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Analysis Column

Presentation of the Technical Paper "MERCOSUR–European Union Negotiations Twenty Years on from the Framework Cooperation Agreement: Quo vadis?"

A workshop took place at the INTAL-Lab on August 28 to present the Technical Paper "MERCOSUR–European Union Negotiations Twenty Years on from the Framework Cooperation Agreement: *Quo vadis?"*, written by Adrián Makuc, Ricardo Rozemberg, and Gabriela Duhalde and published by the Institute for the Integration of Latin America and the Caribbean (INTAL).[1]
The meeting was an excellent opportunity for distinguished diplomats, academics, and private sector representatives from both the MERCOSUR and the European Union (EU) to discuss biregional negotiations, the opportunities and challenges present in the connection between the two blocs, and the integration process within the MERCOSUR.

The event was opened by INTAL director **Gustavo Beliz** and INTAL senior economist **Alejandro Ramos**. They stressed INTAL's interest in analyzing topics related to the MERCOSUR and its track record in this regard, which has taken the form of a range of activities including its annual *MERCOSUR Report* (in Spanish) and the recent publication of a technical paper on agricultural trade (in Spanish) within the bloc, which was presented at a workshop in late July as part of the special events being organized to commemorate INTAL's 50th anniversary (in Spanish).

Ricardo Rozemberg began the presentation of the paper (in Spanish) by underlining the profound changes that have taken place in the international context, within each of the blocs, and in bilateral relations between the two from the beginning of negotiations through the relaunching of these in 2010 and up until today.

First, he emphasized that when biregional talks began over 15 years ago, there was a great deal of optimism about the globalization of trade as a result of the creation of the World Trade Organization (WTO). Within the MERCOSUR, hopes were also high surrounding negotiations for the Free Trade Area of the Americas (FTAA) and the Interregional Association Agreement between the MERCOSUR and the EU. Fifteen years on, the context is very different: the Doha Round has not been concluded, FTAA negotiations have been abandoned, and the agreement between the MERCOSUR and the EU has yet to be completed. However, the world has become much more internationalized, notably with regard to the consolidation of regional and global value chains (in which the MERCOSUR participates relatively little), China’s new role in global production and trade, and the proliferation of regional trade agreements. More recently, the stagnation of the global economy and the lack of progress in the Doha Round have motivated a search for alternatives that resulted in the negotiation of mega-agreements. These involve the world’s major economies, are far reaching, and could reconfigure the rules of trade at the global level.

Second, Mr. Rozemberg discussed changes within each of the two blocs. Noteworthy developments in the EU include the bloc’s enlargement eastwards, incorporating 13 relatively less developed member states, several of which have comparative advantages in agriculture, a specialization pattern that is closer to those of the four founding members of the MERCOSUR than of Western Europe. Furthermore, over the past few years the EU has undergone a profound crisis that is still having serious effects on several of the weaker economies within it. The MERCOSUR, for its part, incorporated Venezuela as a full member—even though the country is not participating in these talks—and experienced difficulties over the suspension of Paraguay from the bloc, which have now been resolved.

Third, Mr. Rozemberg referred to changes in bilateral relations and highlighted the decrease in the share of biregional trade in each bloc's total trade. This bilateral trade pattern is characterized by the MERCOSUR exporting natural resources to the EU and importing manufactures from it. One point worth underlining is that Europe continues to play a key role in the MERCOSUR through foreign direct investment (FDI): the EU accounts for 62% of FDI in the MERCOSUR, and European firms are actively investing in Brazil, consequently increasing their market share in the country. Another noteworthy point is the EU signed a Strategic Partnership Agreement with Brazil in 2007. Over the last fifteen years, the EU has signed many partnership agreements and negotiated with major players, notably the United States (the Transatlantic Trade and Investment Partnership, TTIP). The MERCOSUR, in contrast, has signed few agreements—none with major world economies—and currently its only significant negotiations are with the EU.

Negotiations between the two regions are currently facing difficulties similar to those that led to talks being suspended in 2004. These are particularly related to the two blocs' trade policies: there is significant tariff escalation and there are sector-specific regimes for activities that are key to bilateral relations, such as the EU's Common Agricultural Policy (CAP) or the arrangements regulating automotive trade between MERCOSUR countries.

While negotiations may seem less attractive than when they were first launched, they have greater potential than at the start due to the consolidation of regional and global value chains and because European FDI in the MERCOSUR is no longer so concentrated in public utilities but rather in tradable sectors, which makes European companies more interested in a biregional agreement.

Adrián Makuc's presentation focused on negotiations around trade in goods. He emphasized that the EU has sought trade liberalization that would involve similar commitments for the two blocs, while the MERCOSUR has attempted to obtain special and differential treatment.

On the one hand, the last offer submitted by the EU was considered unattractive by the MERCOSUR in agricultural matters: tariffs would never be eliminated on some products (market access would be improved through tariff rate quotas[2]); tariff reduction would only apply to the *ad valorem* component of compound tariffs (when what makes them prohibitive is a specific component[3]); many products would be excluded; and imports of processed agricultural products would be subject to numerous sanitary standards, and geographical indications and trademarks.

Furthermore, he stressed that the MERCOSUR's offer is not particularly attractive to the EU in terms of market access for manufactures. In particular, the MERCOSUR is seeking a slow tariff elimination process in which deadlines would be distant, most of the reductions would be concentrated towards the end of the process, and there would be less coverage of liberalized products. The EU, for its part, insists that tariffs should be eliminated on 90% of bilateral trade within a maximum period of 10 years. Regarding this last point, Makuc noted that the EU would be able to fulfill this requirement without difficulty since those products that are sensitive for it represent less than 10% of imports from the MERCOSUR because they are protected by tariff-rate quotas and prohibitive tariffs. For the MERCOSUR, on the other hand, reaching this figure of 90% would imply exposing less competitive sectors to European competition. The offer that the MERCOSUR has agreed upon and hopes to submit to the EU would cover close to 90% of trade within a maximum term for tariff elimination of 15 years, and approximately two-thirds of trade would only become duty-free in the last three years of that period.

While the defensive interests of the MERCOSUR are concentrated in the manufacturing industry—notably in the automotive sector—and those of the EU in agriculture, Makuc warned of profound differences between the sectoral support schemes in the two blocs. On the one hand, the EU's CAP is very solid, while the MERCOSUR does not have a common automotive regime, only bilateral agreements. On the other hand, European companies are major investors in the MERCOSUR automotive industry, but the same thing is not true of MERCOSUR firms within European agriculture.

In negotiations beyond goods, the main challenges relate to intellectual property (in particular geographical indications), government procurement, services, and investments. Negotiations around these last three topics face additional difficulties because the MERCOSUR does not have shared regulations, so offers can only be made at the national level.

Export subsidies are included in negotiations, in contrast to domestic support, which is only discussed at the WTO: the MERCOSUR is arguing that the benefits of the agreement should not apply to subsidized products, while the EU wants to negotiate on a case-by-case basis.

In conclusion, Mr. Makuc said that if the EU does not provide the MERCOSUR with special and differential treatment, it would be difficult for negotiations to move forward.

The authors' presentation was followed by comments from three experts. First, **Félix Peña** (ICBC Foundation, UNTREF) highlighted the significance of the technical paper given the absence of information about these negotiations. He also raised a series of questions, notably regarding the scope of the agreement and the treatment of sensitive sectors. He wondered why the MERCOSUR accepted the 90% requirement in 2010 instead of using it as a negotiating tool given the EU's—particularly Spain's—great interest in relaunching talks. With regard to sensitive sectors, he stressed that tariff elimination terms would be a very long process due to both the schedule itself and the delays that would take place between the end of negotiations and the agreement entering

into force, which provide a significant margin for improvements in competitiveness and redirection of production.

Finally, he warned that the negotiations seem to be part bluff, part blame game, in which the strategic political dimension is not being taken into account.

Second, **Jorge Lucángeli** (IIEP, UBA) pointed out that it is striking that MERCOSUR is seeking to deepen its relationship with the EU, considering the serious difficulties the MERCOSUR is currently experiencing. He claimed that the agreement with the EU would only be attractive to the MERCOSUR if there was a significant opening up of the agricultural sector. As that is unlikely, he said he believed that the MERCOSUR must first build its strength as a trade platform and only then should it open up to the rest of the world.

Third, **Viktor Klima** (President of the Eurochamber in Argentina) argued that relations between the EU and the MERCOSUR are at a difficult, defining moment and that negotiations are not supported by political will. However, he clearly expressed that he was in favor of the agreement and recalled the importance of European investment in the MERCOSUR, stressing that the agreement would boost the confidence and stability of these firms.

He agreed with Mr. Lucángeli regarding the need to deepen the MERCOSUR integration process, but argued that this and negotiations with the EU are complementary rather than mutually exclusive, given that the Association Agreement would involve much more than free trade and would help improve integration within the MERCOSUR. He also suggested that the creation of supranational institutions would help define, implement, and monitor MERCOSUR regulations. Finally, he called for further discussion around the integration process to generate interest in the subject and influence political will.

Following this, other participants contributed to the debate:

- **Francisco Cannabrava** (Economic Counselor at the Embassy of Brazil in Argentina) highlighted the change in the Brazilian private sector's position regarding these negotiations, as the manufacturing sector is now as interested in concluding the agreement as the agribusiness sector is.
- **Nils Weller** (Head of Trade Section for the EU Delegation in Argentina) said that the difference in relative development between the two blocs had declined since talks first started. With regard to the likelihood of the EU improving its offer to the MERCOSUR, he recalled that the former is in the middle of several concurrent negotiations and that there are conflicting conditions in terms of what it can offer in each of these processes.
- **Julio Berlinski** (UTDT) noted that there are trade complementarities between the two blocs in trade in services and provided evidence for this in the form of a study on the service-related linkages between Argentina and Germany.
- **Claudio Farabola** (Manager of the Italian Chamber of Commerce in Argentina) agreed with Viktor Klima regarding the private sector's interest in the agreement and said that cooperation between firms had moved forward at a greater speed than government talks.

In conclusion, the workshop was an interesting, productive space for reflecting on the connection between the MERCOSUR and the EU at which government officials, businesspeople, and academics were able to exchange opinions and experiences.

MERCOSUR–European Union Negotiations Twenty Years on from the Framework Cooperation Agreement (Video [in Spanish])

[1] This article was written by IDB consultant Romina Gayá.
[2] A quantitative restriction that combines a quota with a tariff: a certain quantity of products can enter under preferential treatment but quantities that exceed this amount are subject to higher tariffs. When the scale of these makes them prohibitive, the tariff-rate quota works in the same way as a quota.
[3] *Ad valorem* tariffs correspond to a percentage of the product price, specific tariffs to a fixed amount per unit, and compound tariffs include both an *ad valorem* component and a specific one.

E-commerce and the International Integration of Latin America and the Caribbean

To mark its 50th anniversary, INTAL is organizing special events and publications that focus on the future of integration. One of the core themes is regional trade in the era of disruptive technologies.[1] Various articles are being included in the *INTAL Monthly Newsletter* throughout 2015 in connection with this topic. Earlier issues have analyzed the impacts of technological change in general on trade, ICT-based services, digital manufacturing, the bioeconomy, nanotechnology, and big data's potential for increasing productivity.

This article examines the major global trends in the field of cross-border e-commerce and analyzes both the challenges to the international integration of Latin America and the Caribbean (LAC) and the opportunities this presents, particularly for micro, small, and medium-sized enterprises (MSMEs).

What is e-commerce?

In the last few years, a large number of applications of information technology (IT) have brought about a revolution in forms of commerce that can be observed both within countries and in cross-border trade. The reduction in the cost of information and the creation of a global network has expanded markets and reduced the borders to trade.

The most significant of these developments include e-commerce, which entails the purchase and sale of goods or services via electronic means such as computers, cell phones, tablets, and other devices. While the operation is agreed on electronically, the payment for and/or delivery of the goods and services in question do not necessarily take place online (WTO, 2013).

It is useful to be able to identify different types of e-commerce according to which players are involved:

- B2B (business-to-business): E-commerce between businesses. One example of this is the Chinese company Alibaba, the world leader in the B2B segment, which is used for transactions between wholesalers and distributors.
- B2C (business-to-consumer): Companies sell their goods or services electronically to the general public. Some companies choose to sell their products from their own websites or mobile applications, as is the case with airlines. Other companies use general intermediaries such as AliExpress (owned by the Alibaba group) or ones that specialize in a particular sector (such as Airbnb for tourist accommodation or Etsy for crafts). In many cases these are companies that have incorporated online sales in a way that complements their traditional brick-and-mortar stores. For example, Falabella, a chain of department stores owned by the Chilean group Cencosud, has become one of the major online retailers in LAC. Some companies, however, sell exclusively online. This is the case with Despegar.com, the travel agency with the highest sales volumes in LAC.

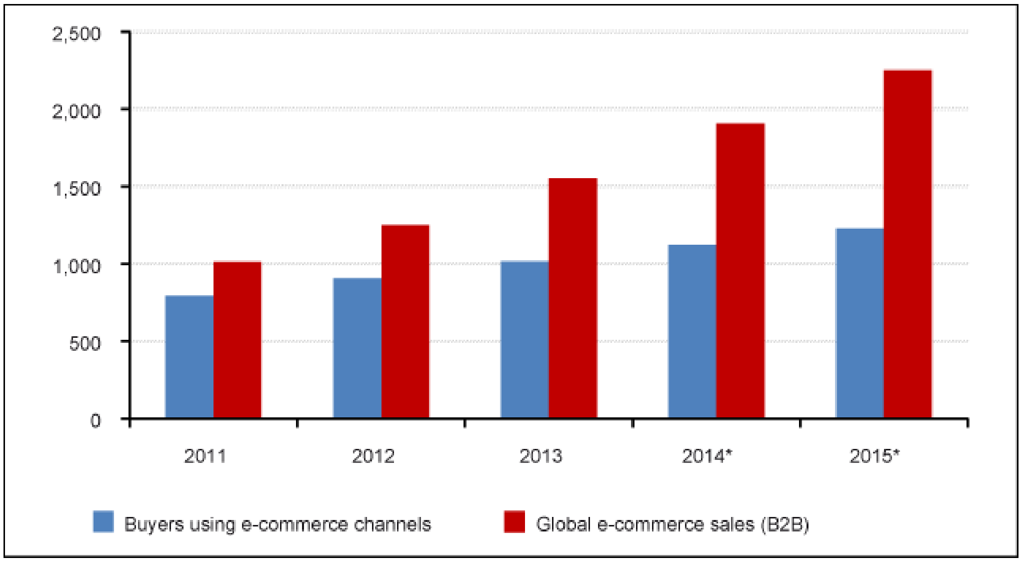
- C2C (consumer-to-consumer): Transactions between individuals. Examples of these are auction sites like eBay and the Argentine firm OLX. Other platforms, such as the US-based Amazon or Argentina's MercadoLibre, combine both B2C and C2C transactions.
- B2G (business-to-government): Transactions between firms and government, as is the case with online public procurement (such as Mercado Público de Chile).
- C2B (consumer-to-business): Platforms through which consumers can sell products to firms, which generally then resell them. For example, the Argentine firm Ropanroll acquires used children's clothing which it then resells (B2C), and all transactions take place exclusively online.
- While some authors use a separate category, m-commerce, for e-commerce using mobile devices, all transactions using smartphones, tablets, or other online objects (e.g. Dash Button[2] or wearables) can be assigned to one of the groups mentioned above.

The evolution of e-commerce

Since it first began, in the second half of the 1990s,[3] e-commerce has grown significantly throughout the world, driven by the spread of high-speed internet connections, smartphones, tablets, and other devices.
Given how new these phenomena are, only partial indicators of their development are available. Using a sample of countries, the Ecommerce Foundation estimated that online sales of goods and services in the B2C segment in 2015 stands at about US$2.3 billion,[4] which implies a cumulative annual average growth of 22.1% since 2011. It is estimated that 42.7% of internet users are e-shoppers. That is to say, there are more than 1.2 billion people who buy goods or services online. The number of online buyers has increased by a cumulative annual average of 11.6% over the past four years (Figure 1).[5]

Figure 1. Global e-commerce: Number of e-shoppers and sales for the B2C segment

Millions of people and millions of US$



Note: * Estimates or projections. Source: Ecommerce Foundation (2015) and Statista (based on eMarketer surveys).

Manyika *et al.* (2014) argue that the impact of digitization on e-commerce can mainly be seen in three channels. First, new digital goods and services (e.g. mobile applications) or through physical-to-digital transformation (e.g. e-books). Second, "digital wrappers" which increase the value of physical goods, such as digital tracking systems or websites that provide consumers with information to improve their decisions (e.g. TripAdvisor for tourism). Third, platforms that function as intermediaries between those who want to buy and sell. Examples of this are major players in global e-commerce like eBay, Amazon, and Alibaba, among others.
It should be mentioned that the growth of e-commerce has gone hand-in-hand with the development of online payment systems such as PayPal (eBay) or MercadoPago (MercadoLibre), which facilitate transaction payment and safeguard this in return for a commission.

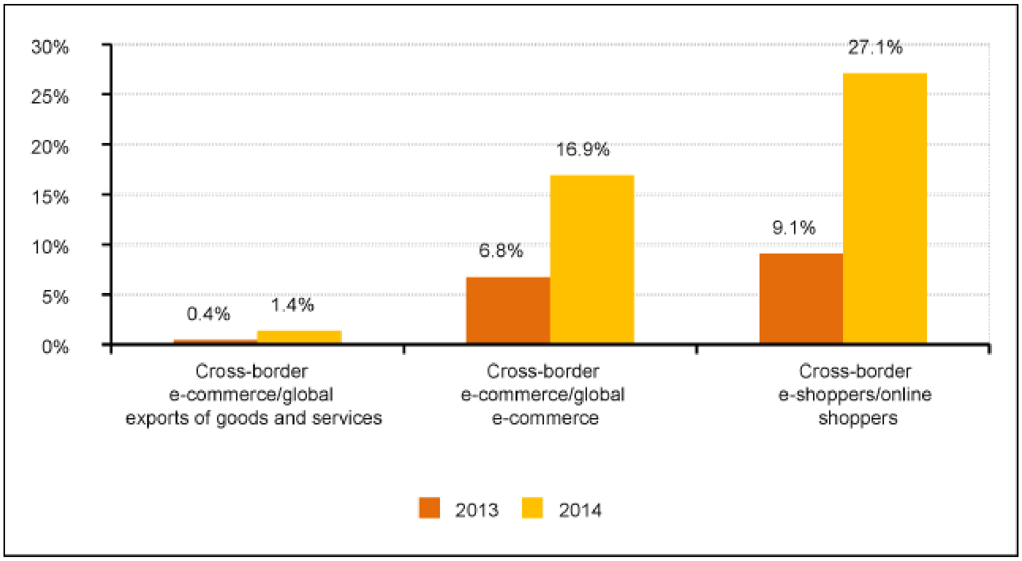
Cross-border e-commerce

The impact of these new technologies on international trade flows is particularly important because of the potential for market expansion that they imply, which has yet to be fully taken advantage of. According to the Ecommerce Foundation (2015), in 2014 cross-border online sales from the B2C

segment totaled US$ 328 billion at the global level, the equivalent of 1.4% of global exports of goods and services and 16.9% of global B2C e-commerce. These transactions involved 309 million consumers, that is to say that 27.1% of the people who make online purchases acquire goods or services from abroad. Although the relative importance of cross-border e-commerce is still limited, it is expected to expand over the next few years. Some estimates indicate that in 2017 international transactions will represent more than 40% of e-commerce in Asia, more than a third in the United States and the EU, and approximately 18% in LAC (Suominen, 2014). Likewise, it is estimated that in 2020 more than 1 billion people will make cross-border purchases online (Ecommerce Foundation, 2015).

Figure 2. Share of international e-commerce

Share in global exports, global e-commerce, and online shoppers. As a percentage.

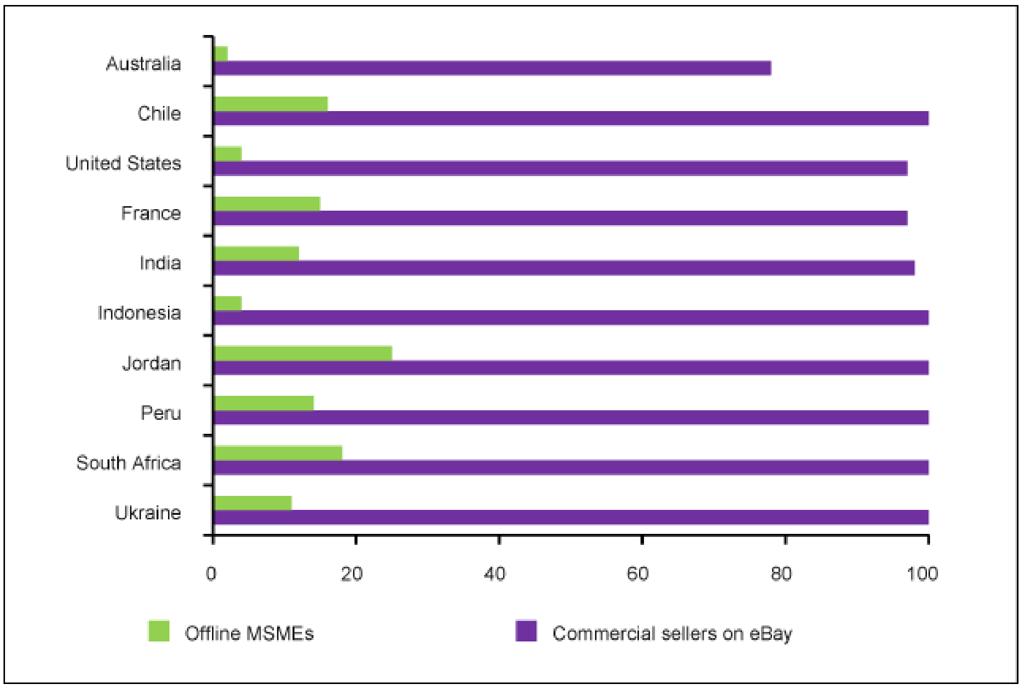


Source: Prepared in-house using data from the Ecommerce Foundation and the WTO.

In addition to the recent dynamism of international capital flows, e-commerce is characterized by the high levels of internationalization of the firms involved in it. For example, nine of every ten eBay commercial sellers are exporters, a proportion that is significantly higher than the share of exporting firms in the total number of firms in in any given country (Figure 3). This is possible because digitization has significantly reduced the costs of disseminating and distributing goods and services. While cross-border e-commerce exposes firms to much greater competition, it also reduces the barriers to entry in international markets. As such, e-commerce enables many MSMEs and even individual sellers to access foreign markets that had formerly been almost exclusively limited to large corporations (Manyika et al., 2014).

Figure 3. Share of exporting firms among online commercial sellers and offline MSMEs

Selected countries. Percentage of the total.



Note: Commercial sellers are those with annual sales of over US$ 10,000. Source: Manyika et al. (2014).

From the consumer side, e-commerce in general—and cross-border e-commerce in particular—enables access to a greater quantity and variety of goods and services. It also reduces the cost of gathering and comparing information on potential sellers of these goods and services, which can improve decision-making. For example, many platforms allow the consumer to identify all the commercial sellers of a product, compare prices, see other users' comments on the product and the seller's reputation, etc. In addition, in many cases e-commerce allows goods and services to be purchased from abroad without the need for an intermediary.

International e-commerce is highly concentrated in a handful of countries: 47% of those who made international online purchases in 2013 bought goods or services in the United States, 38% in the United Kingdom, 31% in China and Hong Kong, followed by Canada (17%), Australia (16%), and Germany (13%) (Ecommerce Foundation, 2015).

Despite the dynamism of cross-border e-commerce, it faces several major limitations. For consumers, the main barriers are not speaking a given language (many websites only contain information in the language of the country where they are based or, at the very most, in English), concerns about personal data protection, and fear of fraud. While this last factor is not limited to international e-commerce, it is more pronounced in the case of international transactions than domestic ones (Manyika *et al.*, 2014). Sellers, for their part, primarily face customs barriers, other regulatory restrictions (conditions for establishment, specifications on encryption methods, labeling requirements, among other things), corruption in customs services, limitations of scale, lack of information, difficulties related to the enforcement of intellectual property rights, etc. Since online sellers tend to export to more markets than offline ones,[6] the regulatory differences between destination markets create additional difficulties (Kommerskolegium, 2012).

As in other spheres which are being profoundly changed by technological progress, the regulation of international trade advances much more slowly than that trade itself. At the end of 1998, when international e-commerce was still in its infancy, the World Trade Organization (WTO) agreed to develop a work plan on this issue. However, seventeen years later, it has still not decided how it will tackle e-commerce and has only agreed not to impose customs duties on such transactions (Gayá, 2015). Meanwhile, some countries have signed regional agreements that include provisions on e-commerce: they mandate the free flow of information, the elimination of tariffs from cross-border online transactions, and the technological neutrality of e-commerce regulations, among other factors.

E-commerce in LAC

According to estimates from Internet World Stats, in 2014 there were more than 320 million internet users in LAC. It is estimated that 110.1 million people will make online purchases in Latin America in 2015 (+11.3% y-o-y), the equivalent of 9.7% of the total global online shoppers.[7] As such, online sales in the B2C segment for 2015 will stand at around US$ 88.3 billion (up 24.2% on the previous year).[8] While these levels are low in comparison with other regions, e-commerce is expected to grow steadily in LAC and reach US$ 139.3 billion in in 2018.

Brazil and Mexico account for 36% and 20% of e-commerce in LAC, respectively (Kwakyi, 2015). The average annual expenditure on online transactions in 2013 was US$ 662 per e-shopper in Chile, US$ 513 in Brazil, and US$ 314 in Argentina, far below the world average of US$ 1,304 (Ecommerce Foundation, 2014).

The majority of internet users in LAC go online using mobile devices, which is also how they make their purchases. Almost half the people who buy goods or services online in Mexico use their cell phones for these transactions, whereas in Brazil one in every three e-shoppers do so. In both countries over 50% of the people who shop via cell phones and tablets do so using specialized applications for this purpose (eMarketer, 2015).

No precise information is available about cross-border e-commerce in LAC, with the exception of specific data for certain countries. In Brazil, 10% of e-shoppers buy from foreign suppliers. In 2014, 80% of these people made purchases from suppliers based in the United States. Next in order of importance is China, chosen by 48% of e-shoppers, the United Kingdom and Hong Kong (both at 17%) and Canada (14%). Computers represent a quarter of cross-border online purchases in Brazil, followed by electronic products (21%), clothing and accessories, and health and beauty (both at 20%). While there is no detailed information on international online transactions for other

countries in the region, tourism-related services—many of them abroad—stand out among the main e-commerce sectors in Argentina and Chile (Ecommerce Foundation, 2014).

Commercial agreements and e-commerce in LAC

Several countries in the region have signed trade agreements that include provisions on e-commerce with both regional and extraregional trade partners. The most active countries in this regard have been those of the Central American Common Market, the Dominican Republic, Colombia, and to a lesser extent Peru, Chile, and the CARIFORUM countries (Table 1).

Table 1. Agreements that include provisions on e-commerce

Agreement	CARIFORUM	Chile	Colombia	Costa Rica	El Salvador	Guatemala	Honduras	Nicaragua	Peru	Dominican Rep.
Chile			X							
Colombia		X			X	X	X			
Costa Rica					X	X	X	X		X
El Salvador			X	X		X	X	X		X
Guatemala			X	X	X		X	X		X
Honduras			X	X	X	X		X		X
Nicaragua				X	X	X	X			X
Dominican Rep.				X	X	X	X	X		
Australia		X								
Canada			X						X	
Korea									X	
United States		X	X	X	X	X	X	X	X	X
Taiwan								X		
EU	X									

Source: Prepared in-house using data from SICE.

Opportunities and challenges for LAC

The development of cross-border e-commerce presents major opportunities for improving the international integration of LAC by reducing the cost of accessing new markets, especially for MSMEs. Companies can reach potential customers all around the world through their own websites or third-party applications and platforms. Many services can easily be provided remotely, while the

distribution channels that have developed for goods facilitate foreign sales even for very small volumes. For example, in the region there are several initiatives to promote exports through postal services, and many of the major players in the global e-commerce market have alliances with mail and logistics companies to improve distribution.

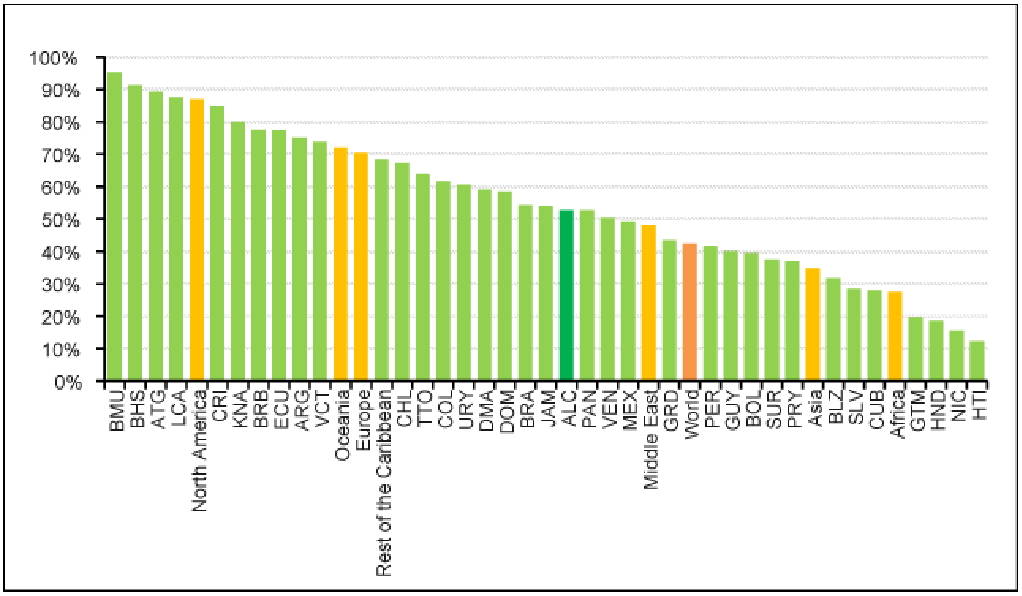
Other tools such as MercadoShops facilitate MSMEs' access to e-commerce through standardized technology for online sales, inventory management, and online payment systems.

However, cross-border e-commerce also entails significant challenges for the region:

- *Internet penetration* In LAC, 52.7% of the population has internet access. While this share is higher than the global average (42.4%) and is the highest among groups of developing countries, it is still well below the average for developed countries, which limits the possibilities of benefiting from cross-border e-commerce. Regardless, levels of internet penetration vary widely throughout LAC: in some Caribbean countries, nine of every ten people has internet access (a level similar to that of the Scandinavian economies), while in others this figure stands at less than 20% of the population (Figure 4).

Figure 4. Internet penetration in LAC countries and other selected groups

Data for 2014



Notes: ARG: Argentina. ATG: Antigua and Barbuda. BHS: Bahamas. BLZ: Belize. BMU: Bermuda. BOL: Bolivia. BRA: Brazil. BRB: Barbados. CHL: Chile. COL: Colombia. CRI: Costa Rica. CUB: Cuba. DMA: Dominica. DOM: Dominican Republic. ECU: Ecuador. GRD: Grenada. GTM: Guatemala. GUY: Guyana. HND: Honduras. HTI: Haiti. JAM: Jamaica. KNA: St. Kitts and Nevis. LCA: St. Lucia. MEX: Mexico. NIC: Nicaragua. PAN: Panama. PER: Peru. PRY: Paraguay. SLV: El Salvador. SUR: Suriname. TTO: Trinidad and Tobago. URY: Uruguay. VCT: St. Vincent and the Grenadines. VEN: Venezuela. Source: Prepared in-house using data from Internet World Stats.

- *Banking services* E-commerce requires effective online payment systems. In LAC, low banking penetration and the preference for the cash economy (which accounts for 91% of payments in the region) is a constraint in this regard. In addition, a large share of the consumers in LAC with bank accounts do not have international credit cards (this is true of 70% of e-shoppers in Brazil) and there are high commissions for transferring money abroad through other channels (Suominen, 2014). In this regard, payment systems such as Mercado Pago or PayU (DineroMail) not only allow you to pay by credit card, but also by cash at payment points, and by adding money to your account balance.
- *Information.* While there are often lower barriers to importing and exporting through e-commerce than through traditional channels, especially for MSMEs, many companies and consumers do not have the knowledge necessary to enable them to take advantage of the potential benefits of e-commerce. According to Suominen (2014), only 40% of LAC firms

have their own website, and one in five MSMEs does not even use e-mail as a means of communicating with customers or suppliers.
- *Regulatory issues.* In several LAC countries there are regulatory obstacles to the development of e-commerce. For example, one condition for accessing the Brazilian market is installing servers within the country, while in Argentina the establishment of a maximum annual amount that consumers are allowed to spend on online purchases from outside Argentina resulted in a drop in purchases on international sites like eBay, Amazon, or AliExpress.

In conclusion, e-commerce is growing fast and cross-border transactions are increasingly relevant. These trends have a significant impact on markets: on the one hand, they broaden the range of information available to the consumer, along with the quantity and variety of goods and services available for purchase; on the other hand, they facilitate many companies' access to international markets, especially in the case of MSMEs, and increase competition. The phenomenon of e-commerce entails important opportunities for improving the international integration of LAC, but for this to be successful, some significant challenges must first be addressed.

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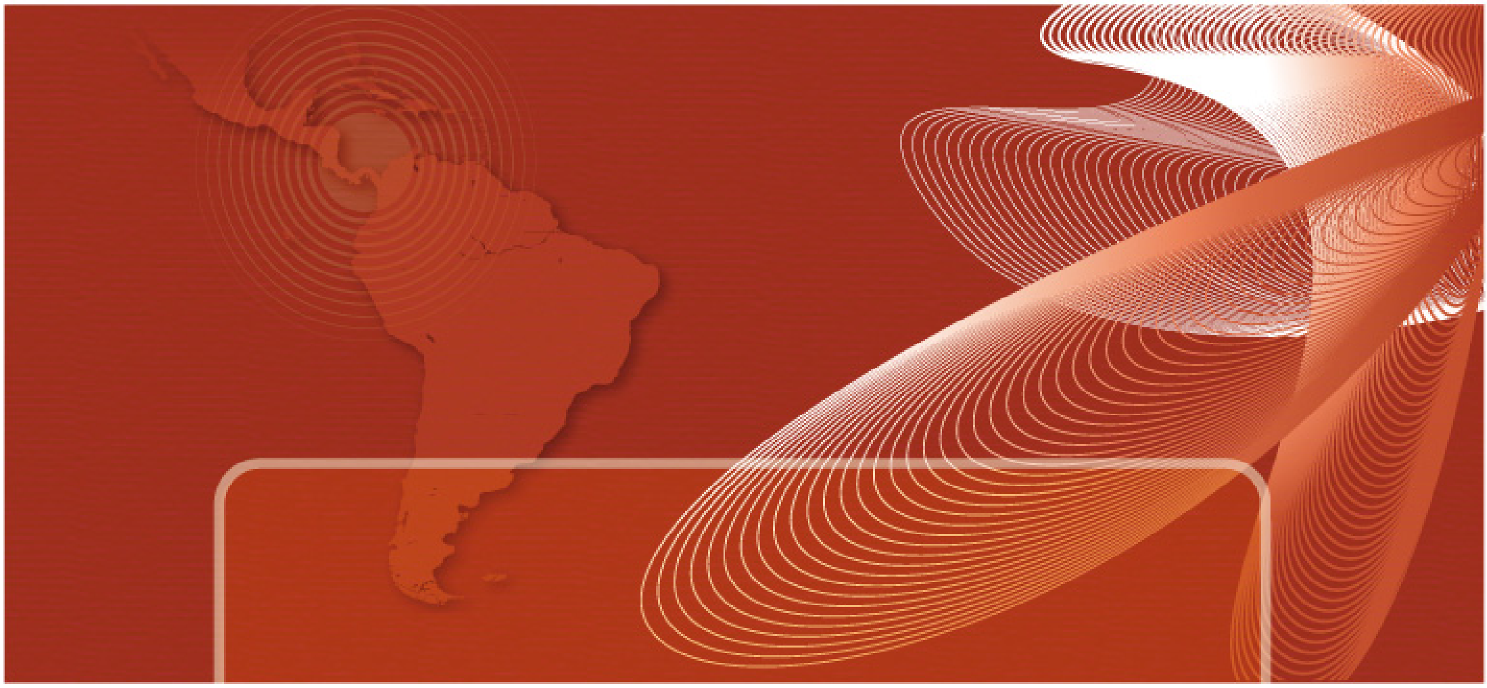
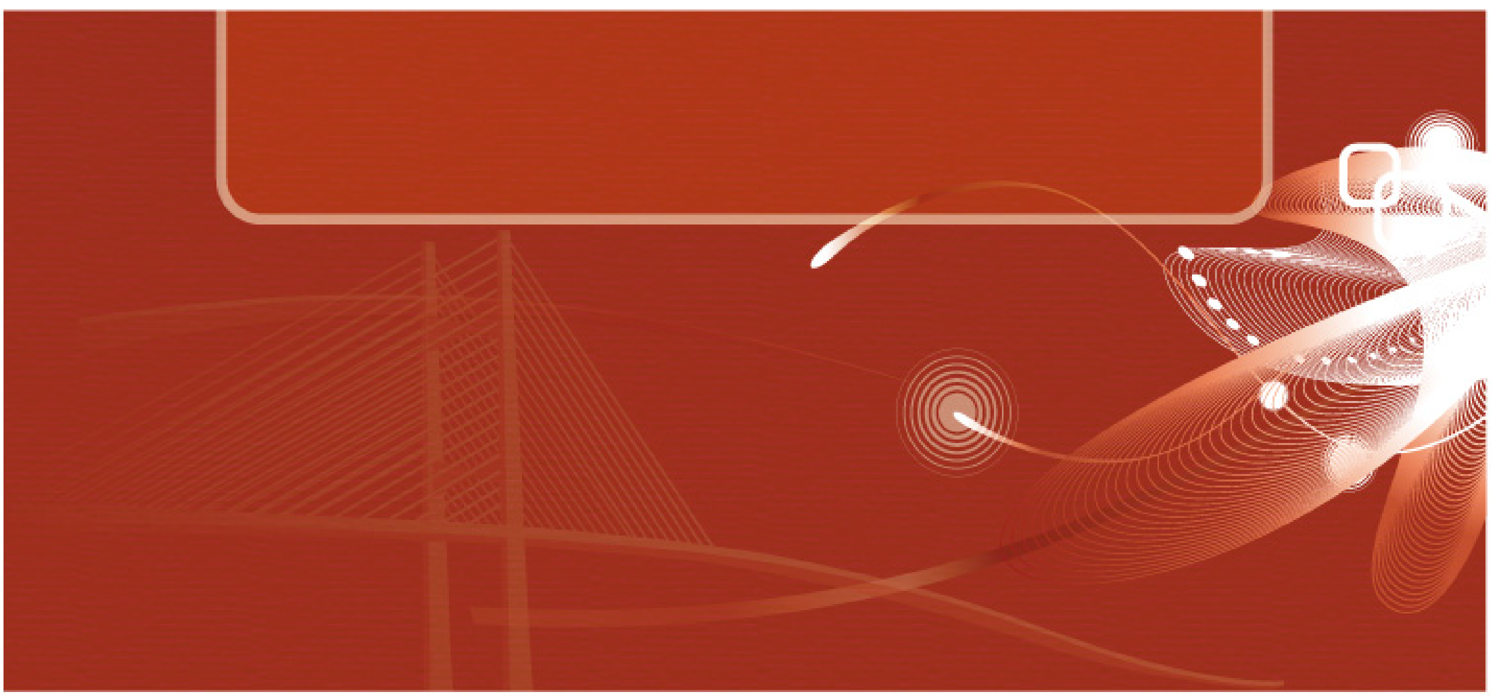
[1] This article was written by IDB consultant Romina Gayá.
[2] Dash Button is a wireless device launched by Amazon in mid-2015 that can be placed on any surface and allows you to purchase a given product and have it sent to your home by simply pressing a button (Gayá, 2015).
[3] As a point of reference, eBay and Amazon were established in 1995, and Alibaba and MercadoLibre in 1999 (Gayá, 2015).
[4] These transactions include sales of goods and services fully or partially agreed upon by making complete or partial use of remote communication networks, that is: online transactions between businesses and consumers via personal computers, laptops, tablets, smartphones, wearables, email, QR codes, etc. They include value-added tax and other sales taxes, as well as distribution and application costs, but not profits. They do not include C2C or B2B transactions, online gambling and gaming, vehicle and real estate sales, public utilities, loans, mortgages, bank drafts, savings, stocks, or bonds.
[5] Source: Ecommerce Foundation (2014) and Statista.com
[6] For example, small companies that export via eBay sell to an average of 28 different countries, while MSMEs that export via traditional channels only do so to three destination markets (Manyika *et al.* , 2014).
[7] Source: Statista.com
[8] Source: eMarketer.com



Integration Blocs



Pacific Alliance

Mexico and Chile Consolidate Bilateral Relations

During August, Chilean president Michelle Bachelet visited Mexico (in Spanish) where she met with Mexican president Enrique Peña Nieto, as part of the activities celebrating 25 years of diplomatic relations between the two countries.

Of the 13 cooperation agreements (in Spanish) signed to give new impetus to bilateral relations, the most noteworthy are those related to the areas of education, tourism, health, production financing, science and technology, security, the environment, consumer protection, and culture.

A Chile–Mexico Business Seminar (in Spanish) also took place, which highlighted the achievements made in the 15 years since the free trade agreement between the two countries first entered into force, as well as the opportunities that lie ahead in their trade relations, such as the diversification of the export basket.

FTA between Chile and Thailand is Passed

On August 5, the National Congress of Chile passed Free Trade Agreement with Thailand, which entered into force 60 days later. This is Chile's fifth agreement with a country from the Association of Southeast Asian Nations (ASEAN), following those it reached with Malaysia, Singapore, Brunei, and Vietnam (the latter of which is not yet in force).

The Chile–Thailand FTA covers topics such as trade in goods and cooperation, rules of origin, sanitary and phytosanitary measures, customs procedures, legal matters, trade defense, technical barriers to trade, services, and financial services.

Once the agreement enters into force, more than 90% of bilateral trade will be duty-free. Among the major Chilean products that will benefit from immediate tariff elimination are avocados, walnuts, raisins, condensed milk, beef, poultry, pork, paper and paperboard, copper cathodes, and copper concentrates, among others. The Thai goods that will be duty-free as of October include petroleum, natural gas, cars, vans, and canned pineapple. The tariff elimination schedule for all other goods is for between three and eight years.

The Caribbean

Belize Ratifies Trade Facilitation Agreement

Belize recently became the second country in the Caribbean—after Trinidad and Tobago—to ratify the World Trade Organization (WTO) Trade Facilitation Agreement (TFA).
The TFA was concluded at the Bali Ministerial Conference in December 2013 with the goal of simplifying customs procedures to reduce trade costs, thus increasing the speed, efficiency, and transparency of operations and reducing bureaucracy and the potential corruption. The Protocol for the TFA was agreed on in November 2014.
The TFA contains provisions on goods in transit—which are particularly relevant to landlocked countries—and includes measures to support capacity building in those countries that lack the technical and financial resources needed to meet the commitments set forth in the agreement. It will enter into force when it is ratified by two-thirds of the 161 WTO members. So far, only 16 countries have done so: Australia, Belize, Botswana, China, Hong Kong, Japan, Korea, Malaysia, Mauritius, Nicaragua, Niger, Singapore, Switzerland, Chinese Taipei, Trinidad and Tobago, and the United States.

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- IDB/INTAL. "WTO: First Multilateral Trade Agreement," in: *INTAL Monthly Newsletter No. 208*, December 2013.
- IDB/INTAL. "WTO: Trade Facilitation and Food Security," in: *INTAL Monthly Newsletter No. 216*, August 2014.
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- IDB/INTAL. "WTO: Consensus over Implementing First Multilateral Trade Agreement," in: *INTAL Monthly Newsletter No. 219,* November 2014.
- IDB/INTAL. "Negotiations around Information Technologies, Trade Facilitation, and Services," in: *INTAL Monthly Newsletter No. 228,* August 2015.

A New Plan for Petrocaribe

The 10th Petrocaribe Summit was held on September 7 in Montego Bay, Jamaica. At the summit, the heads of state of the member countries[1] passed (in Spanish) Venezuela's proposal for the formulation of a comprehensive plan for the next ten years. The objectives of this plan are to consolidate the Petrocaribe Economic Zone (ZEP), ensure energy sovereignty, and create a social protection system and a shared civil defense system against natural disasters for the Caribbean. The plan also contemplates exchanges in the spheres of transport, communications, production integration, tourism, trade, and social and cultural integration. Furthermore, the Petrocaribe Economic Council will be created in order to stimulate economic, commercial, financial, and social development.

[1] Antigua and Barbuda, Bahamas, Belize, Cuba, Dominica, the Dominican Republic, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Nicaragua, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, and Venezuela.

Further Progress towards Central American Customs Union

Central America is continuing to make headway on the process of consolidating the Central American Customs Union (UAC). On the one hand, the first round of the UAC (in Spanish) took place on August 28 in El Salvador, which has the *pro-tempore* presidency of the group. At the event, the Regional Trade Facilitation and Competitiveness Strategy was passed, which will be examined by the Council of Ministers for Economic Integration (COMIECO) in October.

Cooperation-related issues of relevance to the region were reviewed, and priority projects were identified in connection with trade facilitation, the implementation of the Strategic Partnership Agreement with the European Union, technical regulations, quality management systems, and taking advantage of opportunities for trade.

Especially noteworthy is the completion of the technical review of all chapters of the Central American Tariff System (SAC) that will be affected by the amendments to be included in the sixth version of the World Customs Organization (WCO) Harmonized System.

During this round progress was also made on the incorporation of Panama into the Central American Economic Integration Subsystem (SIECA): negotiations around the country's Protocol of Accession to the Central American Treaty on Trade in Services and Investment were concluded. This protocol gave notice that 17 new Central American technical regulations had been incorporated into Panama's national legislation. Furthermore, the rules of origin for detergents, freezers, refrigerators, and alcohol and alcoholic beverages were harmonized; 21 rules of origin thus remain to be harmonized.

The next round of the UAC will take place in San Salvador in October.

On the other hand, bilateral negotiations for the implementation of the UAC continued to move forward.

The 5th Round of Negotiations for the Guatemala–Honduras Customs Union (in Spanish) took place in Tegucigalpa from September 2–4, where the issues discussed included those relating to tariffs, domestic taxes, customs, migration, and sanitary and phytosanitary measures, among others. Authorities from the two countries reported that the Enabling Protocol for the full implementation of the Customs Union is now awaiting the approval of the two countries' parliaments.

Also, at a meeting organized by the Inter-American Development Bank (IDB), Costa Rica and Panama (in Spanish) made binational recommendations regarding the design, procedural logic, and flow of the Integrated Control Centers (CCI) at the border crossings at Paso Canoas and Sixaola-Guabito. These CCIs will be financed by the IDB and are part of the Mesoamerica Project.

Related Articles:

- IDB/INTAL. "Progress in Central American Domestic and Foreign Integration Agendas," in: *INTAL Monthly Newsletter No. 169*, September 2010.
- IDB/INTAL. "An Active Trade Negotiation Agenda in Central America," in: *INTAL Monthly Newsletter No. 170*, October 2010.
- IDB/INTAL. "Trade Negotiations in Central America", in: *INTAL Monthly Newsletter No. 172, December 2010*.
- IDB/INTAL. "The Isthmus Makes Steady Progress in Intra-Central American Integration: the 2011 Action Plan," in: *INTAL Monthly Newsletter No. 175*, March 2011.
- IDB/INTAL. "Priorities for Central American Integration in the Second Semester of 2011," in: *INTAL Monthly Newsletter No. 180*, August 2011.
- IDB/INTAL. "Panama an Observer at the Customs Union Round," in: *INTAL Monthly Newsletter No. 183*, November 2011.
- IDB/INTAL. "Positive Results toward Customs Union," in: *INTAL Monthly Newsletter No. 185*, January 2012.
- IDB/INTAL. "Central American Regional Integration Highlights of 2013: Panama, Dominican Republic, and the EU Agreement," in: *INTAL Monthly Newsletter No. 208, December 2013*.
- IDB/INTAL. "Progress over Central American Customs Union," in: *INTAL Monthly Newsletter No. 211*, March 2014.
- IDB/INTAL. "Advances in Central American Economic Integration in 2014," in: *INTAL Monthly Newsletter No. 220, December 2014*.
- IDB/INTAL. "Guatemala and Honduras Make Headway on the Central American Customs Union," in: *INTAL Monthly Newsletter No. 228*, August 2015.

Peru Seeks to Expand Bilateral Trade with Bolivia

The Commercial Office of Peru (OCEX) in La Paz (in Spanish), part of Peru's Ministry of Foreign Trade and Tourism (MINCETUR), is seeking to expand Peruvian companies' commerce in Bolivia, taking advantage of the geographical proximity of the two countries and the degree of complementarity between them. According to OCEX, market niches have been identified for Peruvian exports such as processed foods, textiles, plastics, and containers and packaging. In Cochabamba there is a demand for containers and packaging, and a need for suppliers for the food and textile industries. In Santa Cruz, opportunities have been identified for agribusiness, services, textiles, and food.

Peru's exports to Bolivia added up to US$ 653 million in 2014, and were mainly of petroleum oils, iron and steel bars, baby diapers, and cement (Table 1).

Meanwhile, Bolivia's external sales to Peru totaled US$ 525 million, the most notable exports being soybeans and their derivatives, silver ores and concentrates, and powdered milk (Table 2).

Table 1. Exports from Peru to Bolivia

In millions of US$

1	Petroleum oils (diesel, fuel oil, other)	76
2	Iron and steel bars and rods containing indentations, ribs, and grooves	65
3	Baby diapers	33
4	Cement	22
5	Bars and rods of iron or steel, L sections	16
	Other	440
	Total	**653**

Source: DATAINTAL.

Table 2. Exports from Bolivia to Peru

In millions of US$

1	Soybean oilcake	204
2	Soybeans	63
3	Silver ores and concentrates	41
4	Flour of soybeans	35
5	Powdered milk	23
	Other	159
	Total	**525**

Source: DATAINTAL.

Brazil and Uruguay Renew Their Automotive Agreement

On August 31, Brazil and Uruguay signed a new agreement (in Portuguese) that establishes the conditions for bilateral trade in the automotive sector until the end of 2015. Brazil will be able to export 10,056 light vehicles and autoparts up to a value of US$ 99.6 million duty-free to Uruguay. This implies an extension of the previous agreement, which allowed Brazil to export automotive parts to the same value and a smaller quantity of vehicles (8,504) over a 12-month period. Uruguay will be able to export automotive products to Brazil up to a value of US$ 49.7 million. Likewise, both countries agreed on a Work Plan to promote bilateral productive integration.

It should be noted that the automotive and sugar industries are excluded from free trade within the MERCOSUR. Trade within the automotive sector is regulated by bilateral agreements between member countries. There are also similar bilateral agreements between MERCOSUR countries and Mexico.

Agreement between Paraguay and Bolivia over Natural Gas

The presidents of Paraguay and Bolivia signed an agreement (in Spanish) whereby Bolivia will export liquefied natural gas (LNG) to Paraguay.
Bolivia, which is in the process of joining the MERCOSUR, is a major supplier of LNG to the countries that make up the bloc. In 2014, LNG represented 92% of Bolivia's exports to the MERCOSUR (US$ 2.97 billion).

Uruguay Withdraws from TISA Negotiations

Uruguay has informed (in Spanish) that it will withdraw from the negotiations around the Trade in Services Agreement (TISA).
The objective of these plurilateral negotiations is to reach an agreement to liberalize trade in services that is broader reaching, more modern, and deeper than the General Agreement on Trade in Services (GATS), which was signed in 1996 under the auspices of the World Trade Organization (WTO). Uruguay began to participate in these talks in November 2014. The Latin American countries that are currently taking part in TISA discussions are Chile, Colombia, Costa Rica, Mexico, Panama, Paraguay, and Peru.

Regional And Global Overview

Bilateral Rapprochement between the Pacific Alliance and MERCOSUR

High-level and private-sector bilateral meetings took place in August between countries of the Pacific Alliance (PA) and the MERCOSUR to foster links between the two blocs.

- As part of Chilean president Michelle Bachelet's official visit (in Spanish) to Paraguay, the two governments signed a memorandum of understanding to promote energy trade between their countries, with a focus on electric power. Likewise, they agreed to make Paraguay's bonded warehouse and free trade zone in Antofagasta operational, based on an agreement signed in 1968.
- Chilean and Brazilian authorities also held a meeting to negotiate a bilateral Cooperation and Investment Facilitation Agreement (in Spanish). The delegation was headed by Chile's Director of Multilateral Economic Affairs and the director of Brazilian Foreign Ministry's Department for Financial Affairs and Services.
- Twenty Chilean companies undertook a trade mission to Montevideo, Uruguay, organized by ProChile (in Spanish), which is part of the Ministry of Foreign Affairs, in order to close business deals and enhance commercial relations between the two countries. The government officials who took part included Uruguay's Director General for International Economic Affairs of Uruguay and Chile's Director General of International Economic Relations. The trade relations between the two countries are governed by the Economic Complementarity Agreement between Chile and the MERCOSUR, ECA No. 35.
- A similar visit organized by Uruguay XXI (in Spanish) entailed Uruguayan businesspeople traveling to Lima, Peru, to explore business opportunities and deepen existing links. Currently, trade between the two countries is governed by the Economic Complementarity Agreement between Peru and the MERCOSUR, ECA No. 58.
- In addition, Chile's foreign minister (in Spanish) argued in favor of deepening the relationship between the PA and the MERCOSUR by promoting the bioceanic corridors and fostering pragmatic understanding between the two blocs, without a need for the two to merge and while maintaining their independence from one another.

Impact assessment

The Impact of Trade Facilitation on Developing Countries

The aim of this article is to disseminate and discuss the study by Moïsé and Sorescu (2013) on the impact of trade facilitation (TF) on developing countries.

The study assesses how various TF measures that are linked to the main policy areas under negotiation at the World Trade Organization (WTO) have an impact on the cost and volume of developing countries' trade. The objective was to estimate the impact that implementing TF-related reforms and improving border procedures would have on a given country.

Sixteen indicators were constructed based on the Trade Facilitation Agreement (TFA) for 107 developing countries, 96 of which are members of the WTO, based on different databases such as the World Bank's *Doing Business, Logistics Performance Index*, etc. Through the use of a gravity model, the study sought to measure the impact of each indicator on trade costs, and incorporated them as explanatory variables.

The most noteworthy results are that the greatest impacts on export and import performance are caused by the availability of trade-related information, the simplification and harmonization of documents, the streamlining of procedures, the use of risk management practices, and process automation. The combined effect of these TF measures implies a reduction of between 13.2% and 14.5% of trade costs for developing countries (with even greater effects on lower-income countries), an effect greater than that for developed countries, which is estimated at 10%. It is interesting to note that the overall effect of the measures is greater than the sum of the individual effects of each one. This reveals the importance of tackling the reforms from an integrated perspective, rather than through isolated individual measures.

The value of the study lies in the fact that it provides a quantitative assessment of the effect that implementing TF-related measures has on trade costs.

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Integration and Trade Sector

INTAL 50 years

Legal Instruments of Integration (IJI) Observatory

This month's trends

In the course of September 2015, the regional trade policy outlook was marked by different initiatives surrounding agreements in force. The most notable events were regional agreements on the part of Mexico, The Dominican Republic, and Peru with partners both within and outside the region and of the main integration blocs—MERCOSUR, SELA, SICA, UNASUR, and CAN. Progress was also made on new and advanced negotiations.

360º Panorama

This month, progress was made on intraregional agreements; accords with extraregional partners were deepened; there was headway on negotiations that had already been announced; and progress was made on 20 existing agreements and six trade negotiations (one new, four advanced, and one completed).

Concluded Negotiations

- Colombia–Panama: Panama to sign a tax treaty with Colombia without the pressure of "fatal dates" (in Spanish)

Advanced Negotiations

- MERCOSUR and the European Union to meet on October 1 and 2 to seek agreements (in Spanish)
- TPP in its final phase; medicaments are still the unknown quantity (in Spanish)
- CELAC and UNASUR, mediators in the Colombia–Venezuela crisis (in Spanish)
- Colombia and Japan sign investment agreement (in Spanish)

New Negotiations

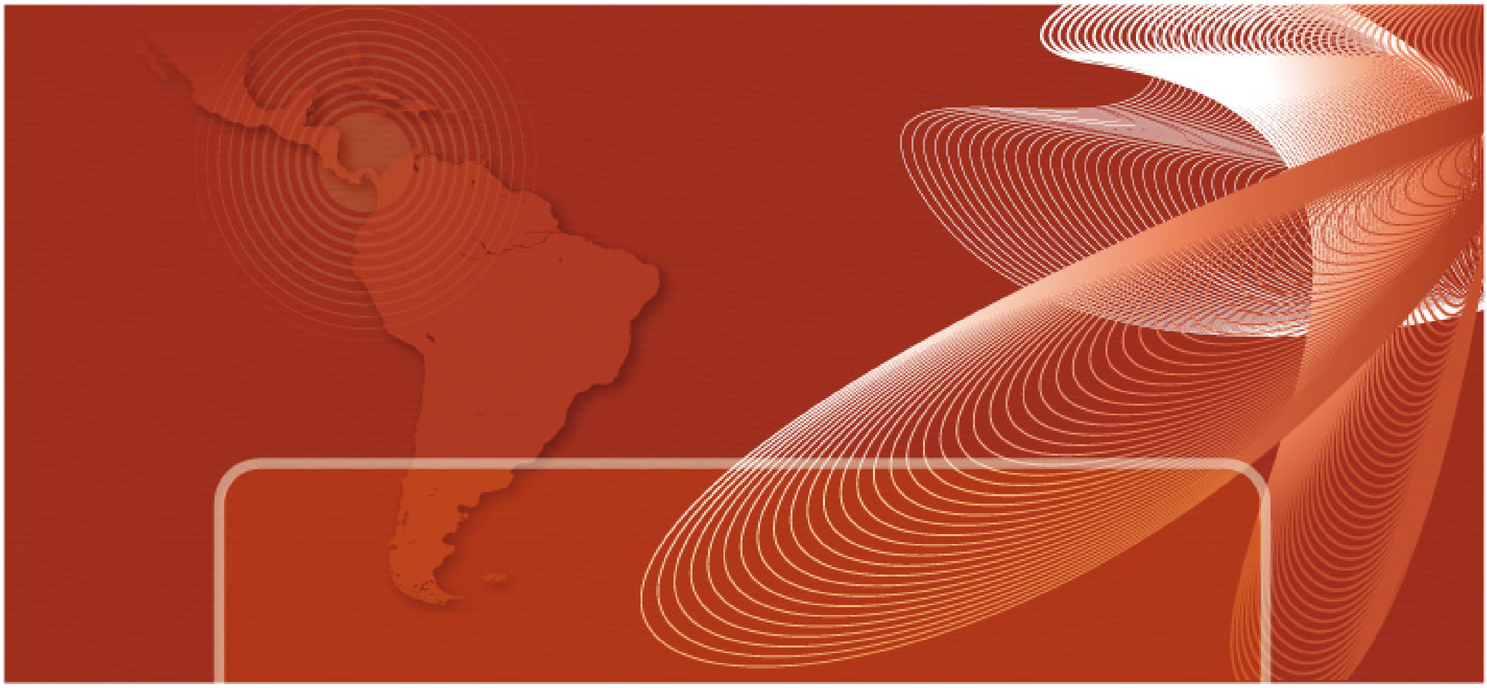
- South Korea and Central America start FTA negotiations (in Spanish)

Selected news on trade agreements currently in force

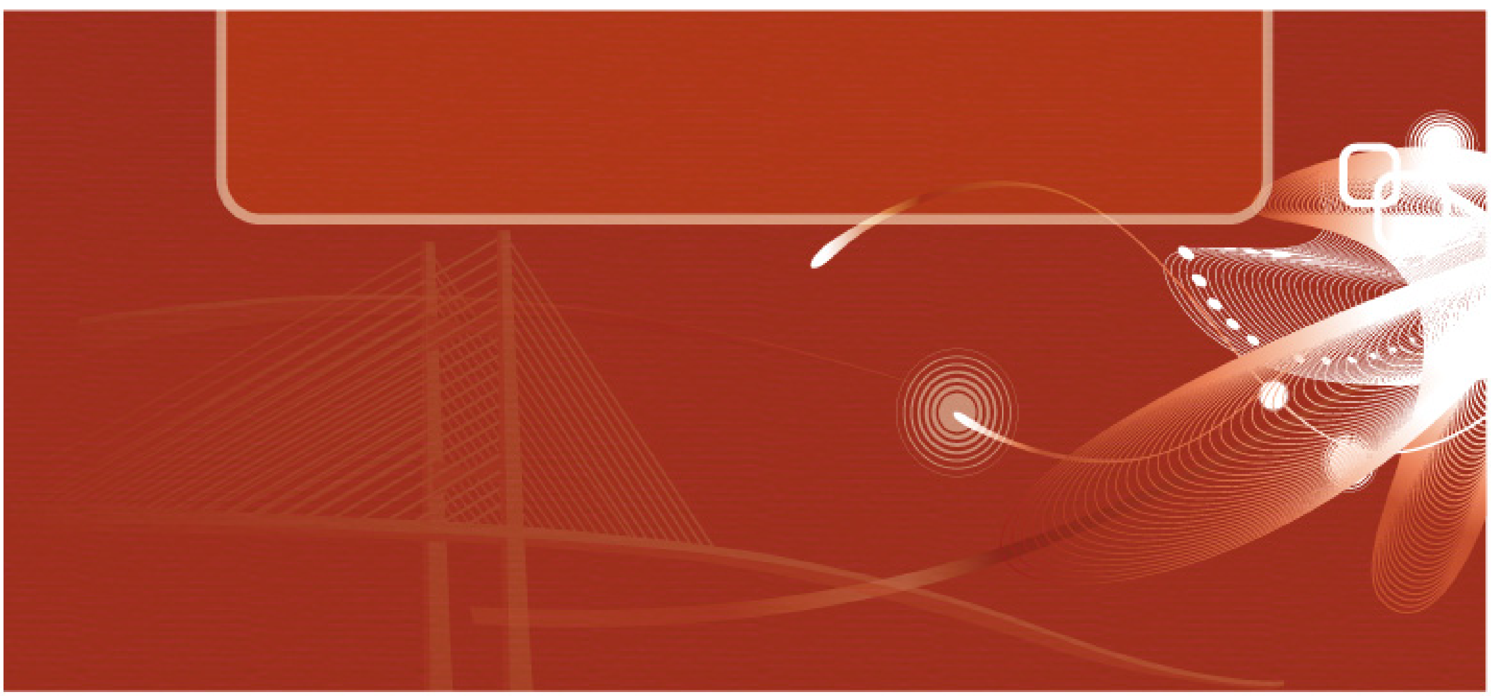
- ALADI: ALADI secretary says that there are too many organizations and too little integration (in Spanish)
- Association of Caribbean States (ACS): The Addis Ababa Action Agenda and the Caribbean
- Bolivia files a complaint with the the Latin American Integration Association (in Spanish) against Chile for its alleged impositions of barriers to Bolivian goods
- Chile–Hong Kong SAR: Wines, products of the sea, and Chilean brands attract Chinese investors (in Spanish)
- Andean Community announces pilot projects for common borders (in Spanish)
- CAN: "Remittances between Andean Community countries grow 27.1% in the first quarter" (in Spanish)
- CARICOM: Editorial: A Chance To Revive CARICOM
- MERCOSUR: MERCOSUR's Common Market Group seeks to remove para-tariff barriers (in Spanish)
- Costa Rica's and Panama's ministers of labor sign an agreement to regulate migration flows (in Spanish)
- Cuba and Panama sign an agreement on agriculture (in Spanish)
- Four-fold increase in Peru's trade relations with China (in Spanish)
- CARICOM and the Dominican Republic: The case for reconciliation
- Dominican Republic–CAFTA: The Dominican Republic's balance of trade with the United States continues to show a deficit (in Spanish)
- Latin American Economic System (SELA): Export consortia as a strategic tool for the international integration of SMEs (in Spanish)
- UNASUR: Study published by SELA (in Spanish)
- SELA: LAC integration process revitalizes intraregional trade linkages (in Spanish)
- NAFTA: The FTA Illusion (in Spanish)
- UNASUR: Seven subregional integration mechanisms move towards South American convergence (in Spanish)
- Guyana starts gold mining in an area under dispute with Venezuela (in Spanish)

The IJI is a compilation of regulatory texts, commentaries, and follow-up on legal commitments and developments of an analytical nature concerning the various integration processes taking place in Latin America and the Caribbean. For news and to learn more about the progress made on trade agreements and negotiations, visit IJI.

INTAL Co-Creación Competition for Innovative Solutions



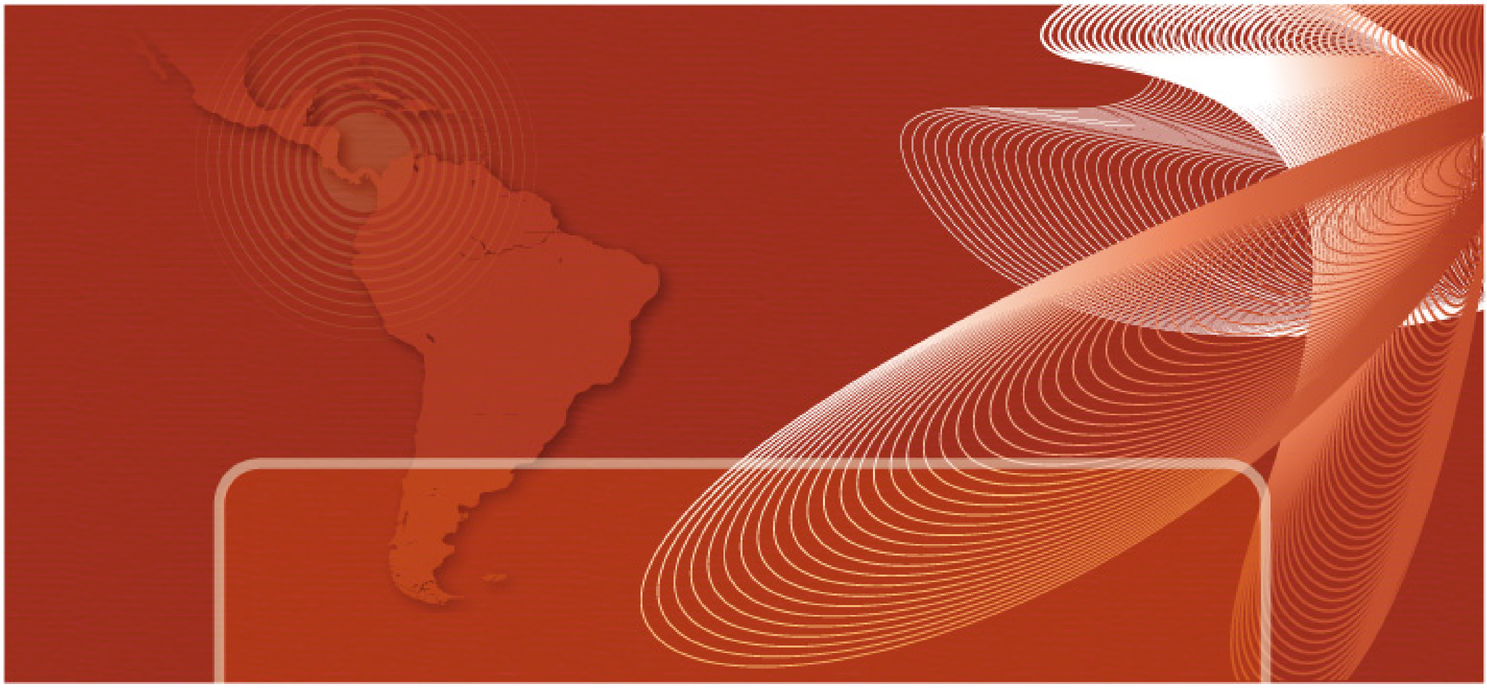
Events of interest



This section contains information on events related to regional and global integration and trade

Third International Seminary “Latin America and the Caribbean and China: Conditions and Challenges in the 21st Century”

Third International Seminary “Latin America and the Caribbean and China: Conditions and Challenges in the 21st Century”(Link)



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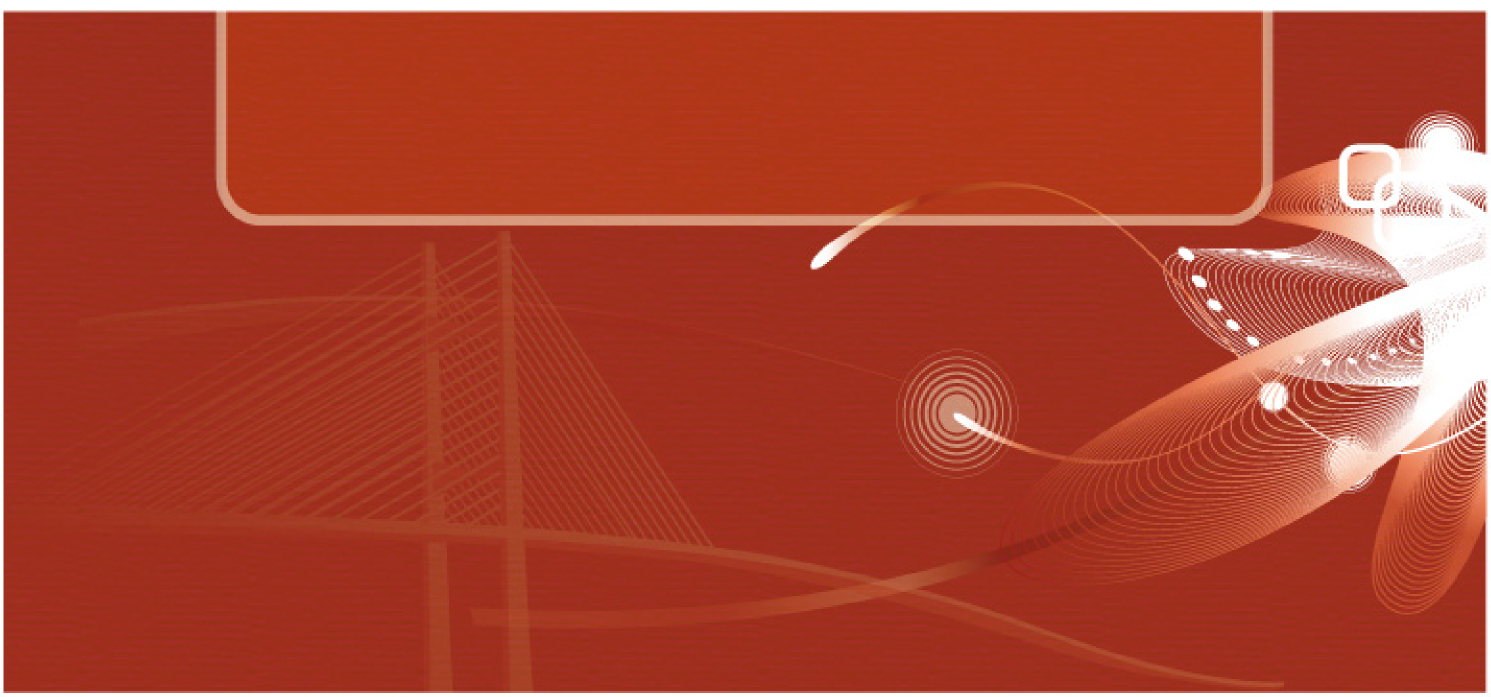

Reviews

The New Digital Revolution: from the Consumer Internet to the Industrial Internet

The aim of this study is to explore digital technologies as a development tool, one that impacts patterns of economic growth and social inclusion both at the global level and specifically in Latin America and the Caribbean (LAC). In this regard, analyzing the effects of the digital revolution and its impact on public policies is of great relevance.

First, the study argues that the global scenario is shifting from a consumption-focused internet to one oriented towards both consumption and production. Germany, the United States, and China are leading this trend with changes to their manufacturing industries through digital technologies and advanced robotics. In this sense, when digital technology became widespread, innovations appeared in applications and services in all the economic sectors, including education, banking, health, and agriculture. As such, the greatest transformation in the economy can be seen in business models that are based on the Internet of Things, which centers on objects, people, and machines being able to interact remotely via the internet at any place and time as a result of technological convergence. Another phenomenon is found in online platforms that facilitate e-commerce, including that of SMEs. These are based mainly in China and the United States, where leading platforms such as Alibaba, eBay, and Amazon are hosted.

Second, the study highlights the progress that LAC has made regarding access to telecommunications, which has reduced the digital divide, although the region still lags behind developed countries in this regard. The most noteworthy of LAC's indicators include the increase in the number of internet users (which has reached 50.1% of the population) and mobile telephone use, driven by the reduction in the cost of handsets and service fees. In LAC, mobile broadband is more widespread than fixed broadband, due to the range and affordability of mobile devices and the wider coverage of mobile networks.

Regardless, the study emphasizes that the situation varies from country to country: Chile, Argentina, and Uruguay have the highest proportion of users, while several Central American countries and Bolivia have the lowest. Similarly, rural areas have lower levels of internet penetration, which is determined by the availability of infrastructure. At the same time, there is a large internet access gap between richer and poorer households.

The publication shows that LAC's share in global exports of IT-related goods is concentrated in a

handful of countries: Mexico, Costa Rica, and Brazil. Furthermore, e-commerce in LAC stands at 2% of retail trade, which is below the global average.

The study concludes that the acceleration of technological change poses significant challenges if the region is not to be left behind in the use of new technologies. In terms of public policy, the study suggests that what is required is generating the conditions necessary for individuals and businesses to participate in the digital economy. On the one hand, it observes that it is essential to promote access to digital services and strengthen connectivity and broadband infrastructure. On the other hand, it argues that the issues of security, privacy, personal data protection, and consumer protection must be part of the regulatory agenda at the national level so as to promote a safe and reliable digital environment.

The value of the study lies in the fact that it provides indicators regarding LAC's relative position in terms of digital technologies and the need for public policies that promote access, so as to take advantage of the opportunities that would be generated from the economic point of view.

Castillo, M. and Cimoli, M. (Ed.) 2015. "The New Digital Revolution: from the Consumer Internet to the Industrial Internet." Santiago de Chile: ECLAC. July. (Link).

Bibliographic alert

This weekly alert disseminates information on the highlighted documents recently uploaded in the INTAL Documentation Center Data Base (CDI). It also provides links to open access bulletins and journals in Spanish, Portuguese and English. Click here

* Makuc, A.; Duhalde, G. y Rozemberg, R. (2015). La negociación MERCOSUR-Unión Europea a veinte años del Acuerdo Marco de Cooperación: quo vadis?. Washington: BID.

Autor: Makuc, Adrián; Duhalde, Gabriela; Rozemberg, Ricardo
Título: La negociación MERCOSUR-Unión Europea a veinte años del Acuerdo Marco de Cooperación: quo vadis?
Edición: Washington: BID, agosto de 2015 [68 p.]
Serie: Technical Notes; 841
Temas: <POLITICA COMERCIAL><ECONOMIA INTERNACIONAL><NEGOCIACIONES COMERCIALES><RELACIONES BILATERALES><MERCADO COMUN DEL SUR, MERCOSUR><UNION EUROPEA, UE>
JEL: F; F01; F02; F1; F13; F5; N1

Resumen: Las negociaciones entre el MERCOSUR y la Unión Europea forman parte del complicado tablero de negociaciones comerciales internacionales en el cual los países intentan mejorar sus posiciones relativas en el mercado mundial a través de la firma de acuerdos, ya sea en el plano multilateral como en el regional. La presente nota técnica analiza la evolución de las negociaciones desde su lanzamiento a la actualidad, intentando indagar sobre las motivaciones, los progresos y los fracasos registrados a lo largo de estos 20 años; y profundiza sobre los aprendizajes y lecciones aprendidas. Así, en la primera parte se aborda el período que abarca desde la negociación del Acuerdo Marco de 1995 hasta la transitoria interrupción en 2004, dando cuenta de las dificultades observadas en las diferentes áreas de negociación que incidieron de manera decisiva sobre las marchas y contramarchas del período, así como en la determinación de la suspensión de las negociaciones. La segunda

parte examina desde la reanudación de las negociaciones en 2010 a la actualidad, atendiendo a los cambios en el escenario internacional y a los registrados al interior de cada uno de los bloques (y sus implicancias sobre la negociación birregional). También se lleva a cabo un seguimiento del camino recorrido por los países del MERCOSUR para el logro de la construcción de una oferta común. Por último, se consideran algunos de los aspectos necesarios para una aproximación a los posibles escenarios del futuro inmediato de la relación birregional.

Nota de contenido:I: Introducción [p. 1]**II:** Los antecedentes de la negociación: del Acuerdo Marco de 1995 hasta la -transitoria- interrupción en 2004 [p. 5] **A:** Dando los primeros pasos... con la cooperación como eje [p. 5] **B:** El inicio de las negociaciones MERCOSUR-UE en abril del año 2000 y la creación del Comité de Negociaciones Birregionales [p. 7] **C:** Las negociaciones del período 2000-2004: entre los aspectos normativos y las ofertas [p. 9] **D:** Dificultades e insatisfacción: pilares detrás de la interrupción de las negociaciones en octubre de 2004 [p. 13] **E:** La interrupción de las negociaciones y el fin del ALCA. Una nueva visión del MERCOSUR respecto del frente externo? [p. 18]**III:** La reanudación de las negociaciones en 2010 [p. 21] **A:** Cambios en el escenario internacional y sus reflejos hacia el interior de los procesos integradores [p. 21] **B:** Cambios al interior de cada uno de los bloques y sus implicancias sobre la negociación birregional [p. 25] **C:** El desarrollo de las negociaciones desde mayo 2010 a la fecha [p. 28] **D:** La importancia de las condicionalidades [p. 33] **E:** Los sectores productivos frente a la perspectiva de un acuerdo [p. 36] **F:** El proceso de construcción de las nuevas ofertas [p. 40]**IV:** Perspectivas futuras [p. 49] **V:** Bibliografía [p. 55] **Accesos al documento:**
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* Katz, R. (2015). El ecosistema y la economía digital en América Latina. Madrid: Fundación Telefónica; CEPAL; CAF; CET.LA.

Autor: Katz, Raúl
Título: El ecosistema y la economía digital en América Latina
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ISBN: 978-84-08-14662-9
Temas: <INTERNET><TECNOLOGIAS DE LA INFORMACION><POLITICAS PUBLICAS EN GENERAL><POLITICA TECNOLOGICA><SISTEMA FINANCIERO INTERNACIONAL><INNOVACIONES TECNOLOGICAS><COMERCIO ELECTRONICO>
Geográficos: <AMERICA LATINA>

Resumen: En esta obra se realiza un análisis en profundidad del ecosistema digital en América Latina, que comprende el conjunto de infraestructuras y prestaciones (plataformas, dispositivos de acceso) asociadas a la provisión de contenidos y servicios a través de Internet. Conocer este ecosistema es de vital importancia para definir políticas públicas, en áreas tan diversas como la digitalización de procesos productivos y la protección de la privacidad de los usuarios.

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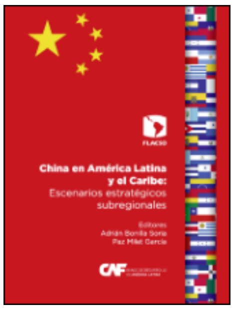
* Bonilla Soria, A., ed. y Milet García, P., ed. (2015). China en América Latina y el Caribe: escenarios estratégicos subregionales. San José: FLACSO; CAF.



Autor: Bonilla Soria, Adrián, ed.; Milet García, Paz, ed.
Título: China en América Latina y el Caribe: escenarios estratégicos subregionales
Edición: San José: FLACSO; CAF, junio de 2015 [376 p.]
ISBN: 978-9977-68-277-8
Temas: <RELACIONES INTERNACIONALES EN GENERAL><RELACIONES COMERCIALES><COMERCIO INTERNACIONAL><POLITICA COMERCIAL><INTEGRACION REGIONAL><ESTUDIOS DE CASOS>
Geográficos: <AMERICA LATINA><CARIBE><CHINA>

Resumen: ... Esta publicación recoge los trabajos presentados en el Seminario Internacional "América Latina y sus relaciones con China en un mundo en transformación" llevado a cabo en México D. F. el día 8 de abril del 2014. La obra está articulada en tres partes. La primera, comprende tres estudios regionales sobre las relaciones China-América Latina: un análisis desde los Estados Unidos, un estudio íntegro desde la perspectiva latinoamericana y la visión desde China de este acercamiento. La segunda sección de este libro analiza, detenidamente y a partir de casos específicos subregionales, el acercamiento del "gigante asiático" con el Cono Sur, Centroamérica, la Región Andina, CARICOM y los casos individuales de México y Brasil. Finalmente, se incluye una sección de reflexiones acerca los desafíos, alcances y el futuro de esta dinámica birregional a partir de los comentarios de cierre realizados en el Seminario ...

Accesos al documento:
339.9 / BON-CHI / 2015
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* The invisible barriers to trade : how businesses experience non-tariff measures. (2015). Geneva: ITC.

Título: The invisible barriers to trade : how businesses experience non-tariff measures
Edición: Geneva: ITC, june 2015 [56 p.]
Temas: ‹BARRERAS COMERCIALES›‹POLITICA COMERCIAL›‹ACCESO A LA INFORMACION›‹PEQUEÑAS Y MEDIANAS EMPRESAS, PYMES›‹EMPRESAS›

Resumen: Small firms in the world's poorest countries are hit hardest by non-tariff measures, according to an ITC study on how businesses experience non-tariff measures in 23 developing countries. The impact of NTMs on companies and countries is highly uneven. Small firms are most affected (over 50 per cent). NTMs for agricultural exports to developed countries are perceived as a major hurdle; so are regional markets for manufacturing exports in developing countries. These invisible barriers to trade are mostly a combination of conformity and pre-shipment requirements requested abroad, and weak inspection or certification procedures at home. Over 11,500 exporters and importers participated in the surveys; details on the methodology and additional survey results are in the report.

Accesos al documento:
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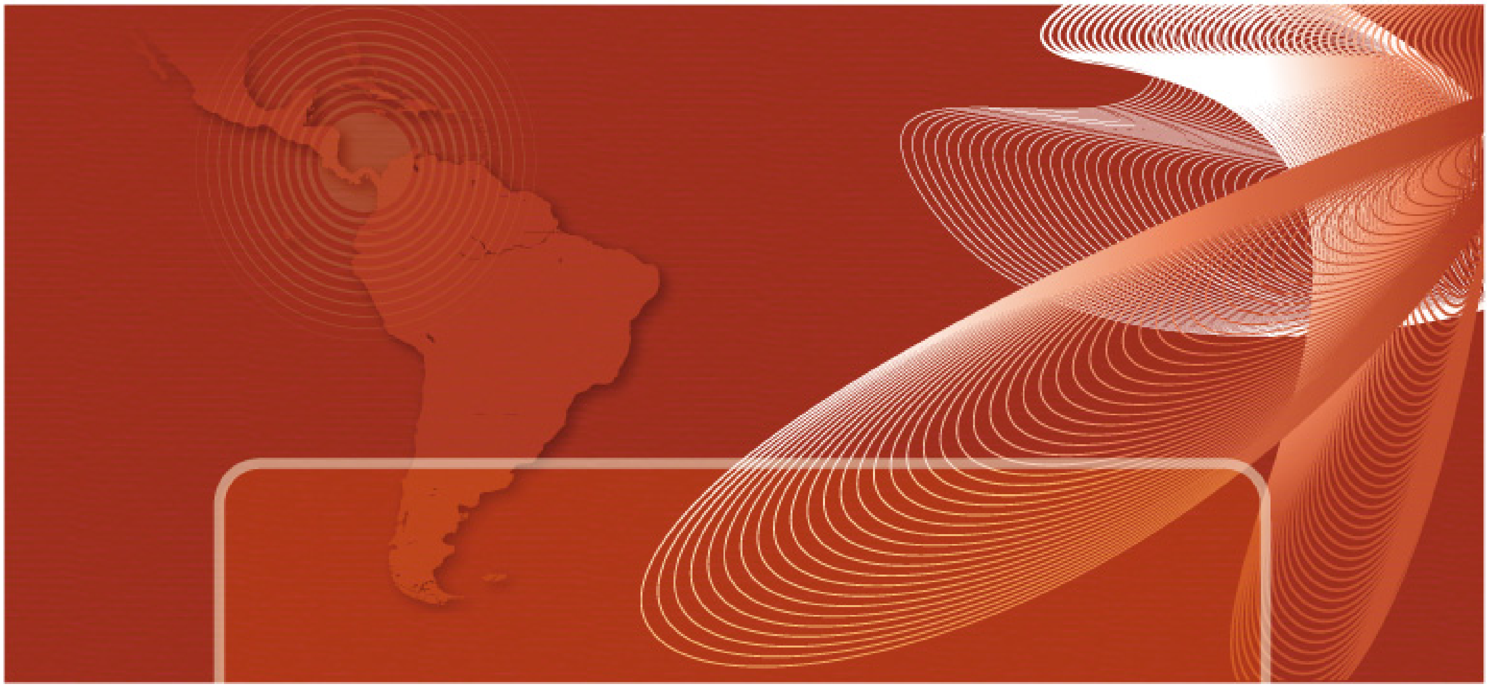
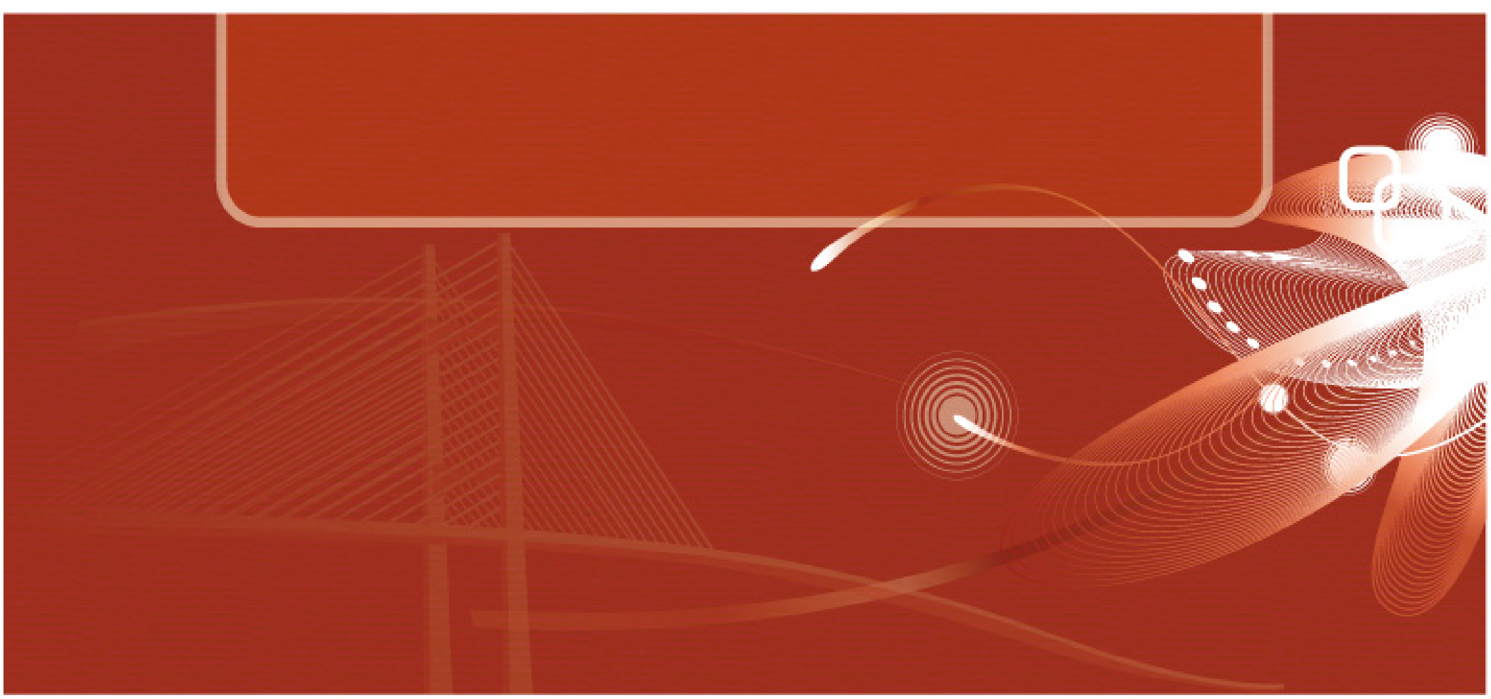


Editorial Staff



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Links to original information sources in this issue:

- E-commerce : new opportunities, new barriers : a survey of e-commerce barriers in countries outside the EU. (2012). Stockholm: National Board of Trade. Link.
- Manyika, J.; Bughin, J.; Lund, S.; Nottebohm, O.; Poulter, D.; Jauch, S. y Ramaswamy, S. (2014). Global flows in a digital age: how trade, finance, people, and data connect the world economy. Seattle: McKinsey Global Institute. Link.
- Suominen, Kati. (2014). Aid for eTrade: accelerating the global eCommerce revolution. Washington: CSIS. Link.
- E-commerce in developing countries : opportunities and challenges for small and medium-sized enterprises. (2013). Geneva: OMC. Link.

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