

4th ASEM Trade Facilitation Action Plan (TFAP) Meeting on eCommerce

Held at ExCeL, London, on 23 February 2005

Co-Chairmen's Statement

1. The 4th ASEM TFAP Meeting on eCommerce was held in London on 23 February 2005 with the participation of representatives from the ASEM partner countries. The meeting was co-chaired by Mr Antti Eskola (the European Facilitator) and Dr Lee, Eun-Ho (the Asian Facilitator).
2. The meeting reviewed the conclusions of the five thematic streams of the 4th ASEM Conference on eCommerce held at ExCeL, London, on 21-22 February 2005: Paperless Trading, Tackling Spam, eLogistics, eLearning and eHealth. The ASEM TFAP Meeting also reviewed the ongoing ASEM projects relating to eCommerce and discussed the future direction of these projects.
3. To help develop a common understanding of eCommerce issues in ASEM partner countries, the UK and Vietnam gave presentations on their key policy orientations at the meeting.
4. It was agreed by participants in the ASEM TFAP Meeting that three important common themes had emerged from consideration of the outputs of the five ASEM Conference streams.

Firstly, there was common agreement that the development of interoperable universal standards was vital for the future development of eCommerce.

Secondly, the ASEM partner countries had an important role in promoting awareness of new technology applications such as RFID.

Thirdly, ASEM could perform a useful contribution to benchmarking in this sector, drawing on work in other international fora.

5. The participants in the 4th ASEM Trade Facilitation Action Plan meeting endorsed the conclusions and recommendations of the five ASEM Conference streams which are summarised at Annexes A-E to this statement.
6. Ongoing projects on Paperless Trade, ASEM guidelines on Paperless Trade and eLogistics were presented. The administrations of the ASEM partner countries were asked to submit their comments for the ASEM guidelines on Paperless Trade to the Asian Facilitator by 31 March 2005.

7. Progress in the development of the ASEM eCommerce website (www.asemec.org) and the proposal for an ASEM statistical inventory on eCommerce were discussed. All ASEM partners were asked to submit their response to the questionnaires on the ASEM eCommerce Portal Site and ASEM statistical inventory on eCommerce to the coordinator of the website by 31 March 2005.
8. The ASEM partner country administrations were requested to submit the names of contacts for each of the five Conference themes (Paperless Trading, Tackling Spam, eLogistics, eLearning and eHealth) to their respective (Asian/European) facilitator by 31 March 2005. These contacts should be senior level experts who would contribute to carrying forward the actions identified in the five stream conclusions and recommendations.
9. Future conferences and activities were discussed, and the administrations of the Asian ASEM partner countries were invited to offer to host the 5th ASEM conference on eCommerce. Offers should be submitted to the Asian facilitator by 30 April 2005.
10. The meeting Co-Chairmen thanked the United Kingdom, the host country of the 4th ASEM Conference and TFAP Meeting on eCommerce, for the excellent arrangements and hospitality shown to the ASEM partner countries.

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London, 23 February 2005

Attachments

Annex A - Joint Statement on International Anti-Spam Cooperation
Annex B - Conclusions and Recommendations relating to eLogistics
Annex C - Conclusions and Recommendations relating to Paperless Trading
Annex D - Joint Statement on Cooperation in eLearning
Annex E - Conclusions and Recommendations relating to eHealth
Annex F - List of Actions, Deadlines and Contact Points

Annex A

**ASEM Trade Facilitation Action Plan (TFAP) meeting on
eCommerce 2005:**

Joint statement on International Anti-Spam Cooperation

At the ASEM Trade Facilitation Action Plan (TFAP) Meeting on eCommerce held in London on 23 February 2005, the participants recognise:

that the convenience and efficiency of electronic mail and the Internet are threatened by the extremely rapid growth in the volume of unsolicited commercial communications (often referred to as ‘spam’), which can contain deceptive content or material that many recipients may consider offensive in nature;

the urgent need to address international spam enforcement cooperation and spam-related problems, such as online fraud and deception, so-called ‘zombie’ computers, *phishing*, and dissemination of viruses;

the challenges posed by the proliferation of unsolicited commercial communications in each ASEM partner country and the enforcement of the relevant laws in each country while also recognizing the importance of freedom of expression;

that governments alone cannot effectively tackle Internet issues, and therefore that global cooperation and public-private partnerships are essential to ensure the effective enforcement of laws on unsolicited commercial communications, as recognized in various international fora;

that the relevant Laws and enforcement mechanisms need to be supported through awareness raising, industry self-regulation, technical solutions and partnerships between governments and the Internet community;

that there is a need to ensure that appropriate local, regional and/or national enforcement authorities have a high degree of coordination and understanding of the problems created by unsolicited commercial communications and of the available remedies;

the need for all to take appropriate security measures to protect their networks and personal computers;

the recent efforts in organisations like the Organisation for Economic Cooperation and Development (OECD) and the OECD Spam Task Force, the International Telecommunications Union (ITU), the European Union (EU), the International Consumer Protection Enforcement Network (ICPEN) and the Asia-Pacific Economic Cooperation (APEC).

The participants therefore

AGREE to engage in regular discussions and actions through their policy and enforcement officials with the aim of combating spam;

AGREE that anti-spam efforts should not only include legislation and enforcement, but also awareness raising, industry self-regulation, technical solutions and partnerships between governments and the Internet community;

ENCOURAGE communication and coordination among the different international bodies, public and private, which are developing cross-border policy, regulatory, technical, and other tools to combat spam;

ENCOURAGE in particular all countries to set up appropriate structures to fight spam nationally, as a first step towards international cooperation;

ENCOURAGE dialogue between public authorities and appropriate private sector representatives to promote ways in which the private sector can support governments and enforcement agencies in bringing spam cases and pursue their own initiatives to fight spam;

REAFFIRM their aim to work together to advance international cooperation in the fight against spam in relevant international fora such as ASEM.

London, 23 February 2005

Annex B

**ASEM Trade Facilitation Action Plan (TFAP) meeting on
eCommerce 2005:
Conclusions and Recommendations relating to eLogistics**

The Participants in the ASEM TFAP Meeting on eCommerce note that

- the Electronic Product Code (EPC) initiative has been welcomed and this is a major driver for the adoption of Radio-Frequency-Identification (RFID) technologies in the retail supply chain. EPC in the UHF (860 – 960 MHz) does have a global reach but bandwidth and power limits vary by territory. This will result in less reduced tag and reader costs and possibly slow adoption;
- commercial enterprises are apprehensive about data security. Their concerns about competitors “reading” consignments and introducing false data may be more imagined than real. However, the EPC has yet to define data security requirements;
- the 2.45 GHz space, which is Industrial-Scientific-Medical (ISM) licence-free, is becoming crowded and may be an issue for solutions (i.e. EPS readers) at the frequency;
- the “Listen before Talk” protocol in EN302 is necessary with constrained bandwidth but will disadvantage the EU and Asia with respect to the USA. Whilst the ISO/EPC air interface has been aligned, there is much to do on EPC data structure;
- if tag security is too tight, it will detract from the EPC ethic of the universally readable tag. If left completely open, opportunities for mischief and crime will present themselves;

The participants in the ASEM TFAP meeting on eCommerce further note that:

- there is a need to raise awareness of RFID technologies among users and in particular small and medium-sized enterprises (SMEs) and individual consumers.
- logistics and supply chains (especially in the retail sector) are broadly convinced of the benefits of RFID technologies, with their potential use also recognised in other application sectors such as healthcare, transport, facilities management and construction;
- there are many RFID “champions”, often with a regional, national or sectoral focus. There may be synergies that can be exploited by asking ASEM “champions” to coordinate their activities;
- RFID solutions are typically first adopted by larger, global companies. SMEs could similarly benefit but often lack the IT infrastructure to provide back-end systems.

The participants in the ASEM TFAP Meeting on eCommerce recommend that the ASEM partner countries:

- consider how to make RFID solutions more accessible to SMEs;
- consider how to raise the profile of RFID technologies in the ICT sector;
- address the data security and consumer privacy concerns associated with RFID applications.

London, 23 February 2005

Annex C

**ASEM Trade Facilitation Action Plan (TFAP) meeting on
eCommerce 2005:**

Conclusions and Recommendations relating to Paperless Trading

The ASEM TFAP Meeting on eCommerce 2005 strongly endorses the results of the ASEM 4th Conference on eCommerce and recommends

- that ASEM partner countries should encourage the adoption of international standards to promote interoperability for the exchange of trade data between Asia and Europe;
- that ASEM partner countries actively support the work programme of the Asia Europe Alliance for Paperless Trade to progress pilot schemes in paperless trade between Asian and European trading enterprises
- that ASEM partner countries establish Electronic Single Window systems to the benefit of governments and their trading communities;

The TFAP Meeting on eCommerce invites the administrations of the ASEM partner countries to submit comments on the proposed ASEM Guidelines for Paperless Trading to the Asian Facilitator by 31 March 2005.

London, 23 February 2005

**ASEM Trade Facilitation Action Plan (TFAP) meeting on
eCommerce 2005:**

Joint statement on Cooperation in eLearning

There was consensus among the participants of the ASEM TFAP Meeting on eCommerce on the importance of the following eLearning issues which were raised by speakers in presentations and by delegates in discussion, during the ASEM Conference on eCommerce held on 21-22 February 2005:

- the importance of situating development of eLearning in the context of an overarching educational strategy, to ensure that eLearning solutions are driven by pedagogy and learner needs, not by technology;
- that it is essential to engage the education profession as a whole, including teachers, support staff, leaders and managers, in understanding the value of eLearning, and best practice in using it;
- the digital divide is a barrier to the equitable deployment of eLearning, as there are major discrepancies in access to information and communication technology (ICT) both within and between the ASEM partner countries;
- a focus on eLearning ‘content’ may be unhelpful when a major benefit of eLearning is that it promotes more active and personalized learning that can be customized to learner needs – an emphasis on ‘tools’ or ‘activities’ may be more appropriate;
- it will be valuable to bring together the ASEM partner countries to address eLearning issues, building on existing networks, such as European Schoolnet, the Asia eLearning Network, and the series of Ministerial Seminars on ICT and eLearning in Schools held prior to the annual BETT Conference on educational technology held in the UK at which several European and Asian countries are represented.

Accordingly, the participants of the ASEM TFAP Meeting on eCommerce recommend that ASEM partner countries

- contribute to the development of international benchmarking for eLearning maturity that includes measures of the outcome effects of using eLearning, in terms of improvements in collaboration across education sectors and across countries, productivity of learners' and teachers' use of time, and personalization of learning;
- encourage an international eLearning standards development project to provide a critical test that would help all sectors of the educational community to understand the value of interoperability standards for eLearning, especially for sharing eLearning resources and thereby improving educational outcomes;
- encourage training and development programmes for the education workforce, with particular emphasis on the support of educational leaders in the strategic development of eLearning;
- encourage research and development in education and industry to identify and exchange good practice in the development and use of eLearning.

Senior level policy experts in the administrations of the ASEM partner countries are invited to submit their comments on the appropriateness and feasibility of these proposals on eLearning, to the European Facilitator and the Asian Facilitator by 30 April 2005.

Participants in the eLearning stream of the ASEM Conference on eCommerce resolved to keep in touch with all industry and academic participants in the Conference, and with the senior level administration contacts from the ASEM partner countries, through the ASEM website (www.asemec.org) as a valuable reference point for the ASEM community.

London, 23 February 2005

**ASEM Trade Facilitation Action Plan (TFAP) meeting on
eCommerce 2005:**

Conclusions and Recommendations relating to eHealth

The participants at the ASEM TFAP Meeting on eCommerce held on 23 February 2005 following presentations by expert speakers and discussion by senior level delegates from industry, government and academia during the ASEM Conference on eCommerce held on 21-22 February 2005, agreed that the ASEM partner countries should encourage the paradigm shift away from the provider and towards the citizen-centric provision of healthcare and recommended that the ASEM partner countries

- promote the suitable adoption and inter-country collaboration of universal standards to facilitate interoperability;
- encourage communication and continuing dialogue to facilitate the understanding and importance of change management, clinical engagement and regulation;
- support the development of best practice guidelines based on Asian and European eHealth implementation;
- endorse inter-regional collaboration on eHealth issues.

London, 23 February 2005

**ASEM Trade Facilitation Action Plan (TFAP) meeting on
eCommerce 2005:**

List of Actions, Deadlines and Contact Points

By 31 March 2005:

- i. In order to carry forward the TFAP Recommendations in the Co-Chairmen's report dated 23 February 2005, the Asian ASEM partner administrations are asked to submit to Ms Chung, In-Kyong (Ministry of Commerce, Industry and Energy, Korea; e-mail: cinkyong@mocie.go.kr tel no + 82 22110 5155) contact details of senior level experts in their administrations responsible for:
 - eHealth
 - eLearning
 - Paperless Trading
 - eLogistics (RFID technologies and applications)
 - anti-Spam policy.
- ii. for the same purpose as (i) above, Ms Maria Stafilidou (European Commission; e-mail: maria.stafilidou@cec.eu.int) to assist the European Facilitator (Mr. Antti Eskola, Ministry of Trade and Industry, Finland; e-mail: antti.eskola@ktm.fi) in compiling a list of senior level national experts in the EU Member States on the same five areas;
- iii. ASEM partner country delegates should contact Mr. Gordon Cragge (Director, Trade Facilitation & Promotion, SITPRO Limited, UK; e-mail: gordon.cragge@sitpro.org.uk tel. +44 20 7467 7294) about the possibility of ASEM partner countries joining the ASEAL paperless trading alliance;
- iv. ASEM partner country delegates were asked to submit comments on the Draft Basic Guideline for Paperless Trade, to Ms Kang, Youn-Kyong (Deputy Director, eBusiness Policy, MoCIE; e-mail: yanjing@mocie.go.kr; tel no +82 22110 5155);
- v. Professor Richardson to coordinate the establishment of the ASEM Working Group on eHealth; notices of interest in taking part in the Working Group should be sent to Professor Ricky J Richardson (Vice President - International Society for Telemedicine and eHealth; e-mail: [rickyr@healthsysconsult.co.uk](mailto:ricky@healthsysconsult.co.uk) tel: +44 7976 623558);

- vi. with the aim of improving and developing the ASEM portal website (www.asemec.org), the questionnaires on the portal and the ASEM statistical inventory on eCommerce would be posted on the website and all ASEM partner administrations were asked to submit their completed forms to Ms Chung, In-Kyong (see (i) above for contact details);
- vii. Mr Antti Eskola and Ms Kang, Youn-Kyong to contact Mr Bernd Neujahr (Ministry of Economics and Labour, Germany; e-mail: bernd.neujahr@bmwa.bund.de) about the proposed ASEM link to the networking centre of excellence on eLogistics/RFID technologies;
- viii. All TFAP partner administrations were invited to comment to Mr Don Lee (Manager, Overseas Business Team, KTNET; e-mail: donlee@ktnet.com; tel +82 26000 2078) on the report of the feasibility study on eLogistics cooperation;
- ix. Mr Mark Carvell (Department of Trade and Industry, UK; e-mail: mark.carvell@dti.gsi.gov.uk; tel no +44 20 7215 1803) and Ms Chung, In-Kyong (Korea – see (i) above for contact details) to ask all ASEM partners in their respective regions to provide a single national point of contact for the ASEM portal website.

By 30 April 2005:

Asian ASEM Partner administrations are asked to submit their offers to host the 5th ASEM Conference on eCommerce and TFAP Meeting on eCommerce, to Dr Lee. Please contact Ms Chung, In-Kyong (contact details at (i) above).