



United Nations
Office for South-South Cooperation

WEBINAR SERIES

SOUTH-SOUTH AND TRIANGULAR
COOPERATION AMONG **CITIES** ON

CROSS-BORDER E-COMMERCE AND DIGITAL INNOVATION

FOR SUSTAINABLE DEVELOPMENT

14 August – 4 December 2020

UNOSSC Cities Project
China Association of Trade in Services



EXECUTIVE SUMMARY

E-commerce is an effective instrument with which developing countries can unlock the opportunities offered by digital innovation in creating jobs, accelerating economic growth, reducing poverty, and improving gender equality. South-South and triangular cooperation (SSTC) accelerates the development of e-commerce in developing countries where many have made extraordinary progress in harnessing e-commerce for socioeconomic growth. Southern countries and cities are ready to cooperate among themselves to generate innovative and effective solutions in this field. However, in developing countries the development of e-commerce, including cross-border e-commerce, still faces many challenges, such as the digital gap. To address these challenges, Southern countries need to, among other things, enhance policy coordination and capacity building.

Between 14 August and 4 December 2020, the UNOSSC Cities Project and the China Association of Trade in Services (CATIS) jointly organized a series of webinars focusing on South-South and triangular cooperation among cities on cross-border e-commerce and digital innovation for sustainable development, for South-South mutual learning and knowledge exchange on cities and development partners' innovative experiences of development partners in developing cross-border e-commerce and harnessing digital innovation for achieving the

SDGs; and for partnership brokering among cities towards the establishment of a community or cluster of cities focusing on SSC in e-commerce and digital innovation. The 15 webinars under this series engaged 53 high-calibre speakers from various sectors, including UN agencies, municipal governments, provincial governments, national governments, NGOs, the private sector, and research institutes. The webinars also showcased innovative experiences from a number of cities, including Chongqing City, Guangzhou City, Hangzhou City, Henan Province, Nanjing City, Ningbo City, Qingdao City, and several countries, including Belarus, Benin, Brazil, Canada, India, New Zealand, South Africa and the USA. By the end of 2020, these webinars had been viewed approx. 1.7 million times by people from 56 countries and territories and 213 cities.

As a follow up to the webinar series, the UNOSSC Cities Project commissioned CATIS to create a webinar report, to coordinate the identification of the innovative experiences of cities in cross-border e-commerce, and to support the implementation of these experiences in countries requesting assistance. Another follow-up action will be the launch of a thematic SSTC city cluster focusing on knowledge sharing and partnership brokering among cities and city-related institutions. The cluster will be operationalized via an online Community of Practice hosted by South-South Galaxy.

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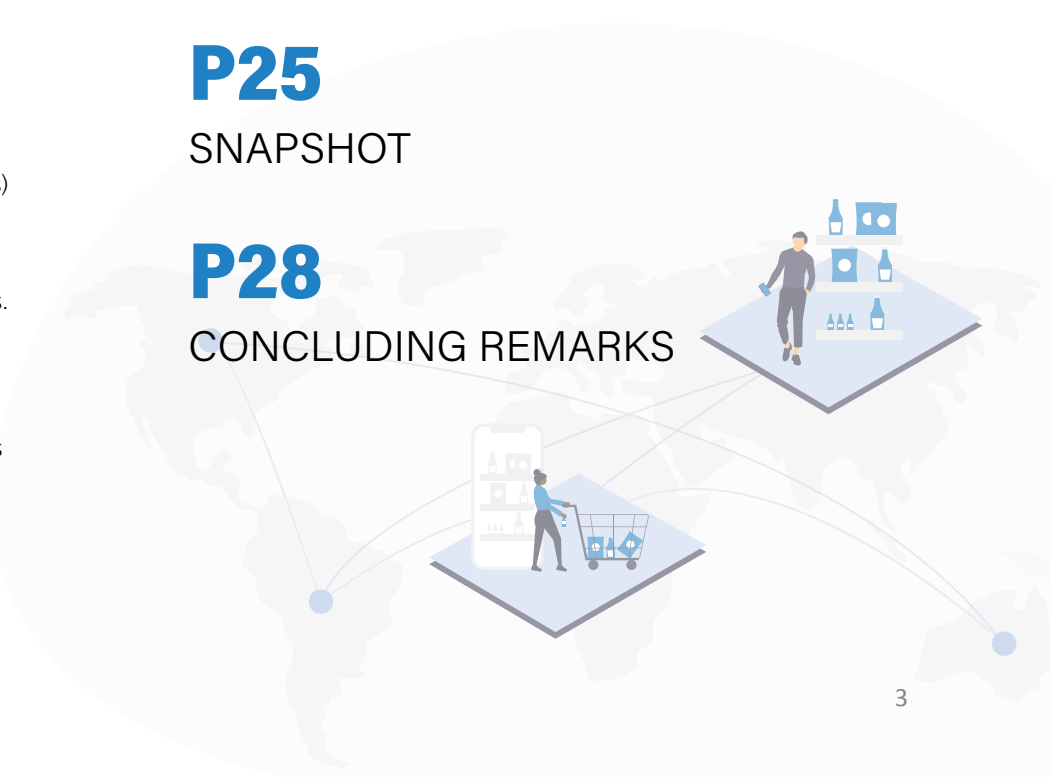
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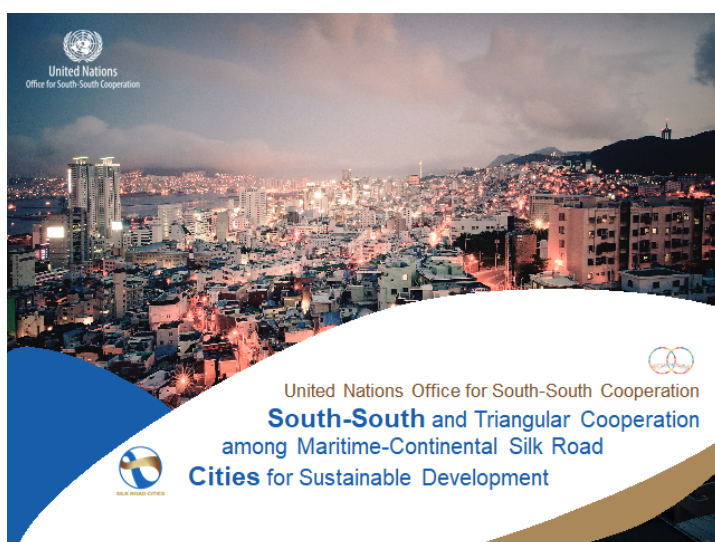
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ABOUT UNOSSC AND CITIES PROJECT



The Cities Project. Source: UNOSSC

In 1974, the United Nations General Assembly established the United Nations Office for South-South Cooperation (hereafter as “UNOSSC”, named as “Special Unit for Technical Cooperation between Developing Countries” at that time) to promote, coordinate and support South-South and triangular cooperation globally and within the United Nations system. Guided by the High-level Committee on South-South Cooperation, and under the direct leadership of Envoy of Secretary General on South-South Cooperation, UNOSSC provides support to the Member States, intergovernmental organizations, and United Nations agencies in the areas of policy advocacy and coordination, strategy research, knowledge sharing, technology exchange, capacity building,

and innovative South-South Cooperation projects, to facilitate the partnership building and resource mobilization for the South-South and triangular cooperation for sustainable development. UNDP has been entrusted by the United Nations General Assembly to provide budgetary and operational support to the UNOSSC since its inception.

In 2017, the UNOSSC initiated the South-South Triangular Cooperation (SSTC) among Maritime-Continental Silk Road

Cities for Sustainable Development Project (Cities Project) with the support of the Government of the People’s Republic of China. The Cities Project aims to promote SSTC at the city level, leveraging the comparative advantages of UN specialized agencies and the strategic opportunities offered by the Belt and Road Initiative (BRI) in advancing the Sustainable Development Goals (SDGs). The Cities Project aligns its support with the engagement and ownership of local authorities and stakeholders. It is designed to provide streamlined services such as demand-driven needs assessment, capacity development, advisory and advocacy, knowledge, expertise, and technology transfer, and implementation and co-financing support for pilot projects for demonstration purposes.

INTRODUCTION

1 BACKGROUND

E-commerce, driven by digital technologies, is growing exponentially in many countries today, with global online retail sales projected to exceed USD 4 trillion in 2020.¹ E-commerce is considered to be an effective instrument with which developing countries can unlock the opportunities offered by digital innovation in creating jobs, accelerating economic growth, reducing poverty, and improving gender equality. For example, the reduction in trade costs is especially favourable for small and medium enterprises (SMEs) and companies from developing countries.² E-commerce provides instant market access for women, enabling them to sell goods and services to the world, offering them entrepreneurship opportunities that would not have been possible without the existence of the platform economy or access to the Internet.³

South-South and triangular cooperation can accelerate the development of e-commerce in developing countries. Firstly, the development of e-commerce requires sufficient information and communication technology (ICT) infrastructure, an enabling policy and regulatory environment, and adequate human capital. It is therefore challenging for a country to undertake the entire process itself, especially given the limited digital capacities of many Southern countries.⁴ Secondly, the many developing countries that have already made extraordinary progress in harnessing e-commerce for socioeconomic growth are now ready to cooperate among themselves to generate innovative and effective solutions in this field. For instance, African local e-commerce platforms, including Jumia, Konga, Mall for Africa, Takealot, and Bidorbuy, have reportedly achieved higher market shares than Amazon,⁵ while

1 United Nations Office for South-South Cooperation and Finance Center for South-South Cooperation, *South-South Cooperation in a Digital World: 2018 Annual Report in South-South Cooperation* (2018) at p 53. Available at <https://drive.google.com/file/d/1ZyD-3qsUI22M09z-S2LR0luesR9RGw6J/view>.

2 World Trade Organization, *The Future of World Trade: How Digital Technologies Are Transforming Global Commerce* (2018) p5. Available at https://www.wto.org/english/res_e/publications_e/wtr18_e.htm

3 Supra note 1, at p 27.

4 United Nation Conference on Trade and Development, *South-South Digital Cooperation for Industrialization: A Regional Integration Agenda* (2018) at pp 14-5. Available at <https://unctad.org/en/Pages/MeetingDetails.aspx?meetingid=1940>

5 Supra note 1, at p 80.

6 Supra note 1, at p 79.



India's e-commerce market is projected to reach USD 200 billion by 2026.⁶ Furthermore, China, one of the largest e-commerce markets, has announced the establishment of 46 new city-based, cross-border, e-commerce pilot zones, in addition to the 59 already in existence, to fully realize the foreign trade potential.⁷

However, the development of e-commerce, including cross-border e-commerce, in developing countries still faces barriers; the inadequate ICT infrastructure and insufficient human resources mentioned above, but also low logistics capacities, knowledge gaps, limited cross-border data flow, a lack of uniform, international technical standards, and insufficient national and international rules and regulations. Moreover, as a result of the COVID-19 pandemic, global supply chains are expected to experience significant disruptions, including reduced trade volumes, decreased foreign direct investment, lower consumer goods demand, a reduction in commodity prices, and a general economic decline for vulnerable, developing countries.⁸ To address these challenges, Southern countries will need to, among other things, enhance their policy coordination and capacity building strategies.

The Cities Project was initiated in 2017 by the UNOSSC, in partnership with the Chinese Government, to promote SSTC at the city level, leveraging the comparative advantages of UN specialized agencies and the strategic opportunities offered by the Belt and Road Initiative (BRI) to advance the Sustainable Development Goals (SDGs).

The China Association of Trade in Services (CATIS) is a national service trade industry association supported by more than 2,000 company members in China. CATIS has a wide network of e-commerce organizations and practitioners and broad-based experience in organizing e-commerce-related events and training programmes. CATIS signed a Memorandum of Understanding on National Capacity Building Action Plan for Belt and Road Countries and the Cooperation Agreement on National Capacity Building for the Belt and Road Countries with the United Nations Conference for Trade and Development (UNCTAD) in May 2018 and May 2019, respectively. Since July 2018, CATIS and its partners (including UNCTAD and the UNOSSC Cities Project), have organized four advanced training sessions on cross-border e-commerce for about 580 participants from more than 80 countries. Since March 2020, CATIS has organized six online forums on cross-border, e-commerce development and four online forums on international trade for private sector companies, in partnership with local governments and the private sector in China.⁹

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- 7 According to the authorities, exported retail goods from the pilot zones will enjoy exemption from value-added tax (VAT) and consumption tax. Taxpayers' enterprise income taxes in these zones will be collected according to the fixed amount upon assessment or by verifying the taxable income rate. E-commerce companies are encouraged to develop and share overseas warehouses and global marketing network, cultivate their own brands and diversify export markets to upgrade foreign trade and enhance economic competitiveness. For more, please see "China to extend cross-border e-commerce scheme amid COVID-19", CGTN, 7 April 2020. Available from <https://news.cgtn.com/news/2020-04-07/China-to-extend-cross-border-e-commerce-scheme-amid-COVID-19-PvadhCQHte/index.html>. See also "New Cross-Border E-Commerce Zones, Extended Tax Incentives for Small Businesses in China", China Briefing, 13 April 2002. Available from <https://www.china-briefing.com/news/new-cross-border-e-commerce-zones-extended-tax-incentives-small-businesses-china-secure-china-europe-supply-chain/>
- 8 United Nations Conference on Trade and Development, *Adapting the use of Asycuda World to the Covid-19 Situation: Guidelines to Customs Administrations*, 09 Apr 2020, p1, available from https://unctad.org/en/PublicationsLibrary/dtlasycudainf2020d1_en.pdf
- 9 CATIS official website, available from <http://www.catiss.org.cn/toArticleMore-DetailPage?classify=2&id=459&parentPageUrl=toArticleListMoreDetailPage>. Last retrieved on 26 May 2020.

2 OBJECTIVES

Given the above, CATIS and the UNOSSC Cities Project jointly organized a series of webinars focusing on South-South and triangular cooperation among cities on cross-border e-commerce and digital innovation for sustainable development, for South-South mutual learning and knowledge exchange on cities and development partners' innovative experiences in developing cross-border e-commerce and harnessing digital innovation for achieving the SDGs, and for partnership brokering among cities towards the establishment of a community or cluster of cities focusing on SSC in e-commerce and digital innovation.

3 WEBINAR AND SURVEY SCHEDULE

NO.	TOPICS
Webinar 1	Towards a Sustainable Financial Ecosystem of Cross-border E-commerce
Webinar 2	The Construction of "Two Platforms and Six Systems" in China's Integrated Cross-border E-commerce Pilot Zones
Webinar 3	E-commerce for Poverty Alleviation
Webinar 4	Alternative Dispute Resolution and E-commerce Negotiation Rules
Webinar 5	Reforming Cross-border E-commerce Training Models
Webinar 6	Product Selection and Brand Marketing in Cross-border E-commerce
Webinar 7	Sustainable Logistic Solutions in Cross-border E-commerce: Spotlighting Good Practices of City-to-City Cooperation
Webinar 8	Sustainable Payment Solutions in Cross-border E-commerce: Spotlighting Good Practices of City-to-City Cooperation
Webinar 9	Sustainable Operational Solutions in Cross-border E-commerce: Spotlighting Good Practices of City-to-City Cooperation
Webinar 10	Sustainable Solutions in Cross-border E-commerce Supply Chains: Spotlighting Good Practices of City-to-City Cooperation
Webinar 11	South-South Cooperation and Cross-border E-commerce Governance in the Digital Era
Webinar 12	The Role of the Belt and Road Initiative in Advancing Fintech in the Cross-border E-commerce Sector in Developing Countries
Webinar 13	Interpretation of the World Customs Organization's Framework of Standards on Cross-border E-commerce
Webinar 14	South-South Cooperation and COVID-19 Responses of Cross-border E-commerce SMEs in Developing Countries
Webinar 15	Innovative Practices of E-commerce in China and Good Practices of Regional Cooperation

HIGHLIGHTS

WEBINAR 1

Towards A Sustainable Financial Ecosystem of Cross-border E-commerce

OPENING SPEECH



Mr. Jorge Chediek
former UNOSSC Director

"E-commerce as a critical form of digitalized trade helps us understand how South-South cooperation can leapfrog opportunities to the development of cross border e-commerce in the global South. Developing countries are relative latecomers in the journey to successfully harnessing e-commerce. At the same time, Southern platforms such as Alibaba, JD.com, Jumia, Flipkart, and Mercadolibre show that the South can catch up and really take advantage of this mechanism for the development of markets. There are several areas in which South-South cooperation has the potential to make contributions. These include capital corporations, platform technology corporations, and cooperation also in the best practices and regulatory framework for e-commerce.

E-commerce, as we said, is a critical element for job creation. E-commerce has been associated with the expansion of employment opportunities, particularly for small and medium enterprises, as in a way, e-commerce can break barriers to access to marketplaces for these companies breaking the barriers to entry imposed by larger actors. Also, women and youth can be part of this process. Economic growth and welfare improvement can be expanded to broader sectors of society. The common development is also linked with economic growth and household welfare through several channels, including the reduction of construction costs, the improvement of efficiency and productivity, the creation of more trade, and therefore more surpluses to stimulate growth.

The potential of e-commerce in generating jobs largely in regions of the global South is extremely significant. A 2019 report on how online marketplaces can power employment in Africa concludes that online marketplaces have the potential to



generate net 3 million new jobs, ranging from delivery drivers to retail hospitality workers across the continent by 2025. And this potential can be even higher. This sort of activity can increase African economic growth by expanding the supply of goods and services, making assets more productive and reaching new demand in rural locations, and ultimately boosting consumer spending and consumers' access to markets.

E-commerce also can be critical in poverty reduction. And the case of China is that simple. We want to hear more examples of the great contribution that China has made. But across China, e-commerce growth has shown great strides at all levels, national, provincial and county levels. E-commerce has reflected market potential in linking poverty-stricken countries to the growing national markets, national, provincial, and county-level. E-commerce has reflected much potential in linking poverty-stricken countries to the growing national markets. Currently, China holds more than 40% of the total value of e-commerce transactions worldwide with more than 5% of the total employment in the companies being supported by e-commerce. In 2020, China announced to start the establishment of 46 new city-based cross-border e-commerce pilot zones, in addition to the existing 59 zones, to bring a full play to accelerate foreign trade and the engagement of local areas in the global economy.

There is a series of elements, despite the very promising elements that e-commerce brings, that we need to address to ensure that e-commerce can unleash its full potential. Although some Southern countries have advanced direction supporting e-commerce transactions, many other certain countries are struggling with bridging the digital inequality. And that continues to persist. So, the idea of improving globally and at the local level in developing countries the digital infrastructure is critical for e-commerce to continue advancing.




The digital divide, however, remains a real concern to many developing countries, particularly among the least developed countries where half of the population have not touched a computer in their life. So, we have to consider the importance of expanding these services for everybody and everywhere.

Developing countries face many challenges in providing adequate and equitable access to in terms of services, let alone harnessing the powers of digital equipment. Therefore, the increase of accessibility and framework that can increase digital capacity across these vulnerable regions is critical.

In this context, our office the United Nations Office for South-South Cooperation launches this webinar series, under the Cities Project framework, to promote international collaboration and partnership building on e-commerce, to develop the capacities of local authorities, city-related practitioners, non-governmental organizations, civil society

organizations, and the private sector, harness the digital innovation for achieving the Sustainable Development Goals, and to facilitate as much as possible a quick recovery from the COVID pandemic.

It's noted here the development of digital technology in the global South, provides a massive number of opportunities for the growth of the global South and improving the living conditions of the poorest of the poor."

SPEAKERS	HIGHLIGHTS
 <p>Ms. Zhang Yanling</p> <p>Former Vice President of the Bank of China, Senior Researcher of the Chongyang Institute of Finance, Renmin University of China</p>	<p>"South-South and triangular cooperation promotes policy coordination among countries and plays a greater role in the field of trade. Cross-border e-commerce has become the new form of international trade; it is simple and efficient and facilitates the easy participation of small and medium-sized enterprises."</p>
 <p>Mr. Tang Min</p> <p>Counsellor of the State Council, Founder of the China Cross-border E-commerce 50-person Forum</p>	<p>"Although small- and micro-business and cross-border e-commerce are still small in China, with financial support, loan support, and equity investment support in the future, cross-border e-commerce will develop faster. In the same way, cross-border e-commerce companies in other developing countries can also use this method."</p>
 <p>Mr. Liu Ran</p> <p>Vice President of Public Affairs, MasterCard, China</p>	<p>"We hope that with the further development of cross-border e-commerce in the future, we can provide more solutions to cross-border e-commerce. In this way, we will support the development of e-commerce companies in more countries, including SMEs in developing countries, through South-South cooperation."</p>

WEBINAR 2

The Construction of “Two Platforms and Six systems” in China’s Integrated Cross-border E-commerce Pilot Zones

SPEAKERS

HIGHLIGHTS



Prof. Wang Jian

Professor of the College of International Economics and Trade, University of International Business and Economics, Director of International Business Research Center

“For many developing and developed countries, changing the way people think will probably be difficult, since the Internet and e-commerce provide many vulnerable people in society the chance to participate in global trade.”



Ms. Xu Ping

President of Henan Bonded Group, the 3rd Co-Chairman of the China Cross-border E-commerce 50-person Forum

“Cross-border e-commerce promotes better and faster development of “global buy and sell”. The ultimate goal of the cross-border, e-commerce pilot zone is to serve the global consumer.”



Ms. Wu Changhong

Director of Public Relations and Promotion Department, Office of the Leading Group for the Construction of China (Hangzhou) Cross-border E-commerce Pilot Zone

“We have always believed that cities are strong when people are strong and that cities are dynamic when people are dynamic.”

WEBINAR 3

E-commerce for Poverty Alleviation

SPEAKERS	HIGHLIGHTS
 <p>Ms. Zhang Jing</p> <p>Deputy Secretary-General of China YouCheng Social Entrepreneur Foundation</p>	<p>“E-Commerce poverty alleviation (in China) is gradually evolving from Government-led to marketization, which is good for long-term planning and sustainable development.”</p>
 <p>Ms. Wu Xiuyuan</p> <p>Former Deputy Director of the Information Center of the Ministry of Agriculture and Rural Affairs of the People's Republic of China, Vice President of China Agri-Products Marketing Association</p>	<p>“Summarizing China's theories, experiences, and models on poverty reduction through Internet+ and sharing them with other developing countries is a win-win collaboration that generates mutual benefits and aligns with China's development vision – the Belt and Road Initiative.”</p>
 <p>Dr. Hany Besada</p> <p>Senior Research and Programme Advisor, United Nations Office for South-South Cooperation</p>	<p>“Digitalization is an effective instrument with which developing countries could unlock the endless opportunities offered by digitalization. By framing e-commerce as a critical form of digitalized trade, it becomes more accessible to understand how SSTC can be imperative to the development of cross-border e-commerce in the global South.”</p>
 <p>Mr. Sun Yuanzhong</p> <p>Director of Comprehensive Division, Chongqing Poverty Alleviation and Development Office</p>	<p>“What is the way out for our poverty-stricken region? How does the industry develop? How can the countryside be revitalized? We need to learn from international experience, but we also need to explore on our own Fan Zhongfu's e-commerce experience is an innovative one. His success stemmed from his smart combination of rural tourism and agricultural sales. He identified business operations that matched agricultural products. Instead of changing consumers' habits or suggesting local authorities apply special policies, he cultivated new shopping habits among his clients.”</p>

WEBINAR 4

Interpretation of New Policies, Laws and Regulations of Cross-border E-commerce

SPEAKERS

HIGHLIGHTS



Mr. Ma Shuzhong

President of China Digital Trade Research Institute of Zhejiang University, Distinguished Professor of QSTHEORY.CN

"The digital divide is a global problem, finding a solution concerns all countries and the whole world. Developed countries should utilize their resources to help developing countries accelerate the integration of local markets into the global market through digitalization."



Ms. Ning Xia

Director of E-commerce Division, Guangzhou Municipal Commission of Commerce

"We look forward to exchanging and cooperating with more countries and regions in the field of cross-border e-commerce, and in jointly promoting cross-border e-commerce as the new engine of global economic growth."



Mr. Li Mingtao

President of Research Institute of China International Electronic Commerce Center, Chief Expert of China International Electronic Commerce Center, Ministry of Commerce of the People's Republic of China

"We are hoping that, in terms of cooperation in cross-border e-commerce, we can actively advocate for the building of a common market between different countries in cross-border e-commerce. We can also use point-to-point cooperation to create facilitated pathways from city to city."

WEBINAR 5

Reforming Cross-border E-commerce Training Models

SPEAKERS

HIGHLIGHTS



Prof. Zhang Xuezheng

Professor of E-Commerce,
Shanghai University of
International Business and
Economics

"Professor Zhang discussed the cross-border e-commerce courses available in universities in China. He highlighted that it has been eight years since the Chinese Government began promoting and regulating cross-border e-commerce and establishing pilot cities."



Mr. Xiao Feng

Senior expert of government
affairs of Alibaba, Vice Present of
OneTouch, Expert group leader of
"Customs and Trade Facilitation
Committee" of ICC (China)

"From the global value chain perspective, globalization cannot be sustained and develop healthily until it allows more people, in addition to large capital investment and business operations, to benefit from it. This idea is also in line with the United Nations vision of achieving sustainable development, including in less developed regions and through supporting SME development."



Ms. Zheng Yanxue

Head of eBay E-Youth Cross-
border E-commerce Talent Training
Project

"Integrating the training of cross-border, e-commerce talents with the development of industry and academia is an important way to nurture young professionals, providing them with the comprehensive skillsets needed in international cooperation and development."

WEBINAR 6

Product Selection and Brand Marketing in Cross-border E-commerce

SPEAKERS

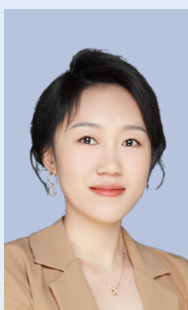
HIGHLIGHTS



Mr. Zhao Hua

Deputy Secretary General of China Advertising Association

“Together with CATIS, with a desire to serve company members of CATIS, and small and medium-sized enterprises in all other developing countries, we would like to build bridges and projects to allow these SMEs to come to China to expand their market and do business.”



Ms. Liu Ying

BD Manager, JD Worldwide

“Ms. Liu detailed the development history and operational modality of JD Worldwide. She pointed out that JD maintains a friendly link with China Advertising Association and CATIS. She hopes they can work together to help more overseas small and medium-sized brands realize the opportunities for entering the Chinese market.”



Mr. Gao Wenbo

Deputy Section Chief of Free Trade Department of Ningbo Customs

“We found that commodities imported from Central and Eastern European countries and BRI countries have been gaining popularity among China’s domestic customers. E-commerce business owners should seize this chance to expand their businesses.”

WEBINAR 7

Sustainable Logistics Solutions in Cross-border E-commerce: Spotlighting Good Practices of City-to-City Cooperation

SPEAKERS

HIGHLIGHTS



Mr. Sun Qi

Director of E-commerce Division,
Department of Commerce of
Henan Province

“Cross-border e-commerce represents the future development direction of international trade. We are willing to adopt more open concepts, more pragmatic measures, and more active actions to innovate cooperation methods with countries around the world, expand cooperation areas, share development opportunities, and create a better future.”



Mr. Zhong Hongxing

Chairman of the Chamber of
Hong Kong Logistic Industry

“The uniqueness and diversity of products imported from other developing countries provide opportunities for cross-border e-commerce business and cross-border logistics cooperation in China. South-South cooperation among developing countries is spearheading a new focus in the global distribution of cross-border logistics.”



Mr. Lv Chao

Deputy General Manager of
Beijing Hongyuan Group

“Mr. Lv described the development of the Hongyuan Group. In particular, he noted that undertaking market research is indispensable for Chinese logistic companies before they start collaborating with other developing countries.”

WEBINAR 8

Sustainable Payment Solutions in Cross-border E-commerce: Spotlighting Good Practices of City-to-City Cooperation

SPEAKERS

HIGHLIGHTS



Prof. Yang Dong

Professor of Renmin University of China, Director of Fintech and Internet Security Research Center

“Turning data into wealth and using blockchain technology to solve development issues is very useful for promoting the development of developing countries, and for strengthening talent cooperation.”



Ms. Sun Yiming

Director of Qingdao Cross-border E-commerce Comprehensive Pilot Zone Service Center

“We predict that the focus of cross-border e-commerce in the next few years will be exports, instead of imports. This is in line with China’s focus on the BRI, COVID-19 responses, and digitalization of international trade.”



Mr. Deng Fuhua

PhD in Economics, Researcher, Comprehensive Research Institute of Southwestern University of Finance and Economics China (Sichuan) Pilot Zone

“While COVID-19 has had a serious negative impact on cross-border e-commerce, it has also presented opportunities, prompting countries around the world to rethink their industry chains and international trade methods.”

WEBINAR 9

Sustainable Operational Solutions in Cross-border E-commerce: Spotlighting Good Practices of City-to-City Cooperation

SPEAKERS

HIGHLIGHTS



Prof. Chen Jin

Professor, University of
International Business and
Economics, Consultant Expert
on the Establishment of National
E-commerce Demonstration City

“The e-commerce platform presents a new opportunity for realizing the development of international cooperation and trade. The digital economy offers tremendous opportunities for achieving economic growth in both developing and developed countries.”



Mr. Wang Chonglun

Director, Public Affairs Department
of DHGate.com

“We can share useful experiences and initiatives in building platforms for cross-border e-commerce, based on our former projects, to promote South-South cooperation.”



Mr. Liu Yujian

Secretary General of Nanjing
Cross-border E-commerce
Association, China (Nanjing)
Cross-border E-commerce
Comprehensive Pilot Zone

“The development of a company not only needs resources and platforms but also cooperation with its counterparts from the widest possible range of cities and countries.”

WEBINAR 10

Sustainable Solutions in Cross-border E-commerce Supply Chains: Spotlighting Good Practices of City-to-City Cooperation

SPEAKERS

HIGHLIGHTS



Ms. Zheng Yuhong

Member of the Expert Committee of APEC Cross-border E-commerce Innovation and Development Research Center, International Strategy Director of the National Engineering Laboratory for E-commerce Technologies

“In fact, the internationalization of local products and the development of global trade will rely on both online and offline business solutions. China is a crucial online and off-line partner for BRI developing countries.”



Mr. Wang Zhidong

Director of Industrial Investment and Promotion, Tianjin Municipal Bureau of Commerce

“Mr. Wang gave a detailed briefing on the optimization of the business environment of Tianjin port and highlighted the measures being taken to promote cross-border e-commerce trade. He gave a comprehensive interpretation of Tianjin's policies regarding the supply chain of cross-border e-commerce, including import, logistics, and tax regulations, and suggested that these could be a good reference for other developing countries.”



Mr. Chen Bohua

President of PANEX Limited

“Mr. Chen summarized the current structure of China's cross-border e-commerce supply chain ecosystem, from the existing logistic system, distribution platform, optimization of the supply chain, and other aspects. He described how to promote the realization of buying and selling globally, especially the need for linkages through production, incubation, and enterprise.”

WEBINAR 11

South-South Cooperation and Cross-border E-commerce Governance in the Digital Era

SPEAKERS	HIGHLIGHTS
 <p>Dr. Denis Nkala UNOSSC Regional Coordinator (Asia-Pacific)</p>	<p>“E-commerce is evolving rapidly and engulfing many countries. However, there is a danger that many countries in the South could be left behind unless some crucial steps are undertaken by national governments and the private sector.”</p>
 <p>Prof. Ravishankar Sharma Associate Professor, College of Business & Law, University of Canterbury, New Zealand</p>	<p>“Blockchain has the potential to bring clarity to something that is currently very close to the public eye. Through integrating blockchain into the fair-trade supply chain, there will be increased opportunities for South-South cooperation and equitable market access.”</p>
 <p>Ms. Mousumi Das Associate Fellow at the National Council of Applied Economic Research in New Delhi, India</p>	<p>“Cities, the cultural economy, and urban studies are very closely related. Now e-commerce can actually exploit this cultural-economic space, bringing tremendous opportunities for urban development.”</p>
 <p>Ms. Zhang Yanling Former Vice President of the Bank of China, Senior Researcher of Chongyang Institute of Finance, Renmin University of China</p>	<p>“Cross-border e-commerce can help underdeveloped regions obtain more resources. South-South cooperation and triangular cooperation promote policy coordination between countries, which can then play a bigger role in the field of trade.”</p>

WEBINAR 12

The Role of the Belt and Road Initiative in Advancing Fintech in the Cross-border E-commerce Sector in Developing Countries

SPEAKERS	HIGHLIGHTS
 <p>Dr. Hany Besada Senior Research and Programme Advisor, UNOSSC</p>	<p>“The fintech developed in China can expand financial inclusion across the developing countries of the BRI. Compared to other BRI countries, China’s top-level fintech has secured a niche in E-commerce services.”</p>
 <p>Prof. Gregory Thomas Chin Associate Professor, York University</p>	<p>“We are seeing a convergence of three major Chinese Government initiatives, namely the BRI, RMB internationalization, and digital Yuan, which will benefit both China and all the BRI partners.”</p>
 <p>Mr. Jamie Macleod Trade Policy Expert, UN Economic Commission for Africa</p>	<p>“Digital cooperation between developing countries needs to be further strengthened, while simultaneously integrating traditional industries into it.”</p>
 <p>Mr. Tan Tian Director of Financial Research Center at Lexin Inc.</p>	<p>“China’s consumer finance has been contributing to the public good and is being profoundly shaped by the swiftly developing Internet. We hope that our experience and practice can help the BRI countries.”</p>
 <p>Ms. Sun Yiming Director of Qingdao Cross-border E-commerce Comprehensive Pilot Zone Service Center</p>	<p>“The Internet promotes the gradual formation of online shopping habits in emerging markets. Asia Pacific, Africa, and Latin America will be fast-growing regions for cross-border e-commerce. There is huge space for cross-border e-commerce development in the BRICS and BRI countries.”</p>

WEBINAR 13

Interpretation of the World Customs Organization's Framework of Standards on Cross-border E-commerce

SPEAKERS

HIGHLIGHTS



Mr. Sun Xiangyang

Co-chair of the World Customs Organization Working Group on Cross-border E-commerce

"Mr. Sun introduced why and how the international regulations for cross-border e-commerce are made and how those regulations affect international trade, consumers, and governance."



Mr. Dzmitry Kavalionak

Official Representative of the State Customs Committee, the Embassy of the Republic of Belarus to the People's Republic of China, Counsellor of Customs Service (Second Rank)

"E-commerce has become one of the drivers of economic growth and supports real trade. Our countries (Eurasian Economic Union) have been doing very well by being part of this and are growing rapidly."



Dr. Chen Wen

Centre for New Structural Economics, Peking University

"Africa is more suited than ever to take over labour-intensive manufacturing from China and is ready to kick start the process of initializing and drawing on China's experiences from the perspective of new structural economics. A facilitating and able government has an important role to play in turning a trilemma into triple-win cooperation."

WEBINAR 14

South-South Cooperation and COVID-19 Responses of Cross-border E-commerce SMEs in Developing Countries

SPEAKERS

HIGHLIGHTS



Dr. Karin Vazquez

Associate Professor and Assistant Dean for Global Engagements, and Executive Director, Center for Africa, Latin America and Caribbean Studies, O.P Jindal University, India and a Fudan Scholar at the Center for BRICS Studies, Fudan University

"Cross border E-commerce, in the context of SMEs, must be crafted into long-term strategies towards a more sustainable and inclusive post-pandemic recovery. We need to move beyond short-term emergency relief and pioneer different activities towards long-term solutions for sustainable development."



Mr. James Howe

Senior Advisor, International Marketing, Branding and E-commerce at the International Trade Centre in Geneva

"For cross-border e-commerce development, South-South is definitely the way to go. There are many experiences to learn from. We would love to be doing more with China and in important and well-known marketplaces. We would love to be doing more to link up South and South."



Mr. Frejus Thoto

Executive Director, Actions for Environmental and Sustainable Development (ACED)

"COVID-19 is not solely related to threats, it is also related to creating opportunities. One of the opportunities that I would like to highlight here is the establishment of new partnerships. South-South cooperation is very welcome and important in this time of COVID-19, especially because of the different impact the crisis has on countries and regions."



Mr. Liu Yujian

Secretary General of Nanjing Cross-border E-commerce Association, China (Nanjing) Cross-border E-commerce Comprehensive Pilot Zone

"Mr. Liu spoke about how Nanjing was constructed as an open area for cross-border e-commerce. The Nanjing Government has been publishing policies, building infrastructure, and introducing digital technologies to support e-commerce development, aiming to attract more international and domestic cooperation and trade opportunities."

WEBINAR 15:

Innovative Experience of E-commerce in China and Good Practices of Regional Cooperation

SPEAKERS		HIGHLIGHTS
	Mr. Tunde Fafunwa Lead Advisor, Digital Centre for Excellence-Identity, Trade & Economy, UN Economic Commission for Africa	<p>“The African Continental Free Trade Area provides significant opportunities since it has a continent-wide mandate from the African Union, and from the Treaty that created an E-commerce protocol to harmonize and reduce tariffs and non-tariff barriers for cross-border trade and e-commerce.”</p>
	Mr. Zhao Quan Trade Policy Advisor Division for Market Development International Trade Centre	<p>“Under the Silk Road E-commerce Initiative, China has signed MOUs on e-commerce cooperation with 22 countries. Under this Initiative, working group meetings are held regularly to discuss cooperation, while initiatives have also been launched to facilitate business transactions at the regional level.”</p>
	Prof. Nir Kshetri Professor, University of North Carolina-Greensboro, Research fellow at Kobe University	<p>“Digital currency technology will be significant for South-South cooperation, as people do not need Internet access to transfer central bank digital currency. As Internet coverage in many developing countries is still very low, this technology can provide them with access to the international market.”</p>
	Dr. Chen Qiulin Deputy Director, Health Sector Development Research Center, Chinese Academy of Social Sciences (CASS)	<p>“Dr. Chen spoke about the development of e-commerce in rural China, especially in underdeveloped areas. He pointed out that there are two major problems: how to increase farmers’ income and how to encourage young people to remain in rural areas.”</p>
	Dr. Renata Thiebaut Head of Business Intelligence at Web2Asia in Shanghai; Alibaba GET Network and Advisory Board Member at the Alibaba Business School; and COO at Green Proposition	<p>“E-commerce grows hand in hand with Internet penetration. In the least developed countries, Internet coverage can be as low as 19%, which means telecommunications should be developed in these countries to boost E-commerce activities.”</p>
	Dr. Pooja Jain-Gregoire Research Associate with the Institute for Global Dialogue, Pretoria Adjunct Lecturer of International Development at Sciences Po.	<p>“The twinning of cities has always been the traditional way to connect cities in different regions and different parts of the world. It could be an effective conduit for furthering accountability across regional trade.”</p>

SNAPSHOT

■ BASIC INFORMATION

📅 Duration: 14 August – 4 December 2020

🗣️ No. of webinars: **15**

👤 No. of speakers: **53**

SECTORS

UN agencies,
municipal governments,
provincial governments,
national governments, NGOs,
private sector,
research institutes



UN AGENCIES

International Trade Center,
United Nations Economic
Commission of Africa, United
Nations Office for South-South
Cooperation, World Customs
Organization



COUNTRIES

China, Belarus, Benin,
Brazil, Canada, India,
New Zealand, South Africa,
the USA



CITIES AND LOCAL AUTHORITIES

Chongqing City,
Guangzhou City,
Hangzhou City,
Henan Province, Nanjing City,
Ningbo City, Qingdao City

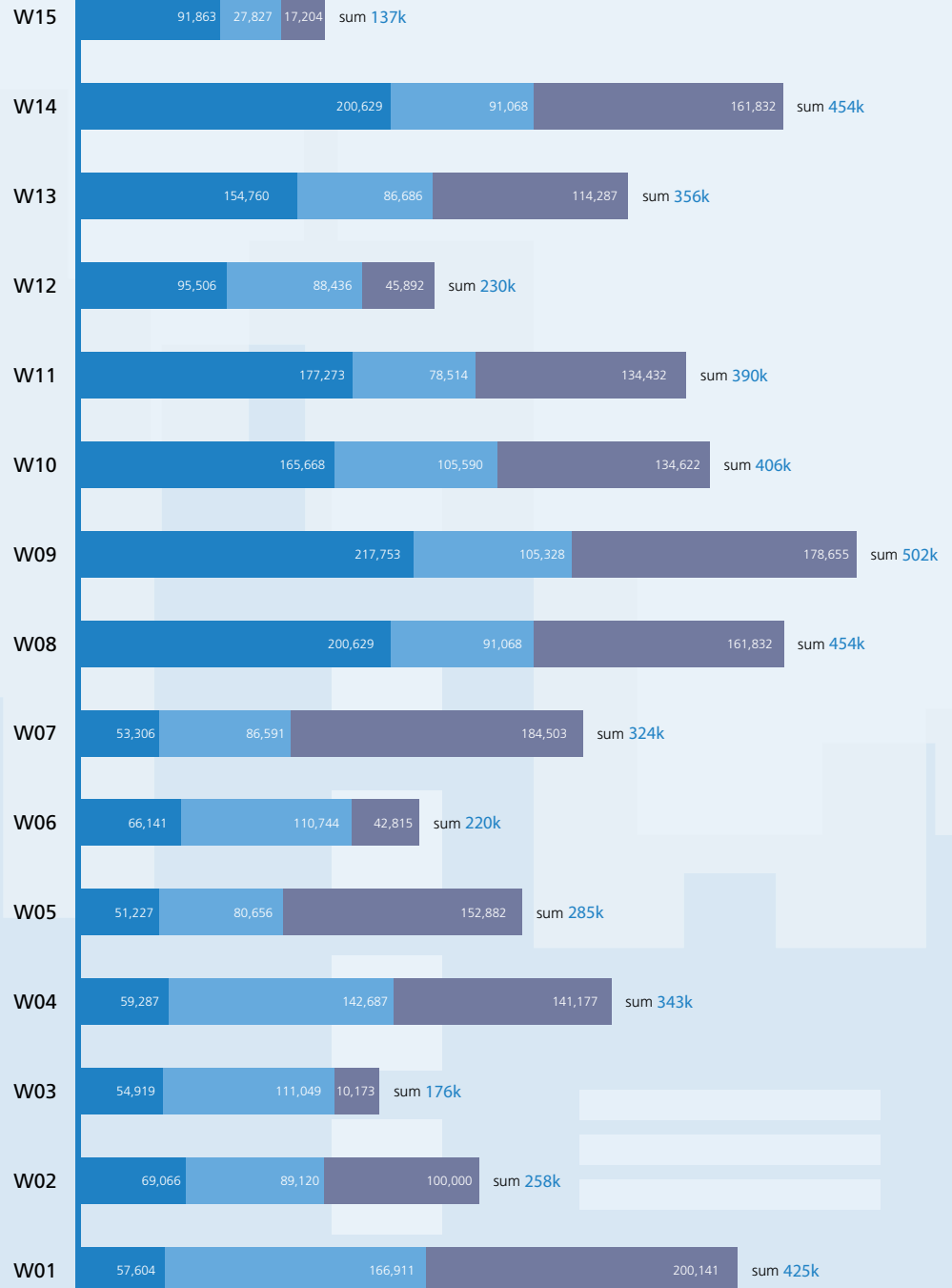


KEY RESULTS

Webinar Playback Views

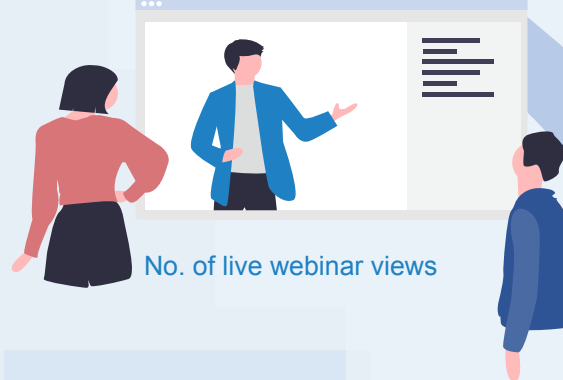
Advocacy and Outreach Views

Live Webinar Views



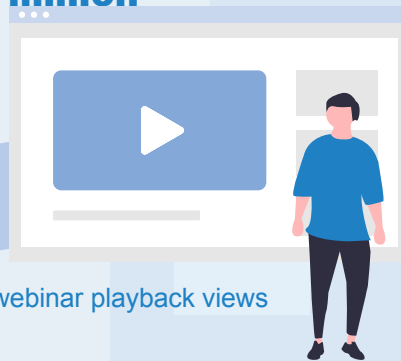
approx. **5 million**

1.7 Approx.
million



No. of live webinar views

1.8 Approx.
million



No. of webinar playback views

1.5 Approx.
million



No. of views reached
through comms

15



No. of video knowledge products



83

No. of partnerships brokered / facilitated

85 %

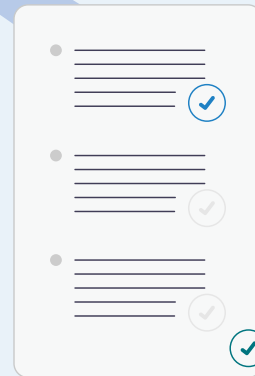
% of viewers satisfied with webinars

764

No. of people interested
in collaboration

1352

No. of people with
increased knowledge



213

About

No. of cities reached



56

No. of countries reached



CONCLUDING REMARKS



Mr. Zhang Wei

Chief Expert, China Association of Trade in Services; Former Vice President of China Council for the Promotion of International Trade

Mr. Zhang stated that CATIS had held many online conferences, online training sessions, and other online activities since the beginning of 2020, and noted that the e-commerce series in partnership with the UNOSSC is among the best. Mr. Zhang complemented the well-designed event concepts, which cover the most important topics and present a balanced representation of China and the international experience. He also spoke about the smooth event organization, the active participation by webinar viewers, and the high-calibre speakers, which included representatives of cities and local authorities and experts from UN agencies, think tanks, NGOs, and the private sector.

He further suggested that the UNOSSC Cities Project, CATIS, BRI countries, and other developing countries should strengthen collaboration in capital investment, training, and governance. Lastly, he noted his appreciation for the UNOSSC and their partnership and anticipated closer collaboration with the UNOSSC in the advancement of the SDGs through South-South cooperation.



Dr. Xiaojun Grace Wang

UNOSSC Deputy Director

“On behalf of the United Nations Office for South-South Cooperation, I would like to thank all panelists and participants for actively sharing the most powerful, the most valuable knowledge today and during the past 14 webinars altogether. We know that we have reached a lot of viewers and participants around the world. I hope we don’t stop at talking. We should use all the knowledge that we have shared to nurture real partnerships among us.

At the United Nations Office for South-South Cooperation, we also focus a lot on solution-oriented knowledge. We have a global knowledge and partnership platform facilitated by AI that is called South-South Galaxy. I hope we can utilize all the innovative solutions shared during this series of webinars to promote the people and institutions behind those solutions, to connect and advance partnerships together, and at the same time through our programmes, including the Cities Project and the Global South-South Development Center Project, and our conceptualization of a longer-term framework, help South-South Cooperation in supporting poverty reduction.

We hope to engage you all to work with us and together we can leverage the best digital technology our time offers us and the people-centric approach, as highlighted by many during the discussions, to connect and work together for a better world.”



As a follow up to the webinar series, to generate further knowledge and better understand potential challenges, the UNOSSC Cities Project commissioned CATIS to create a webinar report, to coordinate the identification of the innovative experiences of cities in cross-border e-commerce, and to support the implementation of these experiences in countries requesting assistance. In addition to the expertise and experience captured through the 15 webinars, the development and policy recommendations made in the report will encompass the broader coverage of countries and institutions. Another follow-up action will be the launch of a thematic SSTC city cluster focusing on knowledge sharing and partnership brokering among cities and city-related institutions. The cluster will be operationalized via an online Community of Practice hosted by South-South Galaxy.





United Nations
Office for South-South Cooperation

For inquiries, please email southsouth.cities@unssc.org
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