

## Brief on The 6th APEC E-Commerce Business Alliance (ECBA) Forum

**SONG Xinyang**  
**General Administration of China Customs**

SCCP 2  
17-19 August 2016  
Lima, PERU

**Date and Venue:** The 6th APEC E-Commerce Business Alliance Forum was held successfully in 29 June 2016 in JinJiang, Fujian Province, China.

**Theme:** Promoting Inclusive Trade through Cross-border E-commerce

**Objective:** Playing a full role of multilateral system to greatly advance regional application and cooperation of cross-border e-commerce and to contribute to the regional trade prosperity and the growth of SMEs



## Participants & Guests:

More than **300** officials, experts, representative of entrepreneurs from 13 APEC economies participated in this Forum;

**19** honored guests gave their speeches;

**31** guests took part in total 5 topic of discussion.



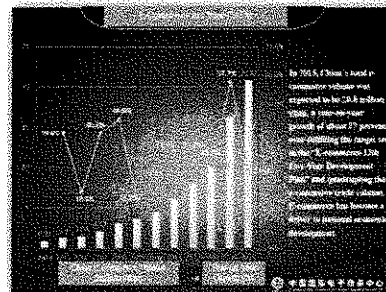
Mr. Wang Bingnan,  
Assistant Minister  
of Ministry of  
Commerce of the  
PRC gave the  
welcome address



Dr. Alan Bollard,  
Executive Director  
of APEC Secretariat  
gave the Opening  
Speech

## Part 1: The Main Forum

**A High-level Panel Discussion:** The deepening transformation of the structure of international trade highlights an emerging need to promote more inclusive trade through cross-border e-commerce



The Core Data of "China  
E-Commerce Report  
2015" was released

## Part 1: The Main Forum

- **Session One:** New developments in cross-border e-commerce, opportunities and challenges facing SMEs which engage in international trade
- **Session Two:** The future of SMEs engagement in global trade in the era of cross-border e-commerce
- **Session Three:** How to protect data privacy in the era of big data
- **Session Four:** Developing cross-border e-commerce, achieving inclusive trade, moving forward with a new round of development in the global economy

## Part 2: The 1st Working Meeting of the reunion 2nd Expert Committee of APEC ECBA



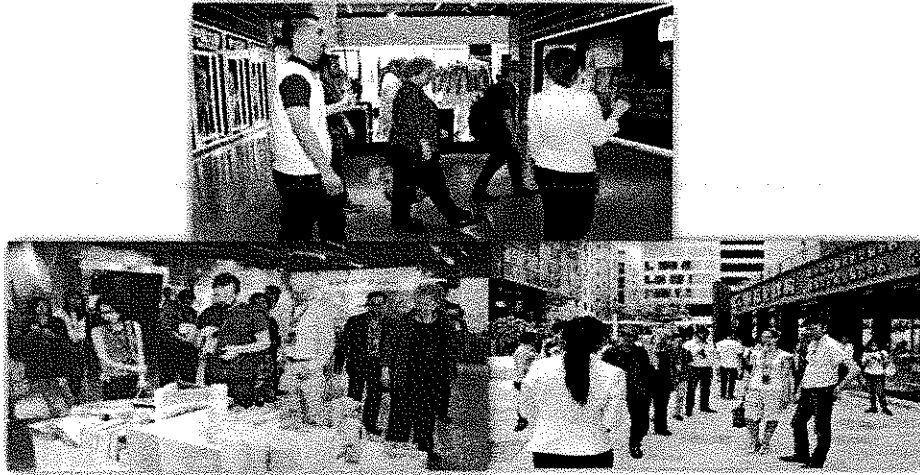
- The working aims and mechanism of the committee was discussed and the key result of the Forum "JinJiang Proposal" was worked out.

- The nomination of the Chief Director and Vice Directors of the expert committee was adopted at the meeting.



### Part 3: The study visit

A study visit in JinJiang City Exhibition Hall, JinJiang Hongshan Park, ANTA company. Guests witnessed the amazing culture, history of JinJiang and its development in cross-border e-commerce.



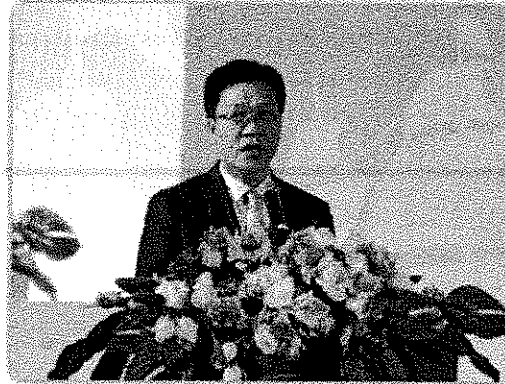
### Important Achievements

- Established the 2<sup>nd</sup> Experts Committee of APEC-ECBA, and issued Appointment Letters to **32** experts from the UN, ITC, USA, UK, Korea, Germany, Chile, Peru, Chinese Taipei, Vietnam, Japan, Malaysia, the Philippines, Australia, China etc.



## Important Achievements

- Announced the key result of the Forum:  
**"JinJiang Proposal"**



## The significance

- I.** Proposed a new concept "Promoting Inclusive Trade through Cross-border E-commerce" , explored a new method and path to promote SMEs' development onto an entirely new height which means cross-border e- commerce as an emerging form would provide a new way of thinking for the global economic recovery.
- II.** Built a platform between public sector and private sector for sharing information and resources, for creating more opportunities of collaboration in APEC region.
- III.** Built a platform between worldwide intelligence and local productive force for mutual conversion and promotion.

## Media Report



set special feature live report the whole forum :

[http://en.apec-scba.org/article2/enalliancenes/enanactivities/201607/22924\\_1.html](http://en.apec-scba.org/article2/enalliancenes/enanactivities/201607/22924_1.html)

<http://www.ec.com.cn/topics/20160622apec/en.shtml>

<http://gb.cri.cn/43871/2016/06/20/Zt8451s5221109.htm>

At least 40 Chinese central medias, portal websites published and republished more than 150 articles. Over 10 countries, 35 international Medias reported the Forum in 65 languages :



## Presentation material

**Chinese Link:** [http://www.apec-ecba.org/article5/apeclmxx/apecimdt/201607/22926\\_1.html](http://www.apec-ecba.org/article5/apeclmxx/apecimdt/201607/22926_1.html)

**English Link:** [http://en.apec-ecba.org/article5/enrema/others/201607/22964\\_1.html](http://en.apec-ecba.org/article5/enrema/others/201607/22964_1.html)

## Participation of China Customs in the Forum

- General Administration of China Customs were invited to this Forum.
- A presentation was delivered on ***Innovating Customs Control for A Healthy Development of Cross-border E-commerce***, in which some key points were outlined:
  - high level attention, opening-up attitude and policy support of the Chinese central government to the emerging cross-border e-commerce;
  - China Customs' measures and practices to promote a healthy, safe and fast development of cross-border e-commerce;
  - an initiative proposed and a new Collective Action Plan (CAP) of the SCCP created for implementation of cross-border e-commerce in 2014.
  - common understanding and recognition of the APEC Customs administrations at the APEC Workshop on Customs Control over Cross-border E-commerce held from 16-18 September 2015 in Hangzhou, CHINA.



**Thank you for your attention!**