


Case Study on E-commerce

“CBP Establishes New E-Commerce and Small Business Team to Handle Global Rise in E-Commerce”	
 United States	General Overview
<input checked="" type="checkbox"/> Initiative / Pilot <input type="checkbox"/> Existing Practice	Simplification of Procedures for e-commerce ■ Safety & Security □ Revenue Collection / Business Models □ Cooperation between Customs/Post □ Data Exchange with E-Commerce Operators □
E-commerce at Glance	Stakeholders Involved
<i>De Minimis Value</i>	Customs Administration ■ Postal Operator □ Express Companies □ E-Vendors (E-commerce Operators) □ Other governmental authorities □ Final Consumer ■ Other:
Customs Duty \$ 800 USD Taxes (VAT/GST) n/a Gift \$100 or \$200 Commercial Samples n/a	
Date of implementation	
September 12, 2016	
Brief Description of Initiative / Existing Practice	
To address the various complexities resulting from the new shift towards E-Commerce, the U.S. Customs and Border Protection (CBP) is developing a comprehensive e-commerce strategy.	
Value Proposition of Initiative / Existing Practice	
<ul style="list-style-type: none"> The new branch demonstrates CBP’s commitment to support small and microbusinesses while addressing the challenges posed by this dynamic trading environment. This office will be particularly focused on identifying inferior and unsafe goods and preventing them from entering global commerce, noting that the benefits afforded by online platforms also elevate the risk and opportunity for criminal trade. 	
<ol style="list-style-type: none"> 1. Actions included in the initiatives/ Existing Practice 2. Proposed solution 3. Technical Proposition of Initiative / Existing Practice 4. Operational activities of the Initiative / Existing Practice 	
<ul style="list-style-type: none"> Establishing the E-Commerce and Small Business Branch within CBP’s Office of Trade on September 12, 2016 Educating small business importers on CBP compliance requirements to ensure a level playing field for U.S. businesses Engaging with stakeholders to better understand trends in modern business practices 	
Requirements	WCO Relevant tools and instruments
<input type="checkbox"/> Review and update of <i>De Minimis</i> <input type="checkbox"/> Changes on legal framework <input type="checkbox"/> Creation of IT System <input type="checkbox"/> Private Sector (Political Will) <input type="checkbox"/> Exchange of information with stakeholders <input type="checkbox"/> Other:	
Additional Information	
Relevant links or documents	Contact Person for Further Information

Michael B. Walsh - Director, IPR Division
Michael.B.Walsh@CBP.DHS.gov

Shaun Keller
Chief, E-Commerce and Small Business Branch
Shaun.Keller@CBP.DHS.gov

1. Value Added Considerations
2. Further Reflections by Stakeholders

- The creation of this branch is located within CBP's Office of Trade, not the Office of Field Operations.
- As agreed in the Trade Facilitation and Trade Enforcement Act of 2015, U.S. CBP announced on 10 March 2016, the increase of the *de minimis* exemption from \$200 to \$800.