



EU4Digital

Thematic session: eTrade

DAY 5

Online | 9 October 2020

EU4Digital Steering Committee Meeting Week

DAY 1



- EaP – Current policy agenda and results
- EaPConnect 2 – Kick-off meeting

DAY 2



- Future of EaP – policy beyond 2020
- Digital transformation in EaP

DAY 3



- Telecom Rules thematic session
- eHealth thematic session

DAY 4



- Digital Skills thematic session
- ICT innovation thematic session

DAY 5



- eTrade thematic session
- Trust and Security thematic session



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DAY 5: eTrade session – Agenda

Time	Item	Duration
09:00 – 09:25	eTrade thematic area state of play & plans	25 minutes
09:25 – 09:30	Feedback from eTrade Network	5 minutes
09:30 – 10:00	Q/A and Common discussion	25 minutes



EU4Digital Facility in eTrade area

Through EU4Digital Facility the EU will:



- Pilot cross-border eTrade components among Eastern partner countries and with EU member states
- Pilot mechanisms for information exchange between cross-border customs offices
- Provided preparatory actions to pilot a Digital Multi-modal Transport Corridor between the Baltic Sea and the Black Sea
- Harmonise legal, standards, ecosystem areas of cross-border eCommerce and pilot cross-border eCommerce enablers among Eastern partner countries and with the EU
- Promote networking between eTrade stakeholders in the region



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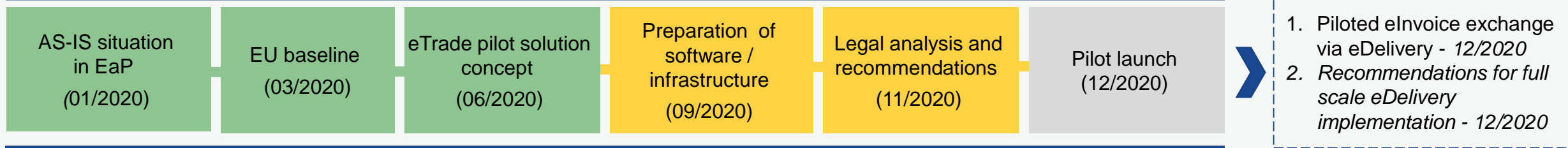
1. Pilot cross-border eTrade solutions

Completed

In progress

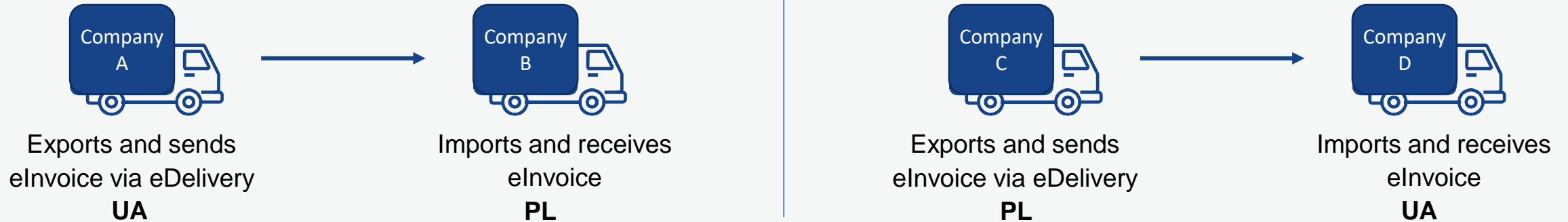
Planned for the upcoming 6 months

State of play and plans:



- **Focus of the activity:** EU-EaP scenario between UA and PL
- **Relationship with Ministry** of Digital Transformation of UA established
- Assigned eDelivery Access point (State Enterprise “DIIA”) in UA **joined Peppol eDelivery network**, which ensures the exchange of data with EU and globally
- 4 participating companies (2 PL, 2 UA) having high trade volumes among themselves, **were onboarded**
- **Focus for the upcoming period:** piloting, learning and launching inter-EaP pilot

eDelivery pilot between UA and PL is launching **TODAY!**



eDelivery pilot will test the ground for **paperless information exchange** in selected Eastern partner countries using established **EU-wide solution and standards**.

Use case: relevant invoice data exchange between cross-border trade partners in Peppol eDelivery Network

Geographical scope: Ukraine - Poland

Duration: October – November 2020

Completion: recommendations regarding the required legal, organisational and technical adjustments to be made for full scale solution implementation will be prepared

*Afternoon event – **virtual eDelivery study visit** – is planned today at 13:00 – 16:40 (CET)*

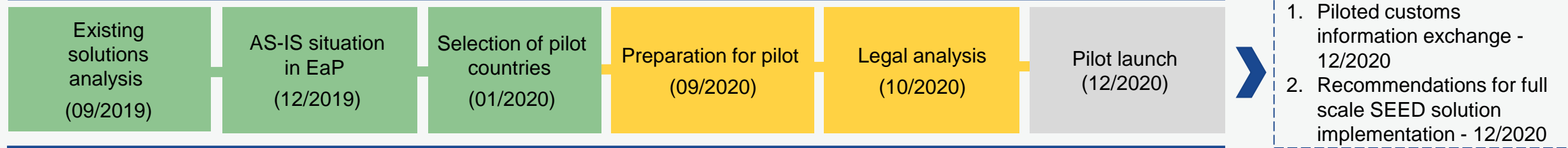
2. Pilot exchange of customs information

Completed

In progress

Planned for the upcoming 6 months

State of play and plans:



- **Focus of the activity:** EU-EaP scenario between LT and BY
- **Scenarios to be piloted defined:** (I) Empty Trucks, (II) Exchange of exit data from transit/export declarations (limited data set), (III) Full data set from the transit and export declarations for volunteers
- **Strengthened** bilateral customs to customs **cooperation** between BY and LT customs
- EU4Digital Facility technical expert team supported in **adapting the SEED solution** which represents its flexibility and adaptability
- The challenge of personal data usage as per **GDPR** addressed
- **Launch of the pilot:** beginning of November 2020
- Focus for the upcoming period: decision about the **EaP-EaP pilot scenario**

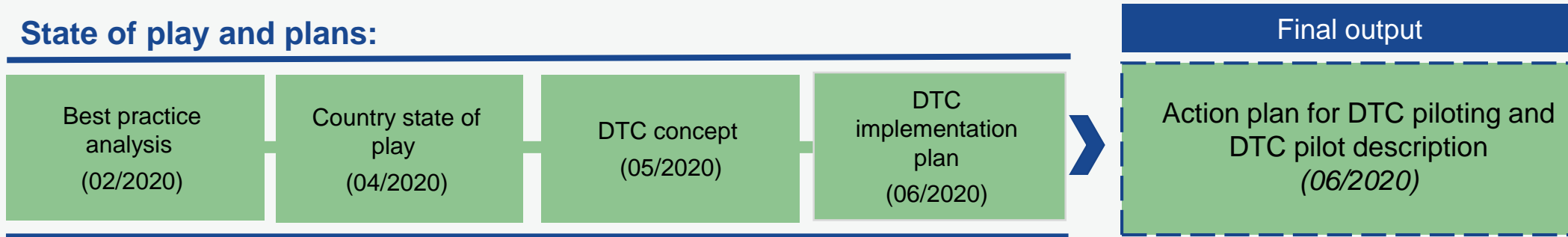
3. Digital transport corridor (DTC)

Completed

In progress

Planned for the upcoming 6 months

State of play and plans:



- Unified DTC concept with key stakeholders in EU (DTLF, DG MOVE) and BY and UA Ministries
- Aligned the designed DTC programme with relevant EU legislation and developments (eFTI, FEDeRATED, FENIX, etc.)
- Designed programme to support DTC between the Baltic and the Black Seas:
 - 3-years programme to establish DTC (incl. technical components, legal and policy adjustment, cross-border governance and harmonisation with EU practices)
 - Budget of €10.5M
 - Start early - 2021 to use the momentum of current initiatives in EaP
 - Involve EaP countries in DTLF for on-going alignment
- Ongoing DTC initiatives in BY and UA are complementary to the EU developments. Ministries in BY and UA confirmed willingness to proceed with DTC development in line with the EU

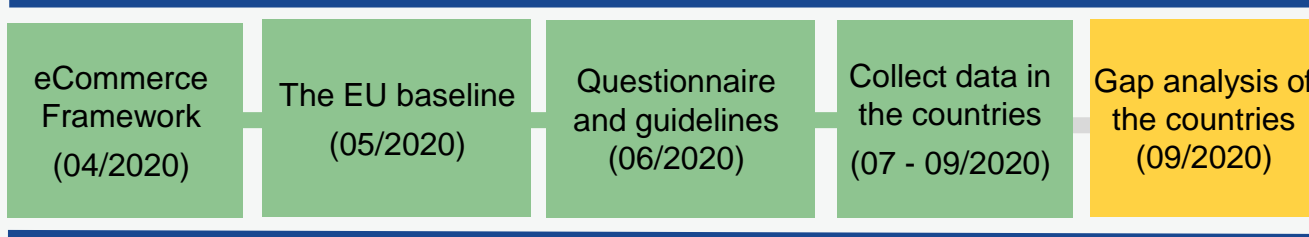
4. eCommerce

Completed

In progress

Planned for the upcoming 6 months

State of play and plans:



Final output

1. Recommendations for eCommerce harmonization
(09/2020 – 10/2020)
2. Identification of key challenges to pilot scope, pilot development and implementation (10/2020 – 06/2021)

- Developed the EU state of play, incl. the key areas in legal, standards, ecosystem, which are critical for B2C cross-border transactions
- Gaps are being finalised and include areas such as:
 - Limited or no awareness of the EU 2021 eCommerce package (new IT systems, processes)
 - Uncertainty to buy cross-border on global marketplaces as the result of rare personalization, expensive or slow logistics, preference of cash-on-delivery, etc.
 - Customer protection to be improved via legal aspects (misleading paid advertisement, disinformation in displayed pricing, rare online dispute resolution, etc.)
- Recommendations eliminating barriers for cross-border eCommerce are being prepared on a country level and for the region
- Recommendations aim to increase awareness and prepare countries for the EU 2021 update
- Pilot addressing the key eCommerce obstacles planned to launch between AZ – GE and AM – EU

4. eCommerce

In-depth and practical study aimed to address obstacles of cross-border eCommerce

Baseline and collected data to support an in-depth study

Used EU eCommerce practices to collected data in the region:

- **50+ stakeholders** involved across the region – Ministries, customs, taxes, post, logistics, marketplaces
- **100+ questions** asked in legal, standards and ecosystem areas **covering the entire value chain** of eCommerce – platforms, payments, order placement, parcel delivery, customer protection

Gap analysis to see the problem

Analysed data and mapped gaps to **6 areas of the value chain to identify the problematic areas.**

Recommendations easy to digest and act on

- Eliminate **blockers** that create obstacles for cross-border eCommerce
- Encourage speeding up of eCommerce development in the region and with the EU
- 10 key recommendations **for the region**
- 10 key recommendations **for each country**
- **Full list of 60-100+** detailed actions for each country

4. eCommerce

EU 2021 eCommerce package influence on cross-border eCommerce

VAT

1

All goods are to be declared and VAT to be collected (including < 22 EUR goods)

2

Import One Stop Shop system to collect VAT at purchase making a fast release at customs

Customs

3

Electronic customs declaration of all imported consignments (via Import Control System 2)

4

Reduced data set for goods < 150 EUR

5

Everyone can benefit from simplified customs procedures

eTrade area beyond 2021

Considerations for the future



1. Extend piloting of other **CEF Building Blocks** across Eastern partner countries
2. Further development and piloting of advanced mechanisms of **sanitary and phytosanitary information exchange** (SEED+)
3. Transfer practices and **establish Integrated Border Management** in Eastern partner countries and with EU
4. Support harmonisation of EaP countries to the EU Digital Service Act by providing recommendations to **strengthen consumer rights protection and competition rules** for online platforms
5. Launch **pilots of logistics services in DTC** between the Baltic and the Black Seas (and potentially other corridors)





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Feedback from eTrade Network



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Q/A

Common discussion



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Thank You

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*Please note that **today @ 13:00 (CET) virtual eDelivery study visit will be held***