

E-Commerce Protocol in the AfCFTA

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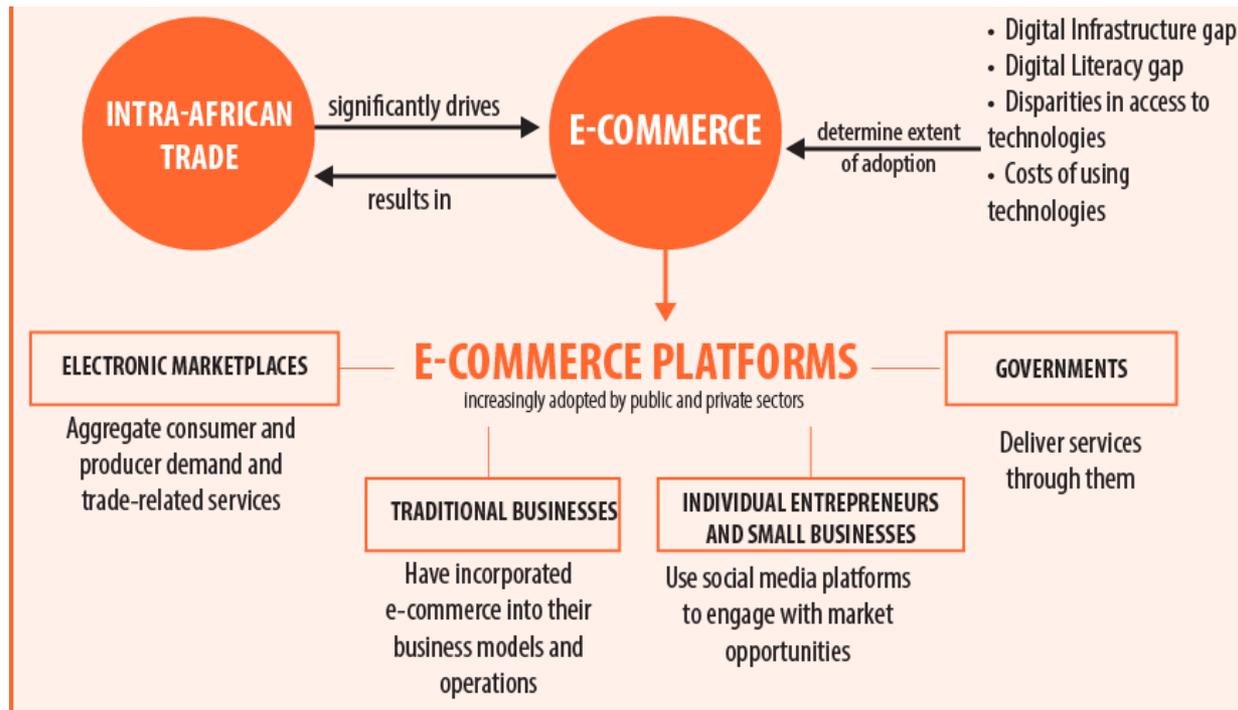
Dr. Ify Ogo



What is E-Commerce?

- WTO: “production, distribution, marketing, sale or delivery of goods and services by electronic means”.
- OECD: The “sale or purchase of goods or services conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders”.

Why an E-Commerce Protocol is Important in the AfCFTA



E-Commerce Chapter in AU, AfDB and ECA, *Assessing Regional Integration in Africa IX*, 2019.

Why an E-Commerce Protocol is Important in the AfCFTA

Category	Issues covered
1. Market access	Customs duties, digital products, non-discrimination for electronic and digital products, cross-border flows
2. Rules and regulations	Consumer protection, protection of personal information, electronic supply of information, domestic electronic transaction framework
3. Facilitation	Paperless trade administration, cooperation, transparency, electronic authentication
4. Enabling Issues	Technology infrastructure and related matters

See S. Kaukab, Rashid. "Understanding E-Commerce Issues in Trade Agreements: A Development Perspective Towards MC11 and Beyond." Presentation: The WTO Public Forum. (September 2017) cited in EBRAHIMI DARSINOUEI, AMIR (2017). "Understanding E-Commerce Issues in Trade Agreements: A Development Perspective Towards MC11 and Beyond" Geneva. CUTS International, Geneva

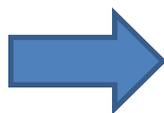
Treatment of E-Commerce in the AfCFTA

Protocol



What will be done and direction

AU Heads of State and Government



Africa is able to negotiate and implement an AfCFTA Protocol on e-Commerce where Africa has full authority on all aspects of e-commerce such as data and products being traded under e-commerce, and to promote the emergence of African owned e-Commerce platforms at national, regional and continental levels as part of our preparations for the negotiation of an AfCFTA Protocol on e-Commerce.

See African Union, 2020. Decision on the African Continental Free Trade Area (AfCFTA). Assembly/AU/Dec.751(XXXIII)

Treatment of E-Commerce in the AfCFTA

Definition of e-commerce

Scope

Purpose

Coherence

Issues at WTO

See Ify Ogo, An Agenda for the AfCFTA E-Commerce Protocol on tralac Blog. <https://www.tralac.org/blog/article/14692-an-agenda-for-the-afcfta-protocol-on-e-commerce.html>