GOING DIGITAL II

Global Forum on Trade

24 October 2019

Molly Lesher
molly.lesher@oecd.org

OECD
BETTER POLICIES FOR BETTER LIVES

Overview of Phase II

Pillar 1: Horizontal activities

- **Analytical work** on digital transformation across Committees (e.g. platforms, SMEs, data and data flows); **Going Digital Toolkit;** Implementation of the **Going Digital Measurement Roadmap; National Reviews** of digital transformation; **Co-ordination** (outputs, events, communications).

Pillar 2: Artificial intelligence

- **AI Principles** and guidance**; AI Policy Observatory; AI analytical work; AI measurement.**

Pillar 3: Blockchain

- **Policy research**, **guidance and standards**; **Capacity building** and education; **Convening of events**; and Connecting the dots through **partnerships**.

going digital

Explore the Toolkit

The Going Digital Toolkit includes indicators, policy guidance and related publications to help countries realise the promises of digital transformation.

www.oecd.org/going-digital-toolkit

#GoingDigital

Market Openness

Digital technologies change the way firms compete, trade and invest; market openness creates an enabling environment for digital transformation to flourish.

Show disclaimer

Source: OECD

How to read the visualisation

Highlighted country
Select country

Reference value
OECD

Unpacking e-commerce

Focus on trends and how digital technologies are reshaping business models

Policy implications:

- **Ensure Co-ordination of policy areas**
  - e-commerce affects several policy domains
  - policy areas are interdependent
  - requires a whole-of-government approach
- **Remove artificial regulatory distinctions**
  - online/offline (omni-channel)
  - goods/services/bundles (e.g. trade, taxation)
- **Encourage flexibility, experimentation, transparency**
  - outcome-based regulation (technology neutral)
  - regulation vs. experimentation (e.g. sandboxes)
  - guidelines and communication

Unpacking E-commerce: Business Models, Trends and Policies

Thank you

Contact: molly.lesher@oecd.org

Going Digital Toolkit:
http://www.oecd.org/going-digital-toolkit

Going Digital Community site:
https://community.oecd.org/community/going-digital-project