



# Framework of Standards on E-Commerce

4th UNNExT Task Force on Cross-border Electronic Data  
Exchange and Forum on Trade Digitalization for Sustainable  
Regional Integration

14-16 March 2019  
Bangkok, Thailand

**Armen Manukyan**  
World Customs Organization  
e-mail: [armen.manukyan@wcoomd.org](mailto:armen.manukyan@wcoomd.org)

# WCO Digital Customs Agenda

Standards  
Development

Cooperation  
Coordination

Capacity Building

## Key Enablers

Digital strategy

Legal Basis

Governance Structure

ICT Infrastructure

## Focus Areas

Increased Digital Uptake  
Paperless Environment

Comprehensive Risk  
Management

Digital Engagement  
Connectivity  
Interoperability

Digital Trust  
Data Security

Communication and  
Information Accessibility

ICT Driven Innovation  
copyright © WCO 2018

## Key Tasks

Supporting WTO TFA  
Implementation

Enhancing CBM and SW

Mainstreaming the WCO Data  
Model and other related tools

Addressing  
E-Commerce challenges

Analyzing Big Data

Promoting Exchange of  
Information (GNC-SW)

Measuring Performance

Supporting Sustainable  
Development Goals

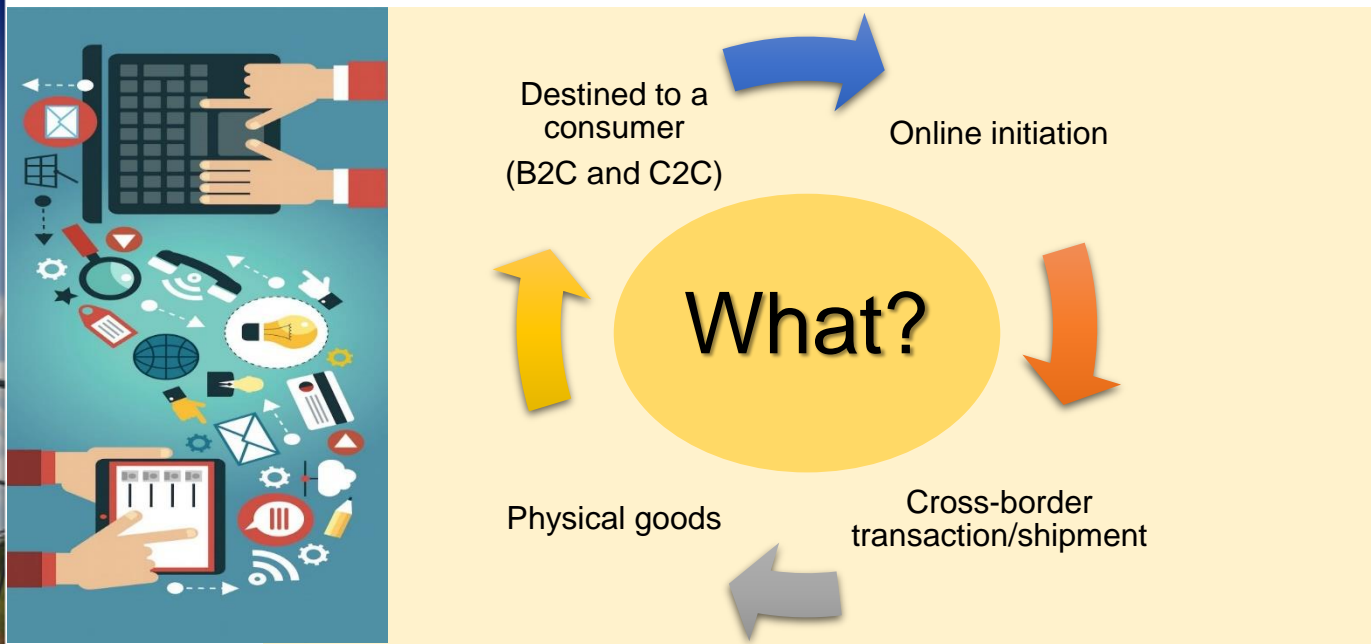
Developing Capacity



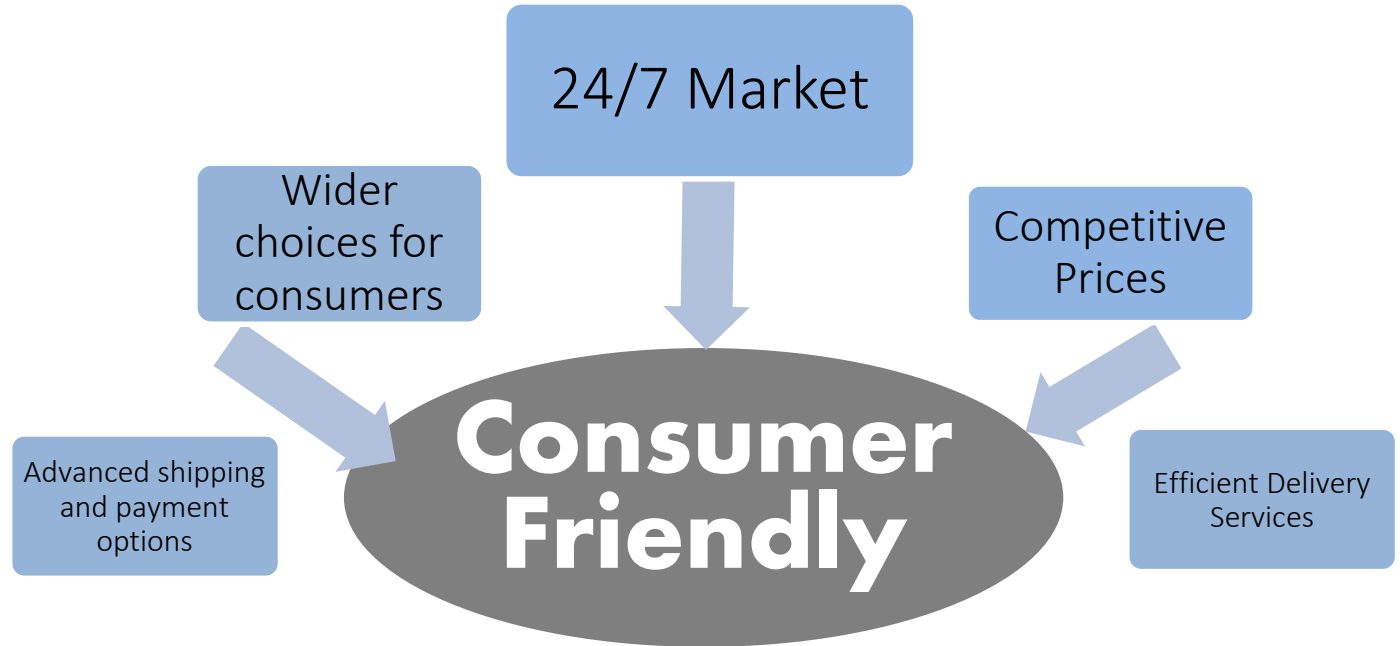
# Cross-Border E-Commerce

- **WCO's Perspective**

**Adopted by WCO Council in June 2018**



## Key Drivers- Consumer Friendly





# Challenges

## Trade facilitation and security

- Increasing volumes – Speed and efficiency
- Few Large/bulk shipments → large number of low-value small shipments
- B2C & C2C – Security risks: Limited knowledge on importers and supply chain
- Data Quality: Accuracy and adequacy

## Fair and efficient collection of duties and taxes

- Splitting, under-invoicing and mis-declaration
- *De minimis*
- Classification and origin

## Society Protection - Criminal exploitation of e-commerce

- Illicit trade and smuggling
- Drug trafficking
- Counterfeited and pirated goods
- Illicit financial flows & Money laundering





# 15 Global Standards

Legal Framework for  
Advance Electronic Data

Expanding the Concept of  
AEO to Cross-Border E-  
Commerce

Public-Private  
Partnerships

Use of International  
Standards for Advance  
Electronic Data

Models of Revenue  
Collection

International  
Cooperation

Risk Management for  
Facilitation and Control

De Minimis

Communication, Public  
Awareness and Outreach

Use of Non-Intrusive  
Inspection Technologies  
and Data Analytics

Prevention of fraud and  
Illicit Trade

Mechanism of  
Measurement

Simplified Clearance  
Procedures

Inter-Agency Cooperation  
and Information Sharing

Explore technological  
developments and  
innovation

<http://www.wcoomd.org/en/media/newsroom/2018/july/wco-publishes-global-standards-on-ecommerce.aspx>



# FoS: Key Elements and structure

1. Introduction
2. Objectives, principles and legal framework
3. Implementation strategy, monitoring, benefits and capacity building
4. Managing cross-border E-Commerce:
5. 8 Principles (Luxor Resolution)
6. 15 Standards
7. Technical Specifications and Guidelines
8. Annexes
  - Definitions
  - Stakeholders: Roles and responsibilities
  - E-Commerce Business Models
  - Revenue Collection Models
  - Data Elements
  - WCO Tools and Instruments
  - Other related tools and instruments
  - Implementation Strategy on Cross-border E-Commerce and Action Plan
  - Study Cases and best practices







# Framework of Standards- Objectives

- The Framework provides the standards for the effective management of cross-border E-Commerce from both facilitation and control perspectives. Overall, the Framework :
  - ✓ **Establishes global standards to promote certainty, predictability, transparency, safety and security, and efficiency in the E-Commerce supply chain.**
  - ✓ **Promotes a harmonized approach to risk assessment, clearance/release, revenue collection, and border cooperation in relation to cross-border E-Commerce.**
  - ✓ **Establishes a standardized framework for advance electronic data exchange between E-Commerce stakeholders and Customs and other relevant government agencies with the aim to facilitate legitimate shipments, providing a more level-playing field for various stakeholders.**
  - ✓ **Seeks to strengthen co-operation between Customs administrations, other relevant Government agencies and other stakeholders involved in cross-border E-Commerce.**





## Upcoming Deliverables

- Technical Specifications to Framework
- Standardized data elements and exchange mechanisms
- Business Models
- Revenue Collection Models
- Implementation Strategy
- Capacity Building Mechanism
- Pilots
- Case Studies



• Thank you

[armen.manukyan@wcoomd.org](mailto:armen.manukyan@wcoomd.org)

***CROSS-BORDER TRANSACTIONS  
ON THE FAST TRACK***