



Activity Title and Number: Study assignment on legislation, policy and market regulation of E-commerce in the EU; A378-C1	Beneficiary: Ministry of Commerce (MOFCOM)
Location and Date: Belgium, Ireland, UK; 7-15 December 2014	Stakeholders: DG CNECT, E-commerce Europe, European Multi-Channel and Online Trade Association (EMOTA), Department of Communications, Energy and Natural Resources of Ireland, IMRG

Brief Activity Report

Relevance and Impact

By 2020, China is foreseen to become the world's largest e-commerce market and has the intention of becoming a global e-commerce leader – as outlined in China's e-commerce 12th Five-Year Plan (2011-2015). However, China's e-commerce legal and regulatory frameworks are still a work in progress, and the applicable laws and regulations require updating, clarity and effective enforcement.

In this context, EUCTPII organised a study assignment for officials from MOFCOM to Europe aimed at improving China's e-commerce regulatory framework by drawing on EU experience. Four officials from the Departments of E-commerce, WTO Affairs, Treaty and Law led by Zeng Chen, Director of Division of Development & Planning, Department of E-commerce, Ministry of Commerce visited Belgium, Ireland and the UK.

Activity Description

The meeting with DG CNECT provided Chinese delegates with an in-depth understanding of the EU regulations and directives on e-commerce. The E-Commerce Directive (2000/31/EC) which came into force in 2000 created the basic legal framework for online services, including electronic commerce on the Internet. The meetings with the Department of Communications, Energy and Natural Resources of Ireland tackled issues linked to e-commerce legislation, e-commerce statistics and cross-border e-commerce.

At the meetings with industry associations and their practitioner networks, issues linked to e-commerce policy and market regulation were discussed. At IMRG, the delegates were briefed on the organisation's e-retail index. Tracking sales and delivery trends across many different retail sectors is extremely valuable to the domestic retail community, allowing them to benchmark the performance of their online channel against that of their sector. The index has become the principle source of this information for the UK media and government.



Ministry of Commerce delegates meet with representatives from the Department of Communications, Energy and Natural Resources of Ireland

Results and Dissemination

- ✓ Early January 2015 announcements that China would soon roll out [the draft of its first e-commerce law](#) were made;
- ✓ During the visit, delegates discussed the possibility of obtaining assistance from UK practitioners to develop a framework for a Chinese e-retail index. Proposals were made to further develop trainings by European practitioners to Chinese merchants looking to trade in the UK and in other European markets.