



**Australian Government**

**Department of Foreign Affairs and Trade**



# **REGIONAL DIGITAL TRADE COOPERATION - AUSTRALIA'S EXPERIENCE**

Ben Cas, Acting Assistant Secretary

Digital Trade and New Technologies Branch, Free Trade Agreements and Stakeholder Engagement Division

# AUSTRALIA'S EXPERIENCE WITH REGIONAL DIGITAL ECONOMIC COOPERATION

## Overview

- Why digital trade?
- Australia's Digital Trade Strategy
- ASEAN Digital Trade Standards Initiative

## WHAT IS 'DIGITAL TRADE'?

Imports and exports of:

- goods sold over the internet including through ecommerce platforms
- 'content': software, books, music, films, apps
- digitally-enabled services: online consultancy services, legal services, education

Electronic facilitation of trade in goods

Transmission of data across borders to support business activities and as a commodity

# WHY DOES DIGITAL TRADE MATTER TO AUSTRALIA?

Increasingly important to Australia's economy

For business:

- access to customers / markets – including new opportunities for SMEs
- improved productivity and reduced cost

For consumers: choice, cost and convenience

## **WHY ARE DIGITAL TRADE RULES IMPORTANT?**

Modern business is increasingly becoming digital

Digital trade rules provide certainty, stability and build trust in the online environment, allowing innovation and growth

Counter rising digital protectionism and support an open, secure and free internet

Support Australia's interest in a global rules based order

## **DIGITAL TRADE STRATEGY**

Framework for Australia to maximise economic growth by shaping an enabling environment for digital trade.

Guides Australia's practical actions as a leader in digital trade.

# DIGITAL TRADE STRATEGY

Types of rules:

- Trade facilitation
- Trust
- Data flows and localisation
- Cooperation

# DIGITAL TRADE STRATEGY

Three key actions:

- Advocate
- Negotiate
- Support

## **COOPERATION WITH ASEAN ON DIGITAL TRADE STANDARDS**

Framework for Australia and ASEAN to cooperate on international standards that promote digital trade

Promote awareness of international standards and address key factors which enable and inhibit digital trade

## **COOPERATION WITH ASEAN ON DIGITAL TRADE STANDARDS**

Aims to build regional regulatory consistency on digital trade

Complements existing ASEAN priorities on the digital economy



**Australian Government**

---

**Department of  
Foreign Affairs and Trade**

