



June 4, 2019

**MEDIA RELEASE**

**New technologies and e-commerce optimize benefits of services and digital trade - APSC**

The Indonesia Services Dialogue hosted the fifth annual meeting of the Asia Pacific Services Coalition (APSC) in Jakarta, Indonesia on April 24, 2019. The meeting was held alongside an APEC-sponsored Public-Private Dialogue on Services.

APSC members represent services industry coalitions from The Philippines, Malaysia, Australia, Singapore, Peru, China, Chinese Taipei, Hong Kong, Papua New Guinea, Japan, New Zealand, the United States, Canada, Chile, Brunei, Korea, and Indonesia, as well as the APEC Business Advisory Council and the Pacific Economic Cooperation Council and other associations in the region provide input on services, investment and digital trade issues to APEC Leaders and Senior Officials.

At their meeting, APSC reaffirmed its commitment to work with APEC stakeholders to promote the growth and competitiveness of the region's services industries, particularly digitally enabled services and e-commerce.

On implementation of the APEC Services Competitiveness Roadmap, APSC members identified a number of key areas for individual and collective action to strengthen the services sector at the local and regional level, including: (1) e-commerce and digital trade especially for SMEs, (2) professional business services especially mutual recognition arrangements which facilitate the movement of people.

APSC members stressed the need to integrate innovation and harness digital technology in order to optimize benefit to customers as well as to service providers. This also means leveraging new and emerging technology to build on the future of work and the workforce of the future.

APSC underscored the importance of creating a favourable regulatory environment specifically to facilitate cross-border flow of digitally enabled services such as cloud services and artificial intelligence across all services sectors including financial services. The group urged APEC to put high priority on preventing barriers to e-commerce such as imposition of customs duties on electronic transmissions or other fees, on removing barriers to digital services and on facilitating investments in services such as e-payments, insurance and logistics. APSC likewise called on APEC to support adoption of the existing pathfinder supporting the continuation of the e-commerce moratorium and to consider additional innovative APEC pathfinder approaches to develop the building blocks required for digital trade, including confidence-building regulatory exchanges and capacity-building measures.

APSC also stressed the need to address basic critical physical and digital infrastructure support areas, especially for developing economies. Such platforms and policies should allow for seamless application of information and digital technology and ease of doing business within and across borders. Achieving this goal requires much needed investments in services as well as public and private sector collaboration. It also requires addressing the fundamental barriers to digitally enabled services – facilitating data flows and optimizing use of data, while ensuring data protection.

The Coalition welcomes recent developments in APEC and in the WTO towards an e-commerce framework. The Coalition urges all APEC member economies to work collaboratively including in the WTO to help achieve a high standard set of disciplines on digital trade and simultaneously to maintain support for the long-standing e-commerce moratorium. The Coalition acknowledges the intensified focus and progress being made by the APEC Group on Services in implementing the APEC Services Competitiveness Roadmap in concert with business stakeholders in 2019.

Services are key contributors to inclusive and sustainable growth in the APEC region. It is therefore imperative to address the challenges of the digital revolution and build on the opportunities presented by digitalization to better equip our businesses, our people and our institutions in this new trade area.

.....  
*Launched in Cebu, Philippines in 2015, the Asia Pacific Services Coalition (APSC) - composed of the major business organizations focused on services in the Asia Pacific region - agreed to develop closer cooperation and dialogue aimed at fostering growth and efficiency in the services sectors.*

---

**Asia Pacific Services Coalition**

Viber/WeChat/Whatsapp: +63920 978 8404 • Email: [asiapacificservicescoalition@gmail.com](mailto:asiapacificservicescoalition@gmail.com)