



REPUBLIC OF TÜRKİYE
MINISTRY OF TRADE

**EXPERIENCES
ON
E-COMMERCE**

MAY 2, 2023

E-Commerce in General

- E-Commerce is a trending topic for many countries and on many platforms.
 - Especially in post-pandemic world.
- Regulations usually fall behind of the technological advancements.
- Technological gap consists a significant challenge for many countries.
- Trust building is one of the essential concepts for e-commerce.
 - Consumer protection, cybersecurity, data protection, liability etc.
- Digital skills (education-training), capacity building and cooperation would complement other works on e-commerce.

E-Commerce and Digitalization

- Digitalization and e-commerce are two distinct subjects.
- Digitalization has a different, wider context than e-commerce. (digital government, artificial intelligence etc.)
- Ultimately, digitalization is essential for the development of e-commerce activities.
- In Türkiye, for digitalization in general; ‘e-Government Gateway’ is a successful example.
 - System has over 64 million users with 7.000 services.
- ‘Electronic Commerce Information System’ (ETBİS), which is integrated in «e-Government Gateway’ is a more specialized example.

E-Commerce Information System (ETBİS)

- ETBİS is used since 2017 (Ministry of Trade).
- Main goals include:
 - When needed, reaching e-commerce businesses easily, (contact points etc.)
 - Assessment of e-commerce environment with accurate statistics and data on e-commerce,
 - Enhancing consumer trust by ensuring certain standards in e-commerce activities
 - Enhancing digital skills (E-Commerce Academy with 99 online training courses)
- Businesses conducting e-commerce activities and intermediary e-commerce service suppliers need to be registered to ETBİS in order to operate.
- E-commerce platform owners, banks, intermediary service suppliers and certain public authorities periodically make notifications in the system.

E-Commerce in Türkiye's FTA Negotiations

Many of Türkiye's FTA's in force include a dedicated chapter or annex on e-commerce.

- Articles usually include:
 - Authentication and Electronic Signatures,
 - Paperless Trading,
 - Online Consumer Protection,
 - Personal Data Protection,
 - Unsolicited Commercial Electronic Messages,
 - Open Government Data – Digital Government,
 - Electronic Invoicing,
 - Cooperation.



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THANK YOU

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