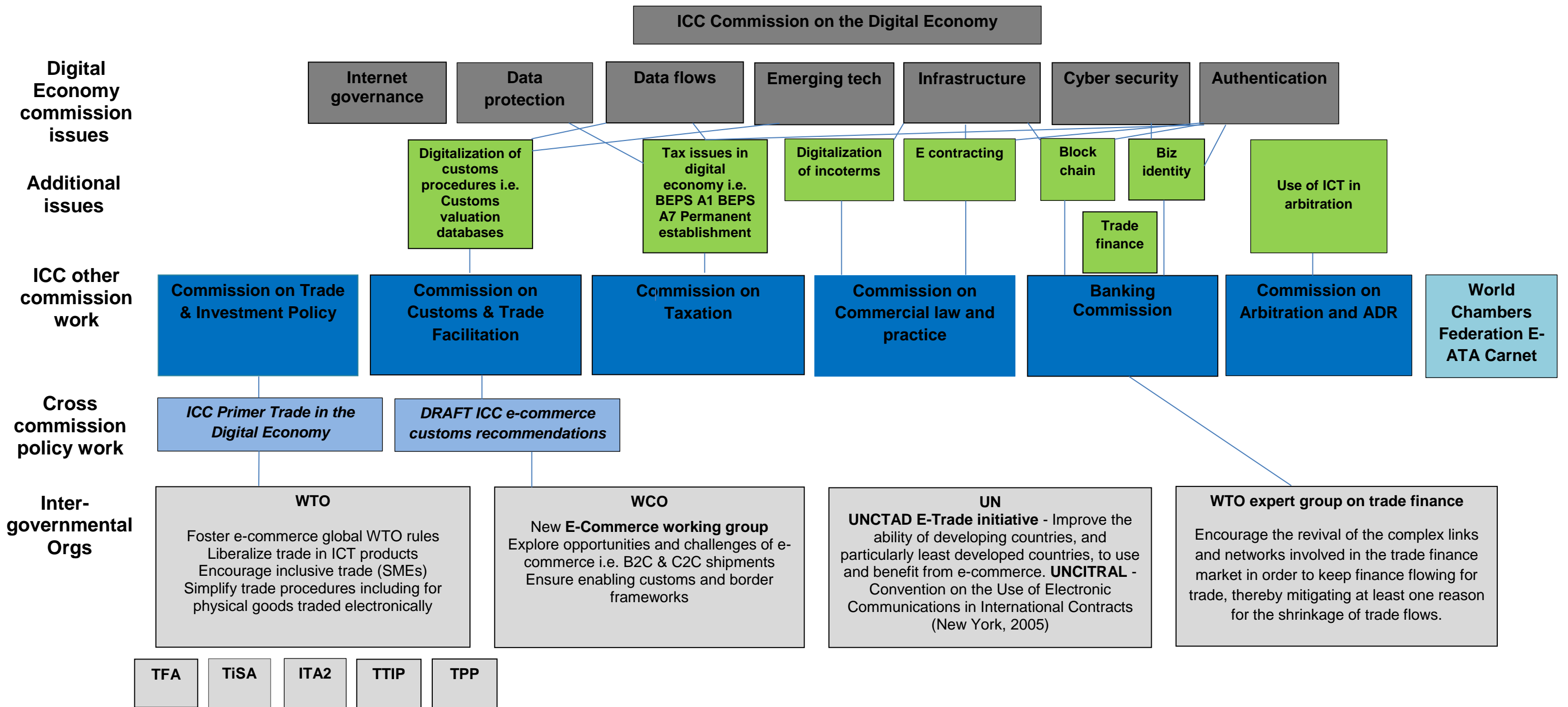


**Digital trade:**  
A transition from the physical to the virtual  
Physical goods traded electronically B2B, B2C

**Defining the concepts**

**E-Commerce**  
The electronic marketplace  
Trade in digital goods

ICC digital trade and e-commerce mapping exercise



**Current overarching high-level ICC policy recommendations**

- Enhance connectivity and promote application of emerging technology
- Address restrictions to cross border data flows
- Enable MSMEs to get goods sold online to consumers more efficiently
- Encourage digital rules to support online growth and build consumer trust