Business Opportunities from Global E-Commerce Policies

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Policy Environment, Business Opportunity

- Policies create the environment
- Different environment, different market opportunities
- Business response can change policies and generate new opportunities
Stages of Innovation:
Countries are at different points

- **Process**: Doing old things (inventory, accounting) better
- **Product**: New products & services contingent on Internet
- **Markets**: Global, information rich, network benefits

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E-Commerce Infrastructures

- Distribution
  - Multi-Model
  - Customs

- Legal
  - Contracts
  - Signature
  - Certification

- Finance
  - No credit card
  - Security
  - Int’l reserves

- Telecom
  - Monopoly problem
  - Technology solution

- Access
  - Community-based
  - Non-PC
  - Not English

Private sector technology aids policy reforms
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Social & Jurisdiction Issues

Solutions must be internationally interoperable; not one size fits all.

These issues not yet resolved even by Internet leaders!!

PRIVACY
Jurisdiction A

TAX
Jurisdiction C

CONTENT
Jurisdiction B

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E-Government Opportunities

- Gov’t operations a “litmus test”
- Team international IT consultants, local IT professionals, and ministry participation
- Integrate off-the-shelf applications
- Training!

Start with information and fiscal functions (tax, customs, procurement) to enhance transparency and efficiency
Policy Conclusions, Business Opportunities

- Work with local partners
- Infrastructure and access: Focus on technology, community, & training
- Social and jurisdictional issues: Focus on cross-border and interoperable solutions
- E-government opportunities abound

Technology is global, application is local
Thank you!

Global Electronic Commerce: A Policy Primer
Catherine L. Mann, Sue E. Eckert, Sarah Cleeland Knight

WWW.IIE.com or Amazon.com

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