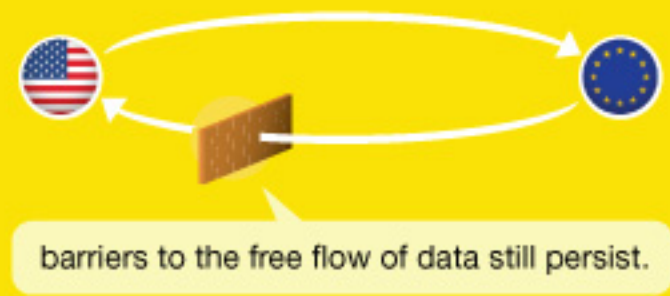


E-commerce vs. digital trade

E-commerce and digital trade may be related, but people tend to associate these terms with somewhat different activities.

E-commerce can be referred to as physical goods bought via digital platforms that need to be shipped overseas and passed through customs clearance into foreign markets.

Digital trade is the transfer of data, products, or services by electronic means, usually the Internet. Digital trade can play a role in e-commerce by facilitating the buying, selling, and servicing of physical goods and services.



In 2017, the economy of digital goods and services accounted for **\$30 trillion** globally.

Cross-border data flows - can be used in a number of ways, such as streaming Spotify, using Google Maps, or buying a good on Amazon.

Electrical grids - Digital services such as maintaining electrical grids are vital to critical infrastructure, such as keeping lights on in hospitals or keeping the Internet up and running. This upkeep depends on digital trade.



E-Commerce Talks - WTO member states are currently engaged in e-commerce talks, which are intended to establish global rules for the flow of digital goods and services. Some countries, namely China, Russia, and Turkey, favor stronger barriers within the digital marketplace. Others, such as New Zealand and Israel, and Norway, favor a system essentially free of digital barriers. The EU and U.S. sit closer to the middle. Without international rules, uncertainty in the digital economy will persist.

