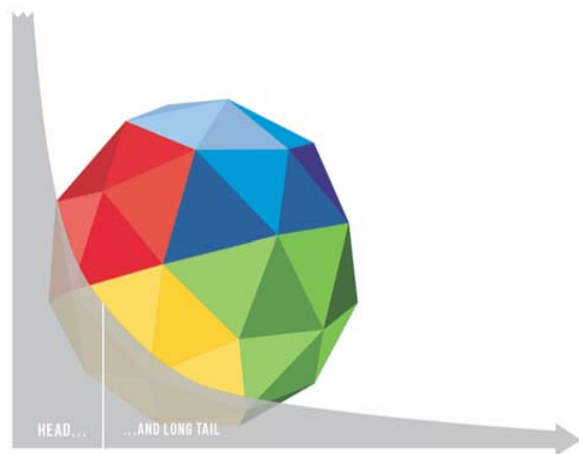




# WTO Workshop on Electronic Commerce

## Session 2. Expanding SMEs Opportunities via E-Commerce



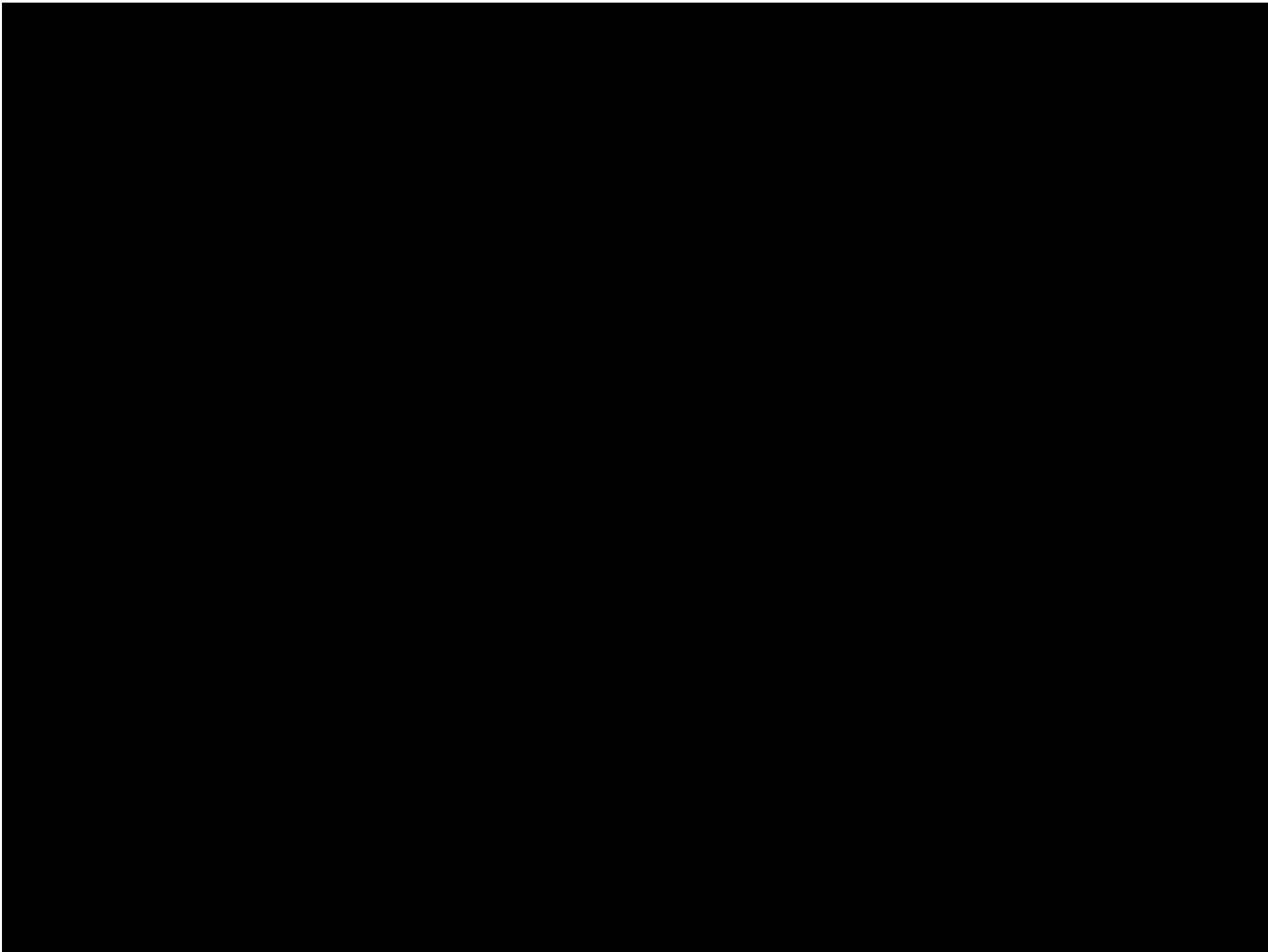
**Brian Bieron**  
**eBay Inc. Public Policy Lab**  
Geneva 18 June 2013

# We seek to enable commerce

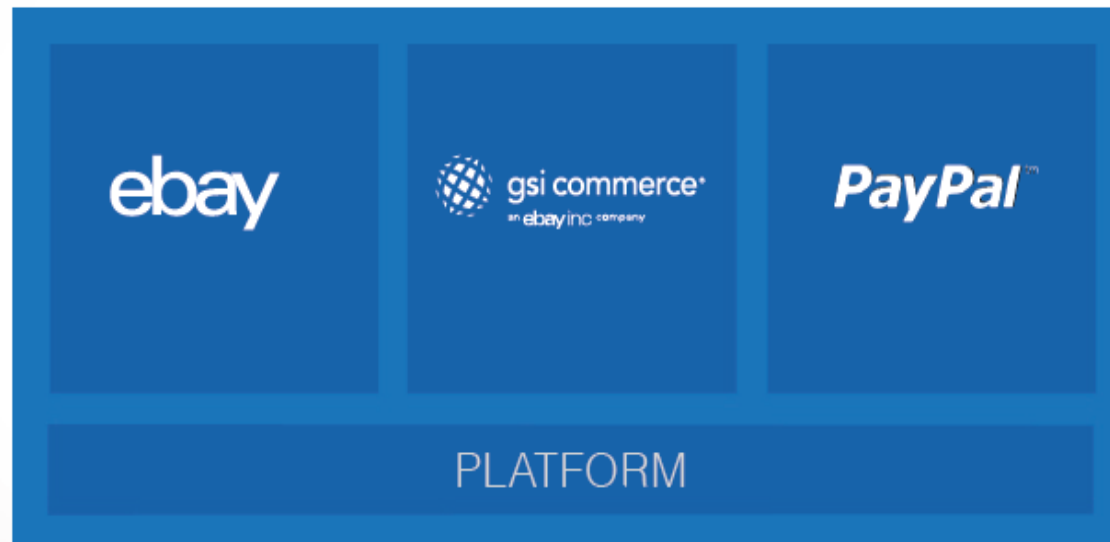
Individuals

Firms of all sizes

Locally and globally



# ebay inc<sup>™</sup>



## Enabling commerce Platform, tools, services



# Trade looks different today

Rise of the micro multinational  
Rethinking trade policy

# Trade today

## Traditional trade and “global commerce”



# The rise of the micro multinational



**Khanna Jewellery, serving customers in Asia, North America and Europe from India:**

*"When we were operating offline, we had problems with attracting potential buyers, maintaining payment credit cycles, order procurements, travelling expenses and debt notes."*



**Alex & Anastasia Khaykin, United States:**

*"eBay has created a rare opportunity for a global presence for Target PC. Our international business has been steadily growing over the past five years as some developing countries have continued their fast economic growth and as the whole world continues to be 'smaller.'"*



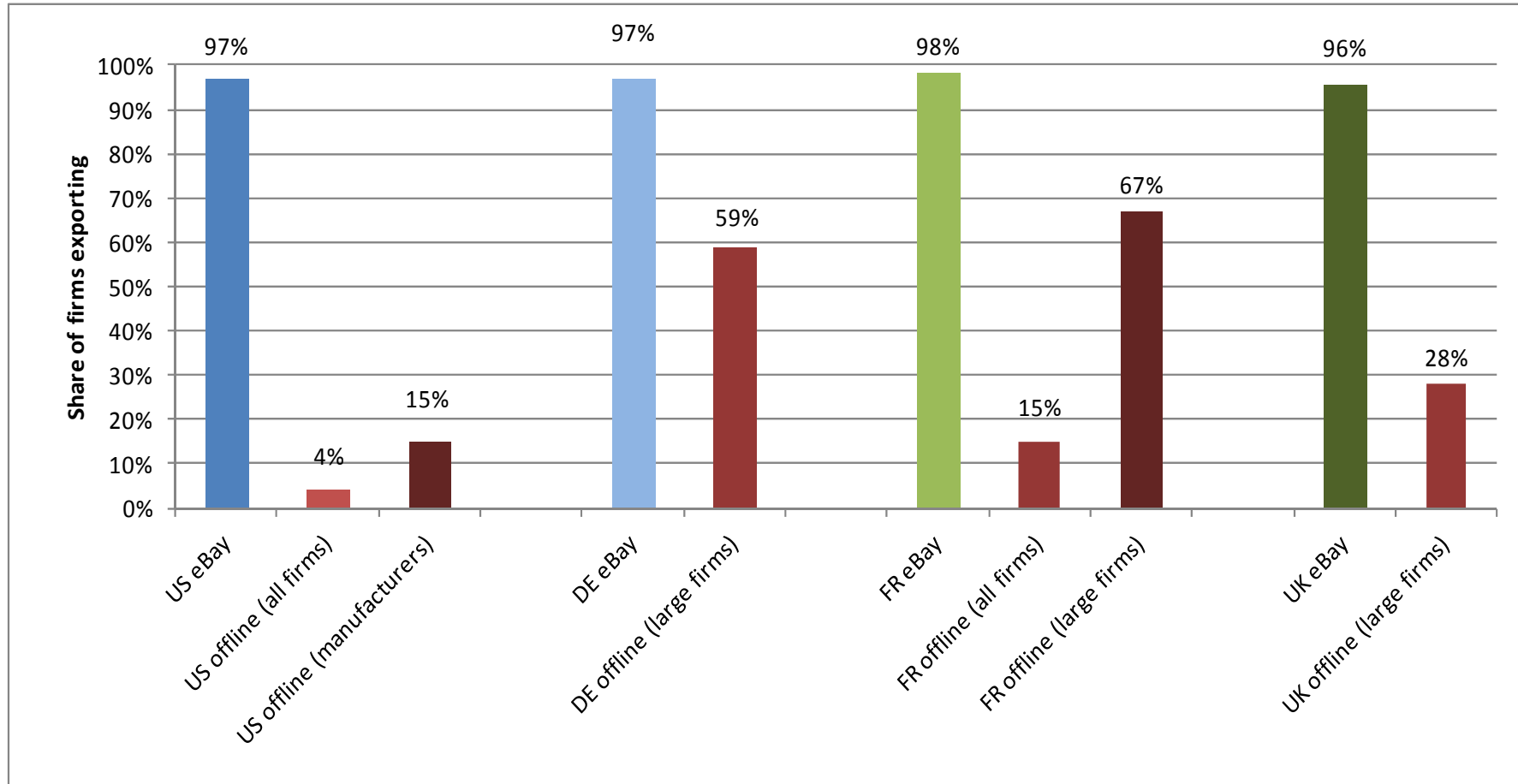
**Carol Fung, seller and education specialist in Malaysia:**

*"I have been interviewed numerously by our local media since 2006 to inspire Malaysians that they can too start a home business with zero-cost!"*



# Global commerce

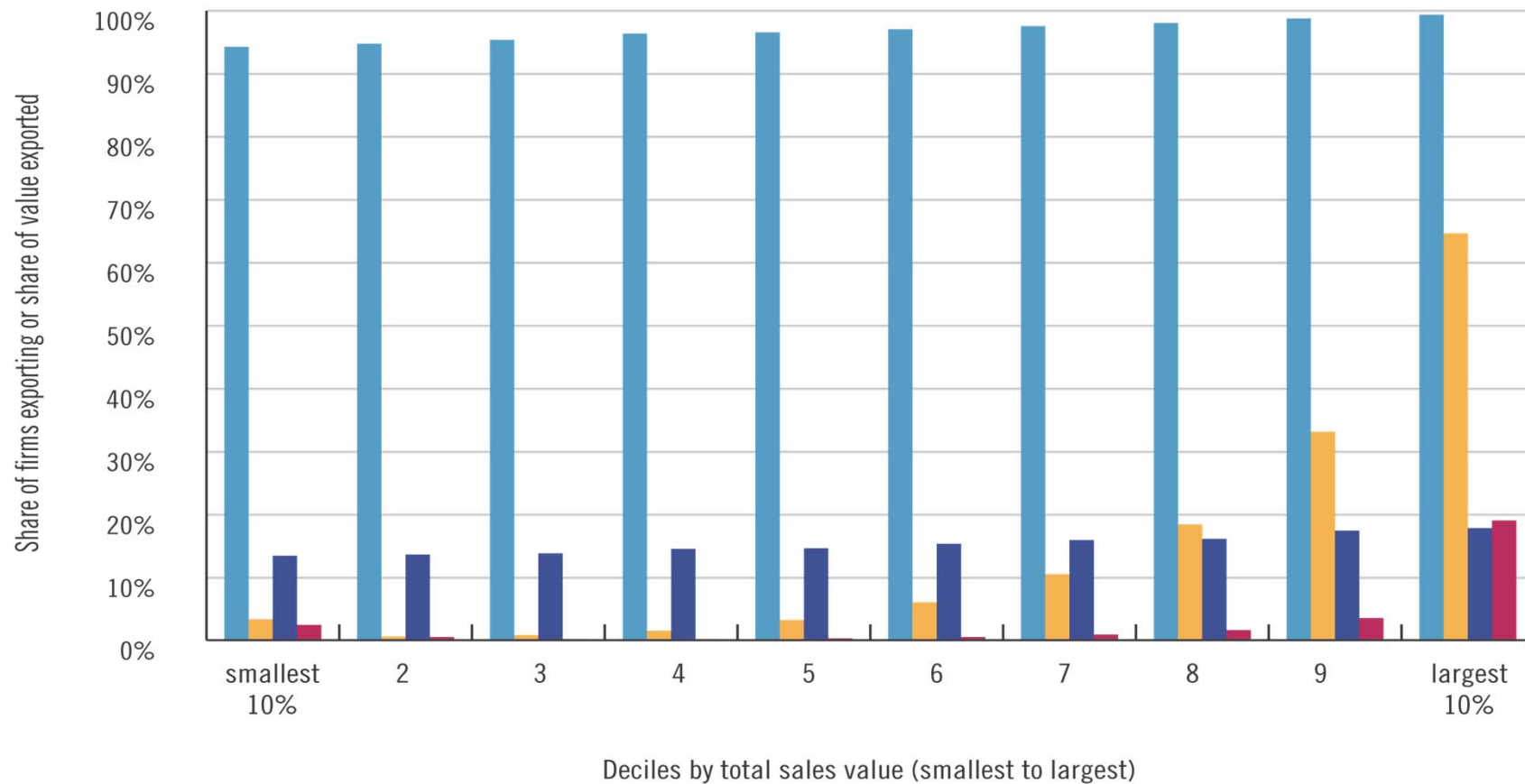
## Share of firms exporting



Source: Compilations using eBay data for 2010, sellers with sales of at least USD 10,000; US offline: Bernard *et al.* (2007); France (all firms): Eaton *et al.* (2009) (large firms only); Germany and UK: Mayer & Ottaviano (2007).

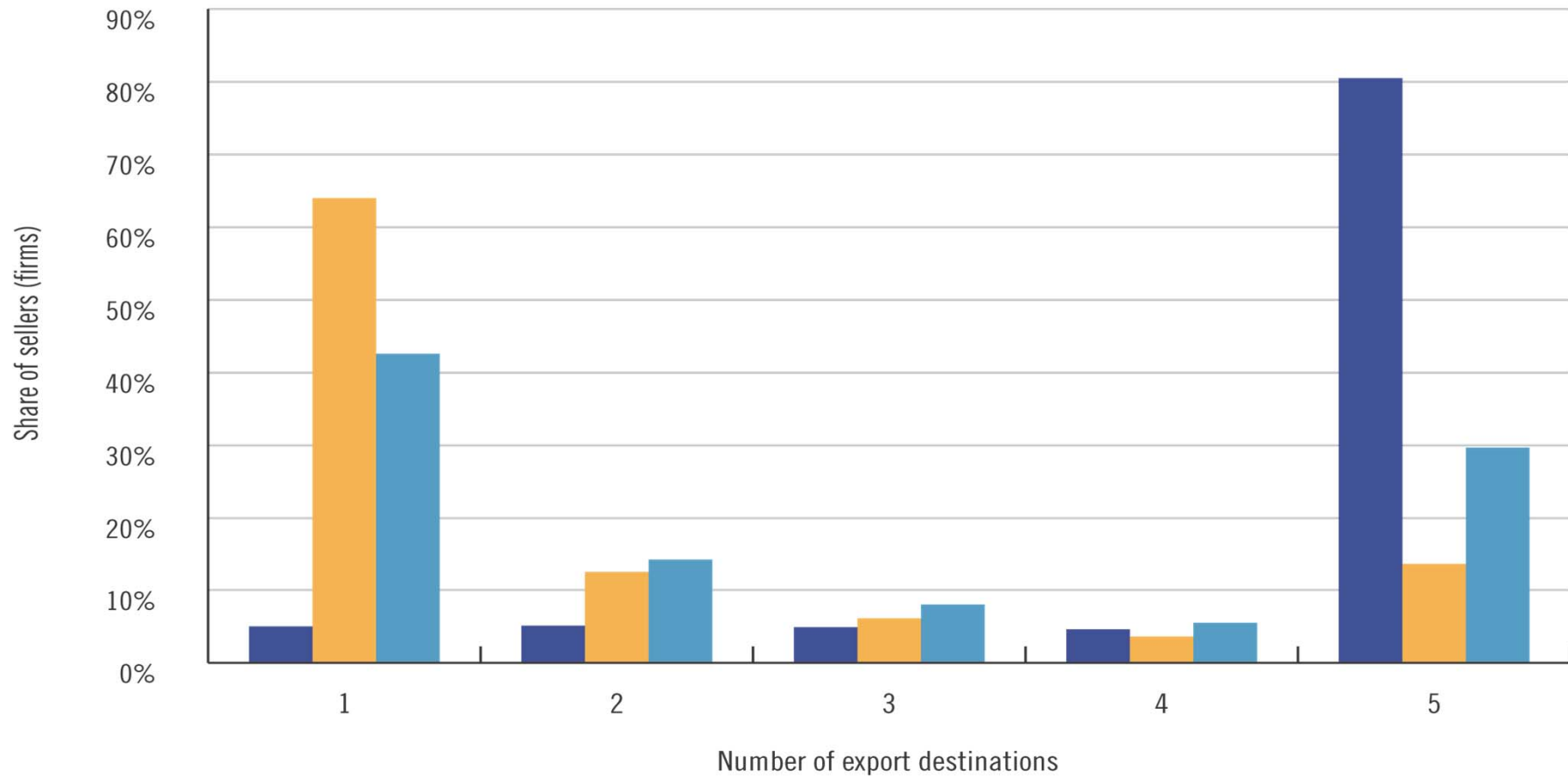
# Micro-small and Small Business are Trading

**Exporting online is as easy for small sellers as for large sellers**



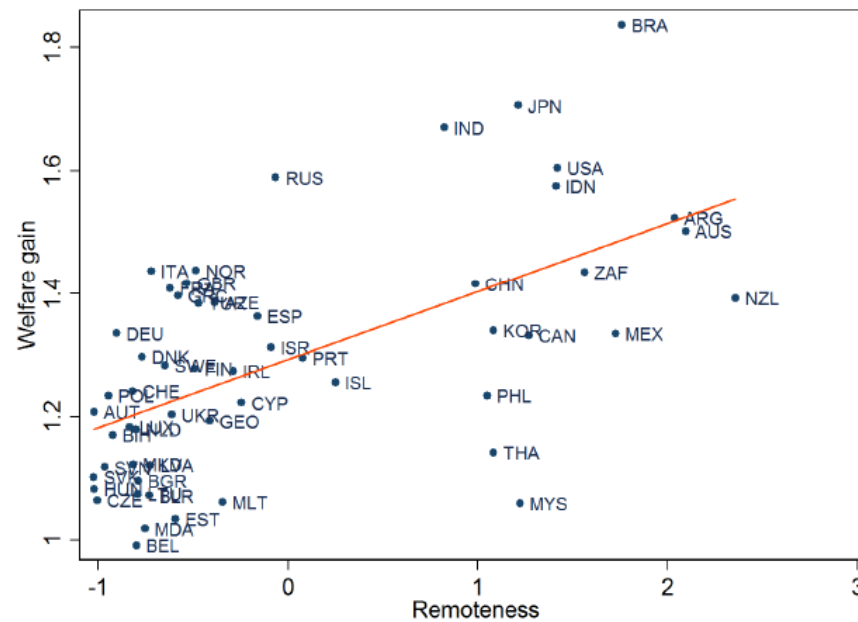
# Trading Destinations

## Contrasting online and offline behavior



# GDP Gains

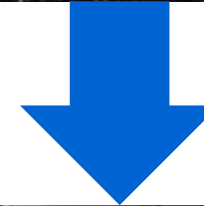
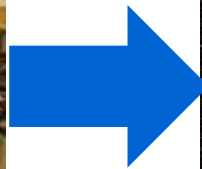
## Gains from moving to online trade costs



# The Global Empowerment Network

An Alternative Agenda for Small Business Global Economic Opportunity

# Entering the Global Economy in the Current Model

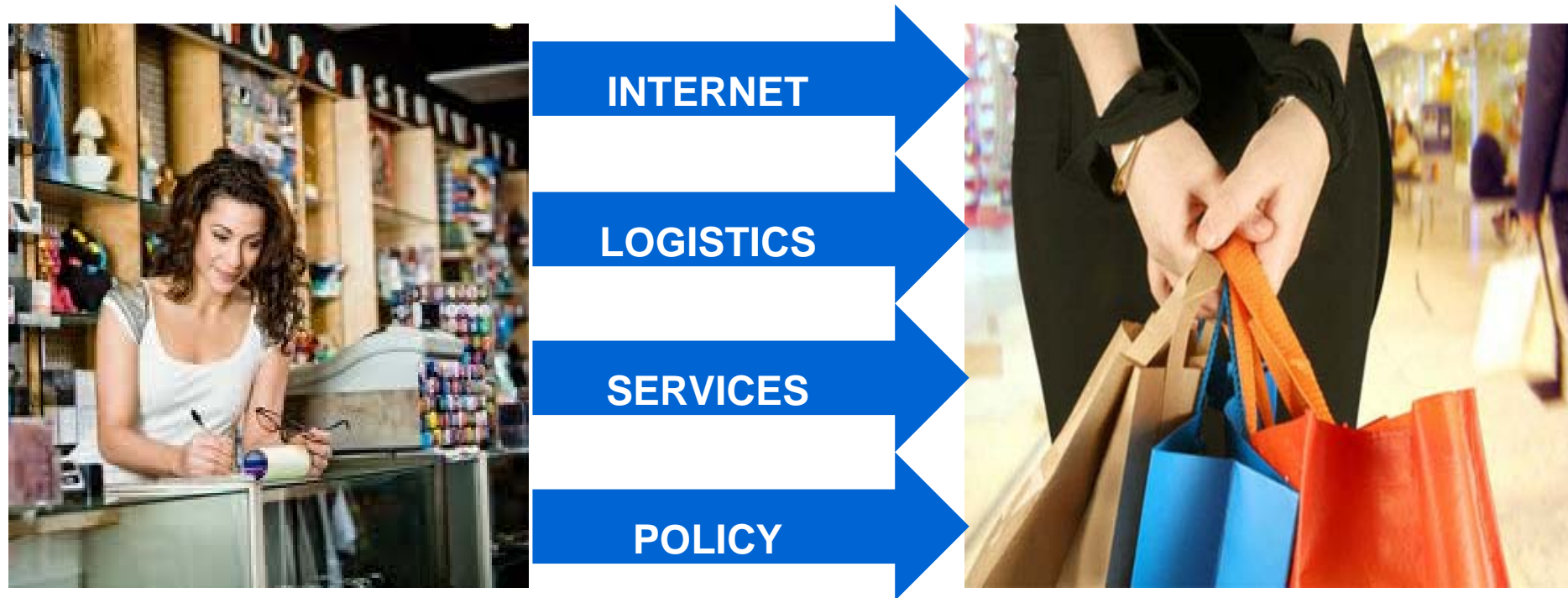


**Plug into a  
multi-nationals  
corporations'  
supply chain**



PHOTO: JUSTIN SULLIVAN/GETTY IMAGES

# The Global Empowerment Network



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<b>Sustainable</b>	<b>Connected</b>	<b>Global</b>
<b>Local</b>	<b>Empowered</b>	<b>Mobile</b>

---

# Pain Points

Industry and Government have a Role



# Evidence of Pain Points



Andreas Voswinckel, founder of German trader LIMAL, which employs 80 people, notes that: “A shipment from Cologne to Brussels is three times more than from Hamburg to Munich – yet the distance is three times lower.”



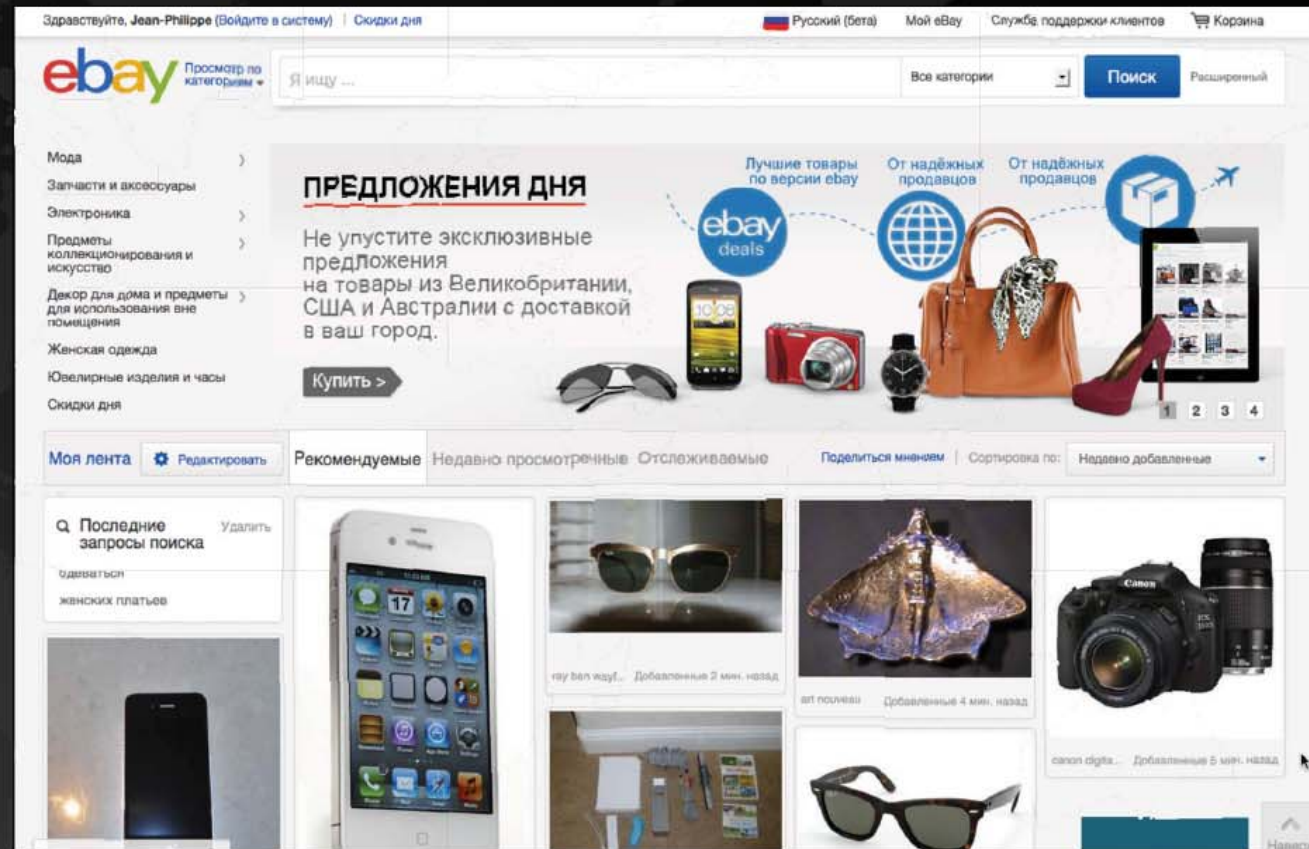
Adam MacKay, Director of Blue Water Sports: “Clear and simple advice on cross border trade needs to be made available to both retailers targeting the EU and EU consumers so that obligations and responsibilities are understood.”



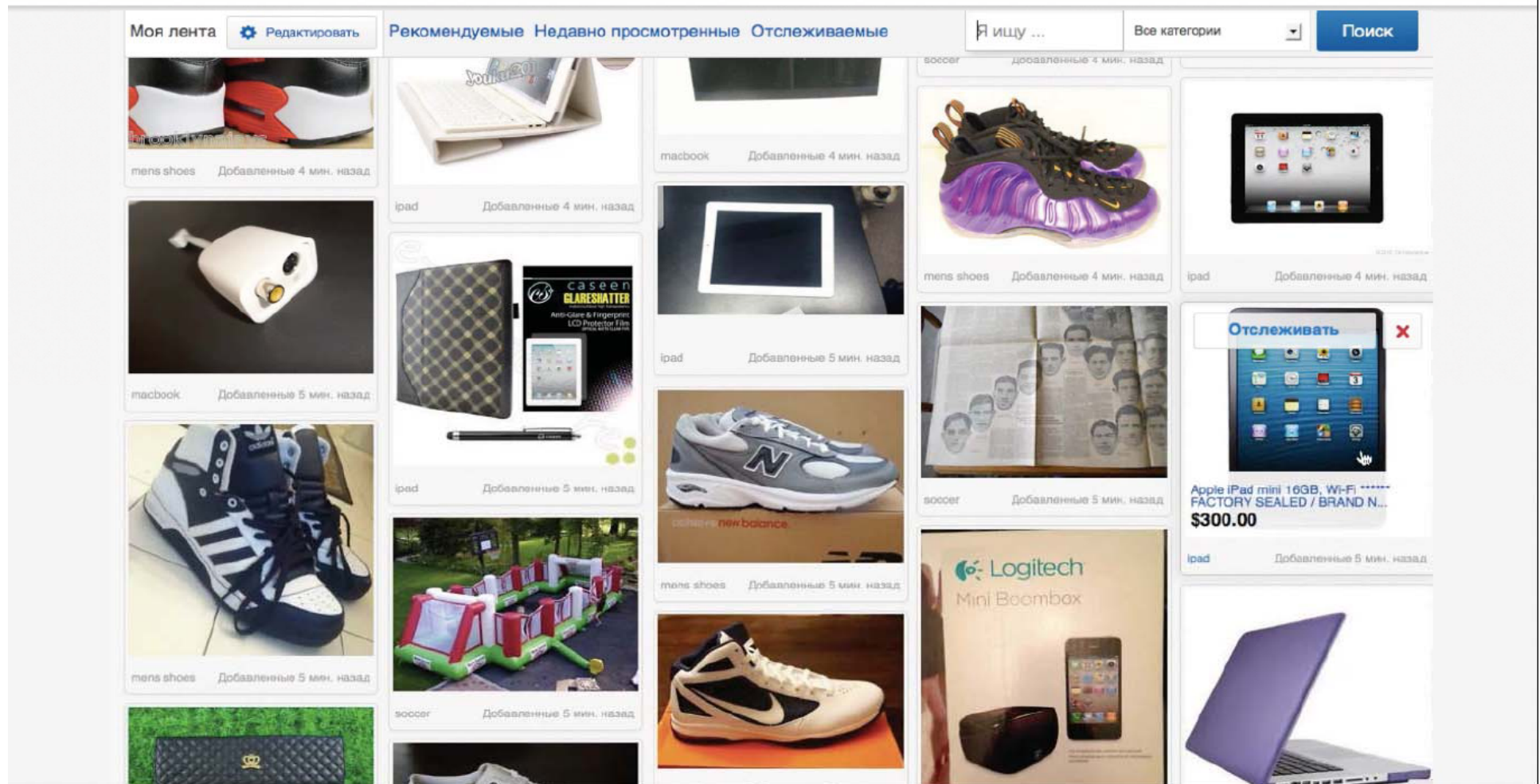
A survey by FreshMinds with 869 ebay sellers in Germany and 759 in France revealed that 73% of the German and 52% of the French respondents considered tariffs and customs duties to be a significant barrier to trade outside of the EU.

# eBay Resolving Pain Points – Language Translation

eBay  
in Russia  
Now Live



# eBay Resolving Pain Points – Marketing



# eBay Resolving Pain Points – Payments & Shipping



## Оформление покупки: просмотреть заказ

### Доставить в

Jean-Philippe Vandewalle  
Отель с бассейном, фитнес-центром,  
Moscow 107078  
Russian Federation  
123456789

[ Изменить адрес доставки ]

### Оплатить посредством



Обработано PayPal



**Итого: US \$74,85**

Покрывается программой защиты  
покупателей eBay.

Перейти в счет PayPal для просмотра  
параметров платежа

**Продолжить**

nonvertexse... [Добавить сообщение](#)

**Apple MacBook Pro 15.4" Laptop - MB471LL/A (October, 2008)** Кол-во: 1 **US \$12,00**

USPS Priority Mail International - US \$62,85 + US \$62,85

Расчетный срок доставки может варьироваться:

☐ Добавить пожертвование в пользу **Operation Air Conditioner** ? Сумма пожертвования: US \$1,00

Купоны, подарочные карты или сертификаты

Применить

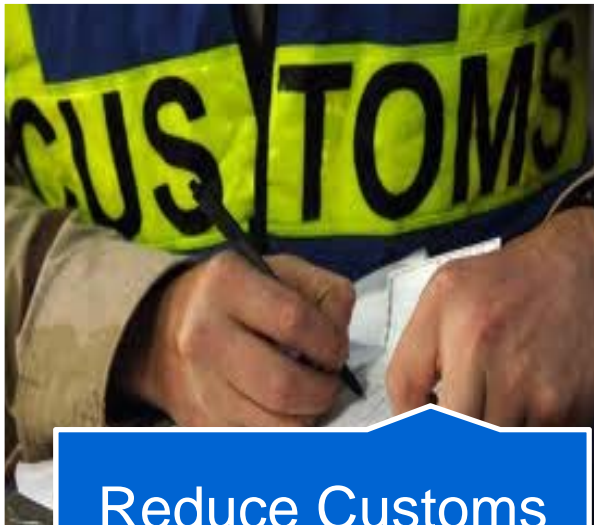
**Итого: US \$74,85**

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# Governments Can Further Reduce Pain Points



Reduce Customs  
Complexity



Improve Shipping



Streamline  
Consumer  
Protection

# This is a Global Phenomenon

# Thank you!

If you want our reports and updates, contact Hanne Melin  
**[hmelin@ebay.com](mailto:hmelin@ebay.com)**