 預定於明年 SOM1 在祕魯舉辦
- AHSGIE3 擬於 SOM3 在新加坡舉辦

　　除本次會議之參與單位及團體外，未來將邀請電信、金融及個資保護主管機關參與。另未來會議至少會有半天時間邀請產業界代表及專家學者與會進行開放性討論。

肆、 與會心得與建議

網路經濟為目前創新與經濟發展之主軸，其議題涵蓋甚廣，這次會議議程相當緊湊，謹將出席會議之心得與建議說明如下：

1. **建議我國積極參與 AHSGIE，並強化國內跨單位之分工與協調以收綜效**

AHSGIE 扮演協調與整合各其他論壇及小組之角色，建議我國積極參與，其議題涉及國內如經濟、金融、個資保護及電信等相關主管機關，建議釐清與確認國內主政單位，進行分工與統合國內意見，積極參與 AHSGIE 會議，了解國際趨勢，以產生綜效並爭取我國最大權益。

2. **建議我國相關單位推動網路經濟相關計畫時，應強化各公私相關部門與專家參與討論**

網路經濟實為未來區域經濟成長重要引擎，這對於主要企業為中小企業之我國而言更為重要。我國所提之 O2O 中小企業倡議與後續行動，已將網路經濟議題納入行動考量，建議同時鼓勵具網路經濟經驗之 SMEs 與官學專家參與培力及政策討論，以使中小企業能成功轉型利用網路經濟創造新商機，並可將相關經驗於 AHSGIE 中與其它經濟體進行分享與交流。

附件一：AHSGIE 組織章程(TOR)

ASIA PACIFIC ECONOMIC COOPERATION 2015
Ad Hoc Steering Group on the Internet Economy
Terms of Reference (TOR)

I.   Background

1. In 2014, APEC Leaders formally recognized the role of the Internet Economy in promoting innovative development and empowering economic participation. They endorsed the *APEC Initiative of Cooperation to Promote Internet Economy* and instructed Ministers and officials to discuss the Internet Economy further, promote member Economies' cooperation on developing the Internet Economy, and facilitate technological and policy exchanges to bridge the digital divide.

2. Further, Ministers welcomed the establishment of an Ad Hoc Steering Group to guide the discussion on issues arising from the Internet Economy. In this regard, they endorsed the *APEC Initiative of Cooperation to Promote Internet Economy*.

II.   Objectives

3. Observing established guidelines focusing on practical economic cooperation, respecting the diversity of APEC members, the objectives of the Ad Hoc Steering Group are to:

   a) Discuss issues related to the Internet and Digital Economy and propose cooperative activities on Internet and Digital Economy-related projects and initiatives between APEC fora and sub-fora

   b) In collaboration with relevant APEC fora and subfora, organize the development of a cross-APEC work program for endorsement by Senior Officials and consideration by Minister and Leaders, for coordinating cross-cutting APEC initiatives that promote economic growth through the Internet and Digital Economy; encourage cooperation across APEC fora and subfora, and build an open and cooperative environment.

III.   Roles and Functions

4. To meet these objectives, working with all relevant APEC sub-fora as identified to fall within the scope of APEC's work on the Internet and Digital Economy-related projects and initiatives,   the Group will:

a) Serve as a mechanism that will act as a steering and coordinating group that will identify cross-cutting objectives of APEC's Internet and Digital Economy activities as may later originate from either the Group or relevant fora or subfora;

b) Promote innovative approaches to development of a more secure, resilient, and trusted cross-border ICT environment in the Asia-Pacific region;

c) Propose cross-APEC work on Internet and Digital Economy issues; and identify potential initiatives to address these issues; placing focus on cross-cutting aspects while leaving specific matters to the relevant fora and subfora;

d) Identify synergies among APEC fora on cross-cutting issues related to the Internet and Digital Economy; identify duplicative activities in APEC fora and coordinate the reduction of those redundancies; explore the implementation of joint initiatives as well as any relevant financial mechanism for the implementation of projects

e) Engage and coordinate with APEC member economies, ABAC, international organizations and other stakeholders, on discussion of APEC fora's collaborative projects, reports, policy forums, conferences and capacity building programs, in addition to policy and regulatory discussions

f) Develop and publish best practice guidelines for intra-APEC collaboration on the Internet and Digital Economy;

g) Report annually at CSOM, or as appropriate, to update Senior Officials on the progress of the implementation of the cross-APEC work program, and make recommendations to SOM.

IV.   Composition

5. The Ad Hoc Steering Group will be constituted by APEC member economies, Lead Shepherds/Chairs or his/her representative from the following APEC fora: CTI, EC, ECSG, GOS, HRDWG, IPEG, PPSTI, PPWE, SCCP, SCE, SCSC, SMEWG, TELWG and relevant fora and subfora.   ABAC and APEC Observers may also attend.

V.   Chairmanship

6. The Ad Hoc Steering Group will be led by a Chair and supported by a Vice-Chair. Two Economies will be selected and endorsed by the SOM as Chair and Vice-Chair, respectively, each of which could nominate one government official to represent their respective economy, with a term of 2 years, according to a nomination and selection procedure as may be agreed upon.

7. The Chair, working with the host economy, will be responsible to propose the time and mode of meeting that will take place, propose the agenda of the meeting, report to SOM and liaise with the APEC Secretariat. The Chair will be responsible to report and provide recommendations to Senior Officials at CSOM annually.

VI. Reporting Mechanism

8. The Ad Hoc Steering Group will report progress to SOM on a regular basis.

9. SOM will guide, instruct and oversee the Group. SOM will make appropriate recommendations to the Leaders and Ministers.

VII. Decision Making

10. All decisions and/or recommendations to be taken by the Ad Hoc Steering Group will be taken by consensus.

VIII. Participation

11. The Ad Hoc Steering Group may invite other international fora and other stakeholders, including representatives from the private sector and industry (providers and users), civil society, academia, and the technical community to speak at meetings as appropriate. Non-member participation should follow the required procedure.

IX. Frequency and Venue of Meetings

12. The Ad Hoc Steering Group will meet regularly on the margins of SOM. The Group's outreach activities collaborated with the private sector, industry, academia and other relevant international organizations, are also welcome.

X. Role of the APEC Secretariat

13. The APEC Secretariat will provide the necessary support for the effective functioning of the Group. The assigned Program Director of the APEC Secretariat will help to organize the meetings, provide guidance regarding APEC guidelines and protocols and serve as a focal point for the distribution of information regarding the Group.

14. The APEC Secretariat shall also manage the nomination and selection procedure of the Ad Hoc Steering Group's Chair & Vice-Chair.

XI. Review

15. The Terms of Reference (TOR) of   the Ad Hoc Steering Group will be subject to review by the SOM as and when necessary and by consensus.

XII.   Sunset Clause

16. The Ad Hoc Steering Group will have a mandate of 2 years (to be concluded two years after the formal establishment of the Group), renewable thereafter upon consensus by the SOM.

附件二：PECC 簡報網際網路經濟研討會成果

Report for APEC SOM II | Boracay, Philippines | May 20-21, 2015

(Delivered by Dr. Peter Lovelock, TRPC)

Summary of Symposium on the Internet Economy, held on May 18, 2015

There is widespread agreement across the business community, academia and civil society for the need for your Ad Hoc Steering Committee on the Internet Economy as it addresses several key missing pieces – around government coordination and jurisdictional alignment.

The Symposium on the Internet Economy was run for half a day on Monday. Three panels were convened to look broadly at:

i. Framework & Benefits

The frameworking requirements of, and benefits from, the Internet Economy, particularly as regards extending inclusion.

I.e.: what the potential is.

ii. New Business

New business opportunities, new business models, new sectors.

This session focused on small players having an outsized impact.

I.e.: new or small players reaching out globally either from a front-end marketing reach, or by disintermediating supply chains that make such reach otherwise uneconomic.

iii. The Constraints on an Internet Economy

Issues blocking the growth of an Internet Economy, stopping growth and current opportunities, and foiling social initiatives.

Running through these very quickly:

i. The frameworking panel saw presentations on specific Internet-based initiatives in Education (across the Philippines – where it was noted some 83% of secondary schools remain unconnected to the Internet), Financial Inclusion (cross-border from and through Vietnam), and Healthcare (in Japan, particularly for the aged).

All presented on initiatives where there was otherwise market failure. Questions from the audience were heard on the scalability and replicability of these successes.

A clear issue that came up was the limiting issue of sector-specific and mis-aligned jurisdictional regulations that otherwise limited growth.

ii.   The New Business panel saw presentations on the Sharing Economy, Crowdfunding, and SME inclusion and growth.

Examples were given of businesses that had not existed only a few years ago now across six or more economies creating thousands of jobs in employment and billions of dollars in economic growth.

At the same time, while the opportunities look, and are, profound, it was pointed out that even in the US less than 20% of SMEs have an active online presence.

There appears to be widespread agreement that this is an issue to be directly addressed.

iii.   Barriers

Four presentations were heard from business groups, academic coalitions, and compliance and security reps. And in this panel – which touched upon issues of localisation, cross-border data restrictions, payment and transactions constraints – there was a clear message reiterated: compliance costs from different jurisdictional regulations which placed the burden on the service provider and the end-customer was stopping growth now. And the burden falls disproportionately on SMEs, as they cannot afford to address these burdens.

The conclusions on an Internet Economy therefore were:

i.   Growth – in employment, GDP, trade and inclusion is happening extensively –and is almost undoubtedly not being accurately captured or recognized;
ii.   The potential for growth, equality and inclusion underpinned by an Internetn Economy is profound, and Asia Pacific – and APEC – stand to lead the way;
iii.   Unfortunately that growth is being significantly curtailed due to jurisdictional regulatory constraints and unintended impacts of sector-specific regulations.
iv.   A holistic approach to empowering the Internet Economy is required. The Internet/Digital Economy needs to be seen as a horizontal enabler, not a vertical sector and should align with initiatives undertaken in finance, in eCommerce, in logistics, in education, in services broadly, etc.

And there are areas that should be prioritized amongst the myriad developments:

     i.   Infrastructure interconnectivity and interoperability;

    ii.   Cross-border data flows

   iii.   Cloud computing and issues of localisation

   iv.   Payments and transactions – particularly as it impacts SMEs and eCommerce.

附件三：中國大陸對網路經濟之概念報告

Concept Paper
Enabling Inclusive Growth through the Internet Economy
(submitted by: China, for consideration by AHSGIE and SOM3)

I. Background

As stated in the 2014 *Statement on the 25th Anniversary of APEC*, "APEC has been a pioneer, pacesetter and pathfinder in regional and global economic cooperation". APEC has long been working in promoting the development of Information Technology (IT) and the Internet Economy. In 1996 in Subic, the Philippines, APEC Leaders recognized the importance of IT in the 21st century and called for the conclusion of an information technology agreement by the WTO Ministerial Conference. In 2014, APEC Leaders endorsed the *APEC Initiative of Cooperation to Promote the Internet Economy* and instructed Ministers and Officials to further promote cooperation on the Internet Economy, put forward proposals for actions, facilitate technological and policy exchanges among member economies to bridge the digital divide, and establish an Ad Hoc Steering Group to discuss issues arising from the Internet Economy. As a new economic activity, the Internet Economy has been an important component in the world economy. According to statistics, the global E-commerce sales, a part of the Internet Economy was 1.5 trillion US dollars in 2014 and will jump to 2.4 trillion US dollars in 2018.

In APEC 2015, the priority areas under the theme of *"Building Inclusive Economies, Building a Better World"* are: a) Enhancing the Regional Economic Integration Agenda, b) Fostering MSMEs' Participation in Regional and Global Economy, c) Investing in Human Capital Development and d) Building Sustainable and Resilient Communities. The Internet Economy serves those priorities well. Based on the huge number of netizens, the Internet Economy is developing rapidly and has become another engine of economic growth in the Asia-Pacific region. It is a combination of information and communication technologies (ICTs) and traditional forms of economy which could further foster the trade facilitation. Compared with other business forms, the Internet Economy is more accessible, less costly and more efficient which could create more opportunities to SMEs and individual entrepreneurs. It also enables greater participation of the disabled, youth, and women in economy, promotes the prosperity of human being, provides new economic growth points, contributes to economic restructuring and improves the economic resilience and vitality. To sum up, the Internet Economy will definitely support APEC's work in inclusive growth, and add value to our discussion on the APEC outcomes of this year. The newly established Ad Hoc Steering Group on the

Internet Economy (AHSGIE), could serve as a good platform for the future cooperation in this field.

II. Proposed Cooperation Areas

- **Enabling the Development of SMEs**

A number of SMEs have burgeoned with the rapid development of the Internet Economy. In China, there are more than 50 million Small, Medium and Micro Enterprises and almost 10 thousands new ones emerging every day. The Internet Economy lowers the threshold for startups. SMEs are very adaptable and could develop and expand with the help of the Internet. China is committed to promoting the Internet Economy and has promulgated the "Internet Plus" action guidance to integrate the Internet with traditional industries, and fuel economic growth. China encourages undergraduates and youth to start SMEs through Internet, provides Internet services to entrepreneurs and builds smart SMEs entrepreneurial bases. Last year, APEC Ministers endorsed *the Nanjing Declaration on Promoting SME Innovative Development* which mandated a series of measures for E-commerce platform development and the application of "big data" and "open data" to facilitate SME expansion and cross-border trade. China is willing to implement the Declaration by accelerating the establishment of a new APEC Center for the Promotion of Information and Communications Technologies (ICTs) within SMEs.

- **Encouraging Entrepreneurship and Innovation**

Internet and E-commerce are creating new opportunities for entrepreneurship and business that are unprecedentedly accessible, popularized and non-discriminatory. There is a concept of The Zero Marginal Cost Society that describes how the emerging Internet of Things is speeding us to an era of nearly free goods and services. Internet also incubates the innovation in technologies, products and business model, which in turn fosters entrepreneurship. A surge of startups relating to Internet Economy appeared recently, with characteristics of "opening online stores" and "starting business with mobile APPs."

- **Promoting Human Capital Development**

The Global Information and Technology Report 2015 issued by World Economic Forum (WEF) reveals the pervasive digital poverty that deprives the neediest from the opportunities offered by ICTs, owing to the lack of relevant talents. The Internet Economy could advance the Human Capital Development by integrating training resources, building new training mechanisms with Internet-based thinking, creating new concept and expanding online-offline combined channels. Internet could also detail the online training service, promote customized education with the help of ICTs, e.g. big data and cloud computing. More accessible employment information through Internet can boost the employment rate as well, especially for the vulnerable group and those living in the remote areas.

- **Fostering Women's Participation in Economy**

Today, the Internet Economy is all around us and has become a kind of infrastructure like electricity and road, and the technologies of Internet make deep impact on women's survival and development. For example, there are 650 million netizens in China with 500 million of them using smart phones. Women could participate in E-commerce with the help of phones and computers at home. According to statistics, over half of the successful online sellers are women. The economic formats of Internet Investment, Internet Financing, Internet Banking and E-commerce are very suitable to women. China is dedicated to create an enabling environment for women's participation in economy by encouraging them to be more active, making training and incubator resources more accessible to them, organizing special activities for women entrepreneurs and building Internet platform for them, enabling women to enjoy greater development of career and life.

- **Fostering the Participation of Persons with Disabilities in Economy**

There are 650 million persons with disabilities who have urgent demand for Internet technology in the Asia-Pacific region. Persons with disabilities could better participate in economy with the help of auxiliary equipment and software. They could receive training through Internet and increase their employment channels. The E-commerce platform of "Internet Plus" could be a useful tool to promote the participation of persons with disabilities in economic activities.

III. Proposed Actions for 2015 AELM and AMM

- Reaffirm the importance of promoting the Internet Economy in APEC. Deepen and broaden the cooperation in implementing *the APEC Initiative of Cooperation to Promote the Internet Economy* endorsed by APEC Leaders last year and contribute to the inclusive growth in the Asia Pacific region.

- Welcome the establishment of the APEC Ad Hoc Steering Group on the Internet Economy (AHSGIE) and encourage more substantial work in this field, e.g. developing a comprehensive action plan on the Internet Economy and related areas, including services, supply chain connectivity, SMEs, entrepreneurship and innovation, human capital development, women and the disability issues.

- Welcome APEC members to develop individual action plans on promoting Internet Economy, taking into account of their own domestic circumstances. Encourage member economies to explore new drivers for economic growth and promote inclusive growth by advancing the policy of "Internet Plus". Foster members' communication and cooperation through seminars to share best practices.

- Encourage APEC member to formulate industry policies which are conducive to the development of the Internet Economy, and to enhance international cooperation in this regard. Encourage developed economies to assist developing economies in

capacity building, including technology transfer, critical information infrastructure support and personnel training, with an aim to transform "digital divide" into digital opportunity.

● Call for greater commitment and support from APEC members to the development of cross-border E-commerce, by providing better policy conditions and enabling environment of doing business maximizing the role of E-commerce in promoting inclusive growth, and helping member economies to better utilize the opportunity of the "Data Age" to develop Internet Economy.

● Continue efforts to develop robust and reliable infrastructure that provides hardware support for SMEs' participation in the Internet Economy. Promote SMEs' exchanges on technology and policy, and sharing of best practices. Enhance capacity building among the developing economies in the area of promoting SMEs' development by the Internet Economy.

● Launch an Asia-Pacific Internet Venture Innovation Incubator where successful Internet enterprises are invited to share their experiences and advices on entrepreneurship and innovation. Conduct an Internet Economy Entrepreneurship Competition and select 100 outstanding innovative ideas for further policy guidance and financing support.

● Promote capacity building and draft a Training Plan on Internet Technology and Applied Talents. Equip government officials and traditional enterprises leaders from developing economies with advanced knowledge in Internet era through online/offline trainings.

● Propose a joint meeting between the APEC Ad Hoc Steering Group on the Internet Economy (AHSGIE) and PPWE for women entrepreneurs. Offer women sufficient information and guidance to participate in the Internet Economy.

● Advise the APEC Group of Friends (GOF) on Disability Issues to cooperate with other APEC fora to explore ways to promote the participation of the persons' with disabilities in economy and E-commerce, and promote employment.

● Foster discussions and experience sharing on personal privacy protection and network tax evasion to address the potential risks in Internet Economy..

● Welcome the establishment of *the Innovative Development, Economic Reform and Growth (IERG) Sub-Fund*, which will provide financial support for projects and cooperation in Internet Economy.

- Encourage all APEC economies to participate and propose more projects and initiatives in the above-mentioned areas.

附件四：APEC Women and the Economy 2015 Fora: Women as Prime Movers of Inclusive Growth

Guide for Communications for APEC Women and the Economy Fora 2015

Background

The Philippines advances its inclusive growth agenda in the Asia-Pacific region as the Host Economy in APEC 2015 with the theme, "Building Inclusive Economies, Building a Better World." Underpinning this agenda is the pursuit of the priorities in the following areas:

- Investing in Human Capital Development;
- Fostering Small and Medium Enterprises' (SMEs) Participation in Regional and Global Markets;
- Building Sustainable and Resilient Communities; and
- Enhancing the Regional Economic Integration Agenda.

As host of the APEC Women and the Economy 2015 Fora, the Philippines seeks to emphasize women integration to mainstream its significance and priorities. With the theme, "Women as Prime Movers of Inclusive Growth", the Fora will give opportunities to both public and private sectors to contribute in attaining the priorities of APEC, particularly in Investing in Human Capital Development and Building Sustainable and Resilient Communities.

Women leaders' participation in Asia-Pacific region has contributed in promoting gender integration, gender equality, and women's economic empowerment. Combining the Women and the Economy Statement, APEC Women and the Economy 2015 Fora aims to come up with concrete and actionable policy recommendations.

The APEC WE 2015 Fora likewise aims to reach out to all women of all nations, not only in the APEC member-economies. The Fora is a conscious effort by women from all sectors to take collective stock of past achievements, identify present and continuing barriers as well as appropriate interventions, and support future aspirations for women's full participation.