



**CONSUMERS
INTERNATIONAL**

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MAKING CROSS-BORDER E-COMMERCE WORK FOR CONSUMERS: A WORKING SESSION

TUES 26 SEPTEMBER 2017 | 17.00 - 18:30

**WTO HEADQUARTERS, ROOM W
CENTRE WILLIAM RAPPARD,
RUE DE LAUSANNE 154
GENEVA**



ABSTRACT:

B2C e-commerce is forecast to double from US\$1.2 trillion in 2013 to US\$ 2.4 trillion in 2018. \$1.2m is spent online every 30 seconds. E-commerce has transformed the way many consumers shop, bringing the benefits of speed, convenience and choice. E-commerce also brings new challenges. Levels of access and protection vary tremendously from country to country. Even where access and protection levels are high, there are still issues around consumer trust. The slower growth in cross-border e-commerce, even in the EU, suggests that consumers may experience particular barriers when engaging in e-commerce internationally.

E-commerce is already affecting the way in which countries think about trade. In a recent OECD survey, half of the countries had included provisions related to trade in a digital world in their bilateral and or regional trade details. Several proposals have been made for new WTO work on e-commerce. How can we make sure that consumers are at the heart of any future work?

This session will explore the consumer issues in e-commerce from different country perspectives and ask how governments, consumer organisations and companies can work together to ensure consumers everywhere can benefit from e-commerce and remain protected?



PANELLISTS:

Johannes Kleis, Director of Communications, **BEUC (The European Consumer Organisation)**

Linn Selle, Policy Officer Legal Affairs and Trade, **vzbv (Federation of German Consumer Organisations)**

Victor do Prado, Director of Council and Trade Negotiations Committee, **WTO**

Teresa Moreira, Head of Competition and Consumer Policies Branch, **UNCTAD**

Hanne Melin, Director Global Public Policy & Head of eBay Public Policy Lab for Europe, Middle East and Africa, **eBay**

MODERATOR:

Liz Coll, Head of Digital Advocacy, **Consumers International**