1. **Ecommerce regulations and facilitations:**

**Need for ecommerce regulations and facilitations are:**

1. Existing Law give legal recognition to online transactions, documents and e-Signatures and cater for essentials of e-Commerce.
2. Customer trust and confidence is an essential feature of cross-border e-Commerce. Global practices especially in advanced economies include return of faulty products and re-export by the producers. The system in Pakistan does not allow suppliers to re-export such products.
3. Cross-border trades is an important feature of e-Commerce.
4. Digital goods nclude e-Books, movies, sofware, manuals and any item which can be electronically transferred and stored. Its most advanced form is additive manufacturing products (‘3-D Printing’) using computer designs for manufacturing complex machinery and electronics etc.
5. Freelance service providers have a huge potential to bring foreign exchange to the country, Pakistan is 4th in the world indicating 47% growth.
6. Pakistan’s ecommerce industry can rapidly grow if current objectives of government are taken into account. And by digitization and encouraging IT.

**Policy Outcomes**

1. MoC will establish a dedicated e-Commerce council with the merger of policy unit in it, providing a lead role to the private sector.
2. Re-export of faulty or damaged goods or goods under a contract of warranty will be allowed under the law: (i) on the basis of presentation of contract documents as evidence; (ii) within a period of 30 days for such re-export; and (iii) levy of duties in case the goods in question are not re-exported within the prescribed time limit.
3. Implementation of Trade Facilitation Agreement and operationalization of National Single Window will ensure facilitation of e-Commerce through simplified I&E forms,
4. International best practices will be continuously reviewed and followed regarding imposition of levies, customs duties and other taxes on e-Goods.
5. Online/e-Commerce businesses, having sales of more than 1 million PKR per annum, will be registered with SECP compulsorily, irrespective of the legal nature of the business entity, i.e. to allow partnership firms and even single member companies doing online businesses to get registered. SECP will add a separate category of e-Commerce and simplify the registration process by making necessary amendments in the Companies Act, 2017 and relevant rules and regulation.
6. It will be mandatory for all domestic online businesses to maintain a physical address in Pakistan.
7. e-Commerce platforms will follow the code of conduct, attached as Annexure-IV of this policy.
8. The Schedule II (Distribution of Business among the Divisions) of the Rules of Business 1973 will be suitably amended to allocate the subject of e-Commerce to the Commerce Division. Wherever the word commerce is used, it will be accompanied by e-Commerce too.
9. Public and private sector will be encouraged to use e-Procurement model. To encourage quick conversion of all Government procurement to e-Procurement, all procurements and transactions will be shifted to e-Procurement and online payment systems within three years (Sept, 2022) of the launch of this policy.
10. **Financial inclusion and digitization through payment infrastructure development.**

The need for financial inclusion and digitization through payment infrastructure development.

1. Card-Not-Present transactions 1Link has enabled its system to allow e-Commerce transactions and is inviting banks to integrate the same at their end. This would allow customers in Pakistan to execute e-Commerce transactions through PayPak Cards. However, the same would not be viable for cross border transactions.
2. Digital merchant on-boarding is not being offered by any bank in Pakistan. Availability of merchant digital onboarding by banks with simplified Know Your Customer (KYC) requirements would provide an enabling environment for providing cost efective services to the merchants.
3. International payment gateways like VISA and MasterCard exist in Pakistan that facilitate the merchants for e-Commerce transactions, both national as well as international. Moreover, technically, International Payment Gateways for routing payments may be set up in Pakistan. However, it would require bilateral agreements with countries individually to route remittances to Pakistan.

**Policy Outcome**

1. COD system in ecommerce will be gradually discouraged.
2. Device mechanism for freelancers registrations.
3. Banking services for merchant accounts.
4. Accessibility to international payment gateways by SBP.
5. Effective implementations of SBP instructions.
6. Nation-wide micro payment gateways.
7. Approaching PayPal and other payment gateways by MIOTT with SBP.
8. **Empowering youth and SMEs through business support programs and trade development.**

Needs

1. Need for capacity building and training.
2. Access to good internet service.
3. Lack of public and private awareness of changing global and business and manufacturing practices.
4. Lack of awareness about benefits and opportunities.

**Policy Outcome**

1. Freelancers will be promoted.
2. Growing opportunities in ecommerce sector.
3. An ecommerce business facility club will be created Enhancing ecommerce training.
4. SMEs will be connected to global online platforms through digital marketing.
5. Collaborations with relevant organizations.
6. Coordinations with one woman and one account.
7. **Consumers protection.**
8. Digital transactions are not dealt by existing federal and provincial laws.
9. Awareness level of the general public.
10. Efficient alternate dispute resolution system.

**Policy Outcome**

1. Existing federal and provincial consumer protection laws will be amended.
2. Consumer court will be established.
3. Setting up customer support system
4. Establishinjg independent alternate despute resolution system by government.
5. Ecourts will be established.
6. **Taxation structure.**

**Policy Outcome**

1. Attract investments in Khyber pakhtun khua by provincial authorities.
2. GST collection system to avoid double transactions.
3. Filing procedure for return of gst on damaged/returned goods.
4. ICT infrastructure and telecom services in Pakistan

**Policy Outcome**

1. Expedited work on complementary policies by MoT MoiTT.
2. Tablets ipads to be distributed to entrepreneurs through one woman one account.
3. **Logistics**

**Policy Outcome**

1. Automation in logistics will be adopted by ecommerce platforms.
2. Identification of logistics infrastructure will be done to complement ecommerce.
3. National Logistics policy.
4. **Data protection and investment.**

Currently in Pakistan there is no broad legal framework for issue of data localization.

**Policy Outcome**

1. MoiTT is in process for formulating Pakistan’s cloud policy.
2. Early enactment of data protection act will be ensured.
3. Investment in complete chain of ecommerce for digital ecommerce.
4. **Global connectivity and participation in multilateral negotiation.**

**Policy Outcome**

1. Continuous engagement will be ensured in multilateral negotiations.
2. TDAP will be transformed into digitally savvy and service oriented organizations.