

Chapter 1

Background and Objectives

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I. Background and Objectives

Through the Comprehensive Economic Partnership in East Asia (CEPEA), further growth of cross-border business-to-business transactions is expected within ASEAN and East Asia. With the spread of the internet, the e-commerce market continues to grow in Asia. Notably, the business-to-consumer e-commerce market, including online shopping, shows promise for new business opportunities. In terms of e-commerce, however, there is anxiety and a lack of confidence in business partners and vendors when compared to conventional (face-to-face) transactions. Concerns over leaks of personal information, delivery delays and damage during shipping have been pointed out. Therefore, establishing a secure and safe e-commerce marketplace in ASEAN and East Asia, where consumers can participate with ease, is essential for the expansion of the e-commerce market.

This working group was launched for the purpose of studying what form multilateral cooperation should take in order to share the challenges of e-commerce and assist in solving complaints arising from e-commerce in ASEAN and East Asia. The working group aims at obtaining a better understanding of the current status of e-commerce in each country in ASEAN and East Asia, the efforts for securing confidence of e-commerce business operators, the current situation of legal systems for e-commerce and so on. The working group is also examining useful reference information, such as US and EU activities for building consumer confidence in cross-border transactions. In addition, the working group is examining the implementation of the international dispute resolution network system for e-commerce based on the International Consumer Advisory Network (ICA-Net) operated by Online Dispute Resolution (ODR). In doing so, beneficial information is being shared within the working group towards the study of what policies will be needed to establish a secure and safe e-commerce marketplace across the region in the future.