



BRICS JOINT STATEMENT ON FOSTERING E-COMMERCE

E-Commerce has become one of the most important drivers of global economic growth. Development of cross-border e-commerce fosters international trade in goods and services, ensures foreign investment flows and facilitates innovation.

The BRICS countries hold great potential in e-commerce in both B2B and B2C segments. The onward development of the BRICS cooperation in the field of e-commerce will serve as a leverage to improve security and transparency of supply chains increasing efficiency of the latter.

Since 2014, the BRICS countries have emphasized the need for cooperation on e-commerce. In this vein, a number of initiatives were adopted including 2015 Framework for BRICS E-commerce Cooperation, 2017 BRICS E-Commerce Cooperation Initiative, 2018 BRICS Cooperation Framework on Inclusive E-Commerce Development, 2019 Outlines for BRICS Cooperation on E-Commerce, and 2021 Framework for Ensuring Consumer Protection in E-Commerce.

With endorsement of the BRICS Digital Economy Partnership Framework in 2022, the BRICS members paved the way for establishment of the Digital Economy Working Group to deal with e-commerce and consumer protection matters as one of its pillars.

The BRICS countries, thus, recognize the progress made so far and aspire to further increase trust in e-commerce and ensure full-fledged protection of the rights of e-commerce parties. Building on the previous commitments and with a view to unveil the potential of digital technologies, the BRICS countries agree on the following:

Consumer Rights Protection in E-Commerce

The BRICS countries will endeavour to regularly exchange information on respective national legislation and domestic experiences in elaborating and implementing policies

aimed at securing sufficient, inclusive, and transparent public digital mechanisms for consumer protection, as well as on , inter alia, cutting-edge practices such as establishing single-window digital services concerning consumer protection within e-government systems.

The BRICS countries will endeavour to facilitate innovation in the field of public mechanisms for consumer protection through dialogue on the best practices of applying digital instruments in the processes of filing, consideration, and satisfaction of consumer claims.

The BRICS countries will endeavor to strengthen cooperation on elaborating common approaches on ensuring consumer protection in e-commerce and e-commerce transaction assurance standards, and exchange views on relevant proposals in the International Organization for Standardization

The abovementioned activities will be conducted to the extent practicable under the Digital Economy Working Group and in line with domestic laws and regulations.

Online Dispute Resolution (ODR) in Cross-Border E-Commerce

The BRICS countries express their interest in jointly exploring the possibilities of online dispute resolution as a digitally-enabled alternative dispute resolution procedure, assisting parties of a dispute to reach an agreement avoiding litigation, and reducing the risk of losses or disbenefit for consumers.

The BRICS countries acknowledge that a transparent and predictable legal framework that incorporates sufficient remedy is one of the key factors for preserving current pace of development of cross-border e-commerce.

The BRICS countries will, to the extent practicable, inform each other on existing national regulatory frameworks, cases of successful integration of online dispute resolution services and experience in setting ODR-related infrastructure (e.g. recognition of electronic agreements, use of electronic communications for pre-trial settlements, transparent procedure of enforcement of awards).

The BRICS countries, when deemed necessary, and in line with domestic laws and regulations will communicate with stakeholders, e.g. national ODR providers, on the matters of integrating legal-tech tools based on available digital technologies in ODR.

The abovementioned activities will be conducted to the extent practicable under the Digital Economy Working Group and in line with domestic laws and regulations.

Integration of Businesses into Global Trade through E-Commerce

The BRICS countries recognize that e-commerce and, in particular, export sales channels it provides, are crucial for the BRICS companies to enter regional and global markets. In this regard, the BRICS countries intend to strengthen cooperation on unlocking the potential of businesses, including MSMEs, through the means of e-commerce.

The BRICS countries particularly aspire to examine availability of national marketplaces for the products of the BRICS companies. The BRICS countries, thus, intend to exchange opportunities and hindrances for their companies to enter mutual marketplaces. In cases when the key barrier is lacking awareness of the marketplace's functioning rather than objective limitations, the BRICS countries will help conduct capacity building workshops and associated activities, among others, for marketplaces to explain how to set up a store, manage customers inquiries and operate their platform effectively.

The BRICS countries will discuss opportunities for launching national and collective stores within BRICS marketplaces, thus reducing the financial, administrative and marketing burden of businesses entering new markets separately.

Recognizing, among others, the relevance of the issue of small value product trade to the cross-border e-commerce cooperation, the BRICS countries agreed to exchange views on respective matters falling within the mandate of the BRICS Contact Group on Economic and Trade Issues.

The BRICS countries recognize the need to increase the participation of women in e-commerce in order to enhance the role of women in regional and global trade.

The BRICS countries may consider promoting and calling upon enterprises to actively participate in mutual exhibitions within BRICS, and enhance intra-BRICS trade facilitation through e-commerce.

The BRICS countries will endeavour to strengthen cooperation among the national agencies or other bodies responsible for assisting businesses in exporting their products for the abovementioned activities to be implemented.