

International E-Commerce

Moving Towards eWTP

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Outline

1. Global E-Commerce and Alibaba
2. Looking Forward: Moving Towards eWTP

Note: This presentation and accompanying remarks are the private views of the speaker in his personal capacity and not statements by Alibaba Group Holding Ltd.

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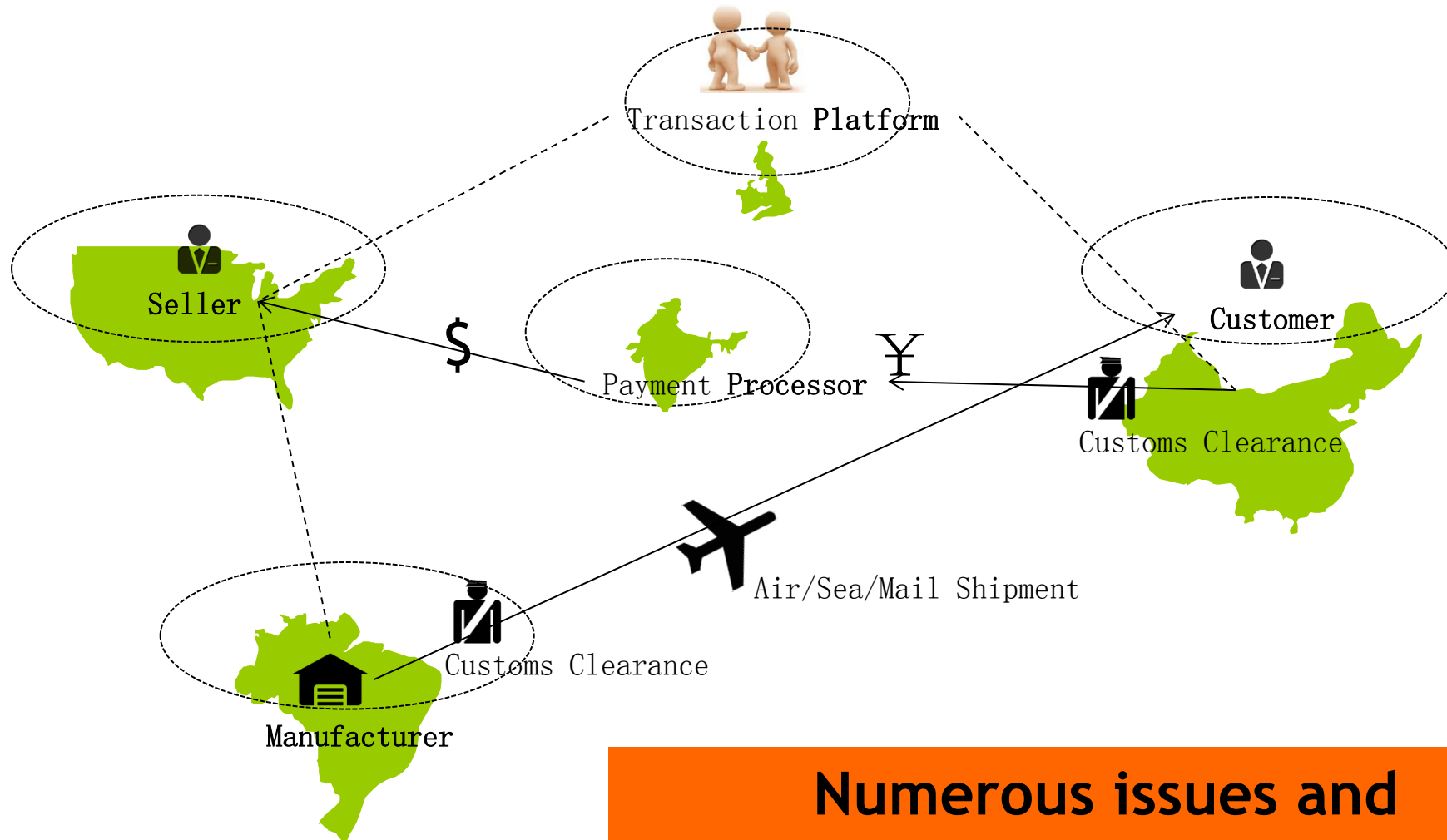
Alibaba's Mission

让天下没有难做的生意

To make it easy to do business anywhere

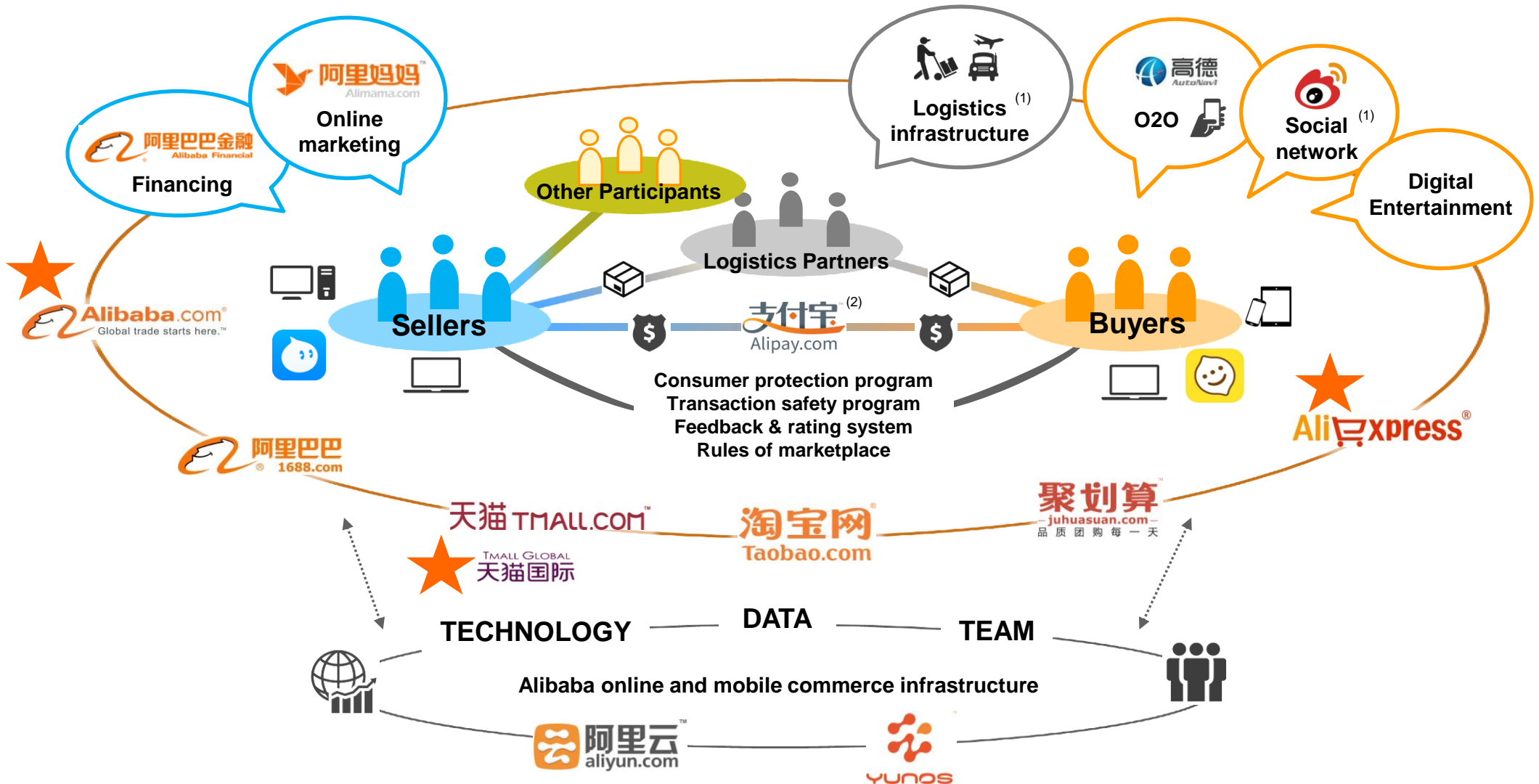


Cross-Border E-Commerce



Numerous issues and possible transaction structures

The Alibaba Ecosystem



Notes:

(1) Though minority investments or joint ventures

(2) Through arrangements with Alipay, our related company

Alibaba Cross-Border Platforms



B2B Information Listings

Global Buyers

Sellers are
Primarily **PRC**
Firms

Tmall Global
天猫国际

Imports to China

Buyers are **PRC**
consumers

Global Sellers

AliExpress®

B2C exports from
China

Buyers are
Global
Consumers

Sellers are **PRC**
Firms

Diversity of
cultures,
languages
and views

Cross-Border Disputes

Type of Dispute

Product
Description

Product
Delivery

Cause

Product Quality/
Description

Logistics /
Customs Issues

Dispute Resolution Principles

Evidence
Attribution of Fault

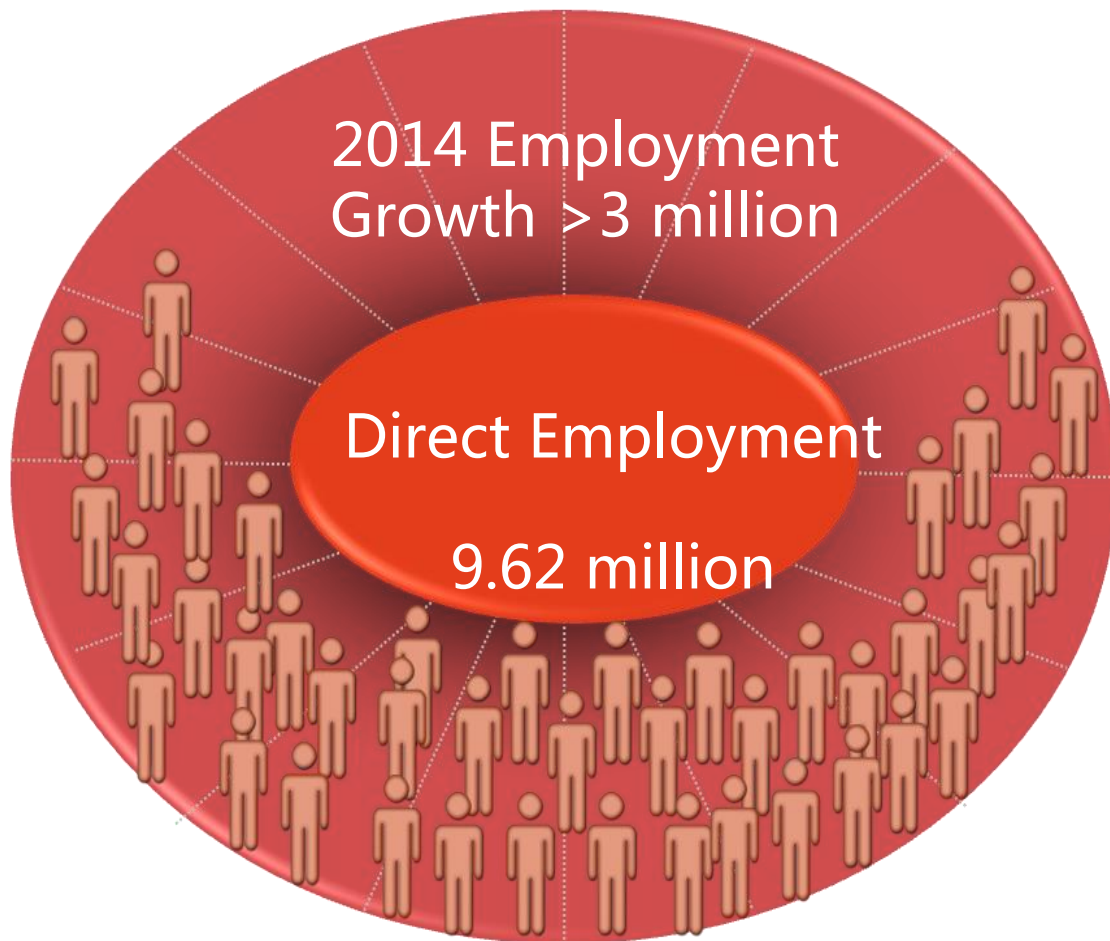
Refunds / Delayed
Release of Payment

Challenges

International Returns
Acceptable Evidence

Product Tracking
Information

E-commerce and Employment



- PRC direct employment in online commerce 9.62 million
- 2014 Employment Growth: 3.13 million.
- 2014 PRC cross-border e-commerce consumers: 51.4% male / 48.6% female

(Source: 中国就业促进会发布《网络创业就业统计和社会保障研究报告》. Data as of 10/2013.)

- **Establishing an electronic World Trade Platform**
 - Free, transparent, private-sector led trading platform for stakeholders to discuss e-commerce related standards, rules and best practices, and further promote global cooperation and trade.
 - Promoting **inclusive** trade and the growth of **SMEs**

Issues in the Next Phase of Integration

- **Transaction Platforms**
 - Rules and procedures
 - Identity of buyers and sellers
 - Online dispute resolution
 - Liability of platforms and sellers
- **Logistics**
 - Improving package tracking, customs clearance and return of goods
- **Cross-Border Payment**
 - Processor licensing, fraud prevention and enforcement cooperation
- **Cross-Border Trust**
 - Consumer Protection
 - Privacy
 - Data Storage and Data Transfer