

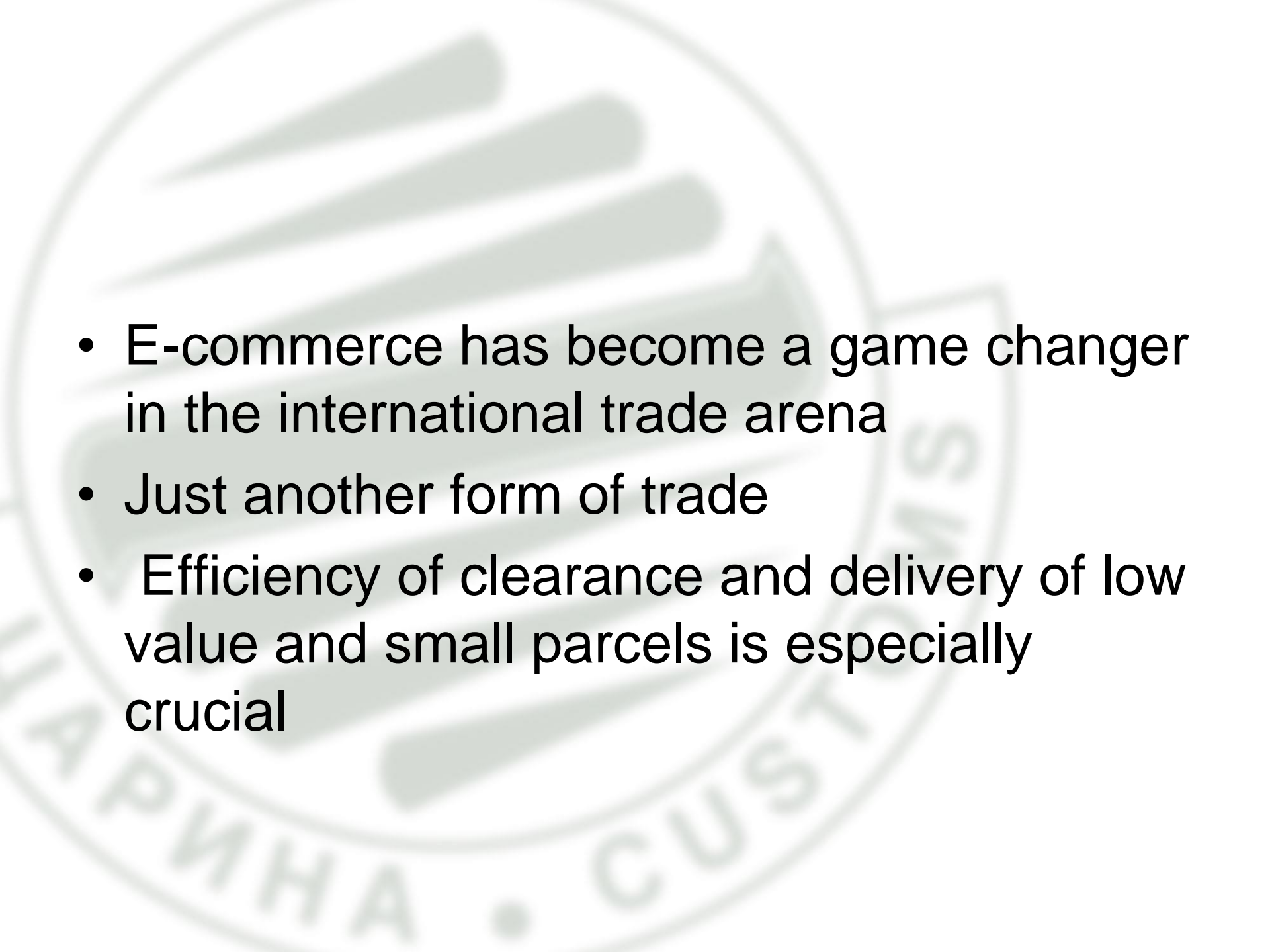


E-Commerce: How can
Regional Trade Agreement
Facilitate Cross-border
E-commerce



- Cross-border E-commerce serves as an engine of innovation and brings enormous opportunities for economic and social development by fostering innovation, introducing new trade models, creating job opportunities and leading new consumer trends.



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- E-commerce has become a game changer in the international trade arena
 - Just another form of trade
 - Efficiency of clearance and delivery of low value and small parcels is especially crucial



*Податоците се според прегледот на состојбата со е-трговија во Република Северна Македонија за 2018 година.

ИЗДАДЕНИ ПЛАТЕЖНИ КАРТИЧКИ

1.841.428

ГОДИШЕН ОБРТ

€139.000.000

ИНТЕРНЕТ ПРОДАВНИЦИ

871

ЧЛЕНОВИ ВО АЕТМ

58

ИДНИНАТА Е ВО Е-ТРГОВИЈАТА

Е-ТРГОВИЈАТА ПОВЕЌЕ НЕ Е ИЗБОР, ТУКУ Е НЕОПХОДНОСТ ЗА СЕКОЈА КОМПАНИЈА КОЈА САКА ДА РАСТЕ, ПРОСПЕРИРА И ДА И ДА ОСТВАРИ КОНКУРЕНТСКА ПРЕДНОСТ.

Essential elements to consider in the definition of e-Commerce

- online initiation;
- Cross-border transaction/shipment;
- Physical goods; and
- Destined to a consumer (B2C and C2C).

Key characteristics of e-commerce cross border transactions

- Time-sensitive goods flow
- High volumes of small packages
- Participation of unknown players
- Return/refund processes required

Challenges faced by Customs administrations

- **Trade facilitation and security**
- **Fair and efficient collection of duties and taxes**
- **Protection of society - criminal exploitation of e-commerce**

Trade facilitation and security

- Ensuring speed and efficiency in the clearance process for an increasing volume of transactions
- Managing change from a few large/bulk shipments into a large number of low-value and small shipments
- Managing risks posed by limited knowledge on importers and the e-commerce supply chain (new class of sellers and buyers/occasional shippers and buyers)
- Ensuring data quality (accuracy and adequacy of the data received)
- Defining the role and responsibility (liability) of e-commerce operators to assist governments (e-vendors/intermediaries)

Fair and efficient collection of duties and taxes

- Identifying abuse or misuse of 'de minimus' for illicit trade purposes (splitting of consignments/undervaluation)
- Ensuring compliance with classification and origin rules
- Integration of e-commerce vs traditional trade

Protection of society - criminal exploitation of e-commerce

- Setting up a specialized unit to trawl the Web for information which might be of use in preventing, detecting, investigating and prosecuting a Customs-related offence (drug trafficking/counterfeited and pirated goods/illicit financial flows/money laundering)
- Enhancing international cooperation and ensuring that agreements on mutual legal assistance are in place to allow for investigations or prosecutions when websites are hosted outside a national territory
- Making the most of existing technologies, especially those related to data analysis

CEFTA E-COMMERCE

- Study Report on Cross Border e-commerce
- The role of Postal services and Express Couriers
- EU Development of Cross Border E-commerce and VAT Directive
- Provision in CEFTA Agreement on E-commerce

CEFTA E-COMMERCE AGREEMENT

- Transparency
- Cooperation
- Facilitating Electronic Transactions and Trading
- Cross-Border Data and Information Flows and Location of Computing Facilities
- Logistics
- Consumer Protection and Privacy



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**Customs Administration
Republic of North Macedonia**