Business Opportunities from Global E-Commerce Policies

Catherine L. Mann

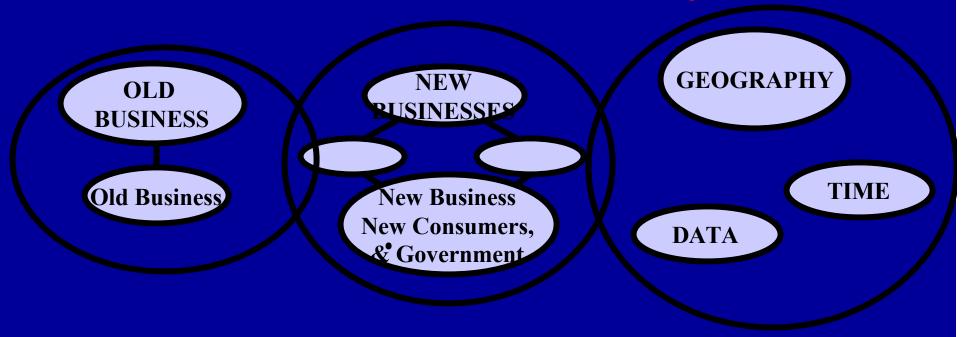
Senior Fellow, Institute for International Economics, USA CLMann@IIE.com>

Northern Virginia Technology Council January 2001

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

Catherine L. Mann, NVTC, January 2001 (c) Institute for International

E-Commerce Infrastructures

Distribution

- Multi-Model
- Customs

Finance

- No credit card
- Security
- Int'l reserves

Telecom

- Monopoly problem
- Technology solution

Legal

- Contracts
- Signature
- Certification

Electronic Commerce

Access

- Communitybased
- Non-PC
- Not English



Private sector technology aids policy reforms

Catherine L. Mann, NVTC, January 2001 (c) Institute for International

Empty slide--see speaker notes continued from last slide Empty slide--see speaker notes continued from last slide Empty slide--see speaker notes continued from last slide

Social & Jurisdiction Issues

PRIVACY Jurisdiction C

These issues not yet resolved even by Internet leaders!!

Jurisdiction B

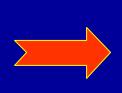
CONTENT

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

Empty slide-see continued
speaker notes
from previous
slide

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



Global Electronic Commerce: A Policy Primer

Catherine L. Mann, Sue E. Eckert, Sarah Cleeland Knight

WWW.IIE.com or Amazon.com

Catherine L. Mann, NVTC, January 2001 (c) Institute for International Economics