



## **ASEAN-China Initiative on Enhancing Cooperation on E-Commerce**

As one of the most dynamic economic activities globally, e-commerce has become an important channel of consumption promotion, a new format of trade development, an effective way of job creation, and a key driving force of economic growth. Having deepened integration and innovation and increased efficiency and scale, in recent years, e-commerce is playing an essential role in the digital transformation of traditional industries, the integration of developing countries and Micro, Small and Medium Enterprises (MSMEs) in global value chains, and the promotion of post-pandemic economic recovery. Meanwhile, ASEAN Member States and China are committed to promoting smooth trade, economic recovery, and people's well-being and recognize the necessity of strengthening e-commerce cooperation to bridge the digital divide, enhance digitalization level, drive inclusive growth, and narrow development gaps in the region.

Since establishing ASEAN-China Dialogue Relations in 1991, the two sides have witnessed a constant deepening of bilateral economic and trade relations and ever closer cooperation in e-commerce. The "*ASEAN-China Joint Statement on Cooperation in Support of the ASEAN Comprehensive Recovery Framework*", published at the 24<sup>th</sup> ASEAN-China Summit in 2021, emphasized the necessity of strengthening cooperation of e-commerce and digital economy. The Regional Comprehensive Economic Partnership (RCEP) Agreement opens up a broader space for China and ASEAN to strengthen e-commerce cooperation. Based on this, we will continue to deepen practical collaboration in e-commerce. In accordance with the principles of mutual benefit, win-win outcome, inclusive development, and in accordance with international law and the domestic laws and regulations of each member country, we will create more trade opportunities in the digital

economy, foster new growth areas, and inject new impetus into ASEAN-China economic and trade cooperation.

### **Promote closer enterprise cooperation**

Explore collaborations between major e-commerce platforms on both sides and e-commerce consumption promotion activities where there is mutual interest, including to look into organising special e-commerce sales promotion of ASEAN products to increase the popularity and influence of products of ASEAN Member States in China. Explore opportunities where there is mutual interest for ASEAN Member States to set up national and product pavilions on large-scale e-commerce platforms in ASEAN and China as additional marketing channels for products from ASEAN Member States. Support and promote enterprises from both sides to attend e-commerce related expos, trade fairs, seminars and activities mutually agreed by both sides, to promote close cooperation between enterprises of both sides, especially for MSMEs that can take advantage of e-commerce, including on areas of consumer protection and intellectual property protection.

### **Jointly carry out capacity building activities**

Assist ASEAN Member States to narrow the gap in e-commerce development towards building a healthy, modern, competitive, and sustainable e-commerce market. China to share experiences in some priority areas including e-commerce policy, coherence and cooperation in regulatory approaches, electronic authentication, intelligent supply chain applying digital technology, big data, Artificial Intelligence (AI), Blockchain and Distributed Ledger Technology (DLT), model innovation practices such as social e-commerce.

Explore the possibility of e-commerce policy exchanges, synergy in planning, experience sharing, and encourage think tanks to carry out joint research. Jointly conduct e-commerce capacity building cooperation such as on areas of consumer protection and intellectual property protection, digital identity, spam combating, Artificial intelligence (AI), Blockchain and Distributed Ledger Technology (DLT), coherence and cooperation in regulatory approaches, and data innovation, e-commerce skills training, strengthen e-commerce talent cultivation, facilitate the participation of women and youth in start-ups and job creation, support MSMEs participation in e-commerce ecosystem and global market, bridge the digital divide, as well as support the effective implementation of the *ASEAN Agreement on Electronic Commerce* and the *Bandar Seri Begawan Roadmap: An ASEAN Digital Transformation Agenda to Accelerate ASEAN's Economic Recovery and Digital Economy Integration*.

**Jointly promote cross-border e-commerce industry and related activities**

Support the e-commerce cooperation between the ASEAN Member States and China through facilitating cross-border e-commerce and promoting mutually beneficial cooperation in e-commerce between ASEAN and China.

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