



**Pacific**  
E-commerce  
Initiative

# Pacific E-commerce Priorities report

## 2025



PACIFIC ISLANDS FORUM

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## List of abbreviations

.pacific	DotPacific
AML/CFT	Anti-Money Laundering and Combating the Financing of Terrorism
CDS	Customs Declaration System
KPA	Key Priority Area
MNO	Mobile Network Operator
PEC	Pacific E-commerce Committee
PEDPC	Pacific E-commerce Development Partner Sub-committee
PEPSC	Pacific E-commerce Private Sector Sub-committee
PSET	Post School Education and Training
PTI	Pacific Trade Invest
sTLD	sponsored Top-Level Domain
UNCDF	UN Capital Development Fund
UNCITRAL	United Nations Commission on International Law
UNDP	United Nations Development Programme
UPU	Universal Postal Union

## 1. Introduction

To support the coordinated acceleration of e-commerce across the Pacific, Forum Trade Ministers endorsed the [Pacific Regional E-commerce Strategy and Roadmap](#) (the Strategy) in 2021. The Strategy outlines 54 practical measures across seven key policy areas (KPA's), providing a shared framework for governments, the private sector, and development partners to create an enabling environment for digital trade.

In 2022, the Pacific E-commerce Committee (PEC) was established to oversee implementation of the Strategy, supported by two sub-committees: the Pacific E-commerce Private Sector Sub-committee (PEPSC) and the Pacific E-commerce Development Partner Sub-committee (PEDPC). Together, these bodies coordinate regional efforts to advance digital trade integration and inclusive economic growth.

Following the release of the [2024 M&E report](#) on the Strategy's implementation and recognising the need to accelerate progress in areas where advancement has been slower, a survey was circulated in July 2025 to the members of the committee and the two sub-committees. The aim was to identify which regional measures should be prioritised among those with the lowest levels of implementation. For this exercise, 'low levels of implementation' referred to measures with an implementation rate below 30.46%, the Strategy's average progress as reported in the 2024 M&E report.

The survey collected members' views on which under-implemented measures should be prioritised in 2026 for regional e-commerce development. Respondents were asked to rank these measures according to their perceived importance in advancing e-commerce readiness, national agendas or visions and relevance to organisational priorities.

As these surveys will be conducted annually following the same methodology, the findings are consolidated and analysed to produce a recurring publication, the *Pacific E-commerce Priorities report*. Released in Quarter 4 each year, the report provides a timely, consultative guide to programme planning, investment decisions, and implementation for the year ahead. It is intended to help policymakers, private sector stakeholders, and development partners align regional support and resources with shared e-commerce priorities.

This 2025 edition presents the combined findings from all three respondent groups: members of PEC, PEPSC and PEDPC. It highlights areas of convergence and divergence among stakeholder groups and identifies where collective action can most effectively advance the goals of the Strategy and the vision set by Forum Trade Ministers.

## 2. The surveys

Three online surveys were circulated targeting members of PEC, PEPSC, and PEDPC. The purpose was to identify the key focus areas for e-commerce development in the Pacific for 2026, particularly among measures that have shown limited implementation progress.

For this exercise, 'limited implementation progress' referred to measures with an implementation rate below 30.46%, the Strategy's average progress as reported in the 2024 M&E report. These are 31 measures. They span all seven KPAs of the Strategy.

The surveys were emailed to members of the three bodies in July 2025 and remained open for up to 10 weeks. The response rates were 70% for PEC members, 60% for PEPSC and 34% for PEDPC.

### 3. Methodology

The surveys were designed to capture the views of government representatives, private sector actors, and development partners on which under-implemented measures from the Strategy should be prioritised in 2026.

#### 3.1 Survey design and scope

Annex 4 of the 2024 M&E report lists the 54 measures of the Strategy, along with their implementation status as of March 2025. Using the average Strategy progress rate of 30.46% as a benchmark, all measures falling below this threshold were identified and included in the survey questionnaires.

Each questionnaire began with a short introduction outlining the objective: to identify which of these under-implemented measures stakeholders view as most critical for regional action in 2026.

The surveys were structured around the Strategy's seven KPAs:

1. E-commerce Readiness and Strategy Formulation
2. ICT Infrastructure and Services
3. Trade Logistics and Trade Facilitation
4. Legal and Regulatory Frameworks
5. Electronic Payment Solutions
6. E-commerce Skills Development
7. Access to Finance for E-commerce

Within each KPA, respondents were presented with the relevant low-implementation measures (below 30.46%) accompanied by short contextual notes drawn from the Strategy. These notes were included to ensure a consistent understanding of what implementing each measure would entail in terms of expected outputs and outcomes within the wider regional e-commerce ecosystem.

Participants ranked each measure on a three-point priority scale:

1. Not needed
2. Important
3. Essential for the region

Each response was converted into a numerical value of 0, 0.5, or 1 respectively. The sum of these values across all respondents produced an aggregate priority score, or index, for each measure, enabling easy comparison. For example, if all 20 respondents ranked a measure as 'essential for the region', it would achieve a maximum index score of 20. Thus, the higher the index, the higher the collective priority attributed to the measure.

### 3.2 Administration

The survey was administered separately to PEC, PEPSC and PEDPC members. This structure ensured comparability across stakeholder groups while capturing their distinct perspectives.

The surveys were emailed in July 2025 and remained open for up to 10 weeks. The overall response rates were: 70% for PEC, 60% for PEPSC, and 34% for PEDPC.

### 3.3 Data compilation and analysis

Responses were submitted via online Google Forms and compiled. Data was downloaded and aggregated to generate priority indices for each measure. Comparative analysis was then conducted across the three groups to identify areas of alignment and divergence. When possible, some inference was made.

By triangulating perspectives from governments, private sector stakeholders, and development partners, the analysis provides a balanced, consultative guide to look into regional e-commerce priorities. The following section summarises the results, highlighting the top-ranked measures identified by each group and their implications for regional implementation in 2026.

## 4. Results

The findings from the survey provide valuable insights into where regional stakeholders believe resources and attention should be focused on the coming year.

Each of the three groups of respondents, PEC, PEPSC, and PEDPC submitted their rankings for the measures identified as under-implemented. The analysis that follows summarises the top-priority measures identified by each group, as well as the broader patterns that emerge across the Pacific E-commerce ecosystem.

For clarity and comparability, only the highest-ranked measures for each group are presented in this section. Comprehensive results, including all measures considered and their corresponding scores, are available as [Annex 1](#) (PEC), [Annex 2](#) (PEPSC) and [Annex 3](#) (PEDPC) to this report.

Overall, the 2025 survey results show:

- Strong convergence among the three groups around digital payments, trade logistics, and legal and regulatory harmonisation.
- Consistent emphasis on interoperability and infrastructure affordability.
- A shared understanding that developing literacy and digital skills and providing access to finance remain essential to enabling participation in e-commerce across the Pacific.

The subsections that follow present the detailed results for each group, followed by a consolidated analysis of the key themes emerging from the surveys.

### 4.1 Pacific E-commerce Committee

Respondents from PEC tended to prioritise measures linked to improving connectivity, affordability, and capacity across the region (Table 1). The top-ranked measure, developing regional freight assistance packages, may reflect continued concern about high shipping and

logistics costs, which are widely recognised as key barriers to cross-border trade and online commerce in the Pacific.

High rankings for the adoption of international ICT and interoperability standards suggest that governments may view alignment with global systems as an important step toward building reliable and secure digital trade infrastructure.

Measures concerning digital payments, such as the creation of Pacific digital wallets and enhanced interoperability between payment service providers, also ranked highly. This may indicate a shared recognition that accessible and inclusive payment systems are critical to expanding participation in e-commerce, particularly for small businesses and individuals with limited access to formal financial services.

A few other top-ranked measures focused on skills development, including regional training, distance learning, and support for women entrepreneurs. These priorities may point to a growing awareness of the need to strengthen digital and business capabilities to ensure broader participation in the digital economy. Similarly, the inclusion of technology awareness for policymakers could suggest an appreciation for the role of informed leadership in enabling digital transformation.

While it is not possible to determine the specific reasons behind these preferences, the results collectively suggest that governments in the region may associate e-commerce advancement with collaborative efforts to reduce trade costs, improve digital payment systems, and build human and institutional capacity.

**Table 1:** Top priority measures for the Pacific E-commerce Committee.<sup>12</sup>

Ranking	Measure	Responses	Priority index	Implementation rate
1	3.2.1: Develop regional freight assistance packages (cost-share basis) to lower the costs of cross-border E-commerce.	91% High 9% Medium 0% Low	10.5	0%
2	<a href="#">4.1.3</a> : Increase the adoption and use of international standards that support E-commerce, as well as technology and network neutrality and interoperability.	91% High 9% Medium 0% Low	10.5	0%
3	5.1.5: Operationalize partnerships with leading payment solutions providers for the creation of Pacific digital wallets with simple functionalities.	91% High 9% Medium 0% Low	10.5	0%
4	<a href="#">5.2.1</a> : Improve interoperability between payment service providers at national level	91% High	10.5	25%

<sup>1</sup> Normally, only the top five ranked measures would be presented in the table. However, in this instance, eight measures received the same priority index, making it necessary to list all eight.

<sup>2</sup> Each measure in the table is linked to the projects implementing it on the Pacific E-commerce Portal. If a measure has no link, it means there are currently no projects associated with it.

	(e.g. between banks, between MNOs or between banks and MNOs) through payment system infrastructure and legal reforms.	9% Medium 0% Low		
5	6.1.3: Develop a regional distance learning programme for E-commerce business service providers for E-commerce in partnership with leading international organizations, through the PacifEcom Alliance.	91% High 9% Medium 0% Low	10.5	0%
6	6.1.4: Develop a regional training and acceleration program for select companies from across the digital economy spectrum in collaboration with leading tech multinationals.	91% High 9% Medium 0% Low	10.5	0%
7	6.1.5: Provide digital and business skills training to all women entrepreneurs.	91% High 9% Medium 0% Low	10.5	25%
8	6.2.2: Develop regional awareness raising programme focusing on technology knowledge for lawmakers and policy makers.	91% High 9% Medium 0% Low	10.5	0%

#### 4.2 Pacific E-commerce Private Sector Sub-committee

PEPSC results, shown in Table 2, indicate that private sector priorities were concentrated on ICT infrastructure, digital payments, trade logistics, and access to finance. These are the measures that received the highest overall rankings from respondents. The complete survey results are provided in [Annex 2](#).

The top-ranked measure, developing and scaling market-led initiatives for last-mile digital “meso” and “micro” infrastructure, as well as improving device availability suggests a strong perception among respondents that connectivity and device access are critical enablers for e-commerce across the Pacific. It also indicates that while significant progress has been made in improving connectivity in main urban centres, the next phase of effort should focus on extending similar levels of reliable, affordable connectivity to rural and remote areas.

Measures to improve interoperability between payment service providers and to partner with major international banks in the Pacific also received high ratings. These results indicate that digital payments and banking services are seen as relevant components of e-commerce development.

In trade logistics, developing regional freight assistance packages, acceding to the Framework Agreement on Facilitation of Cross-border Paperless Trade, and establishing a regional de minimis value threshold were rated highly. Modernising postal operational processes using Universal Postal Union (UPU) standards was also prioritised.

Access to finance measures, including a regional credit guarantee scheme for tech start-ups and MSMEs, alternative financing options such as crowdfunding and pre-sales mechanisms, and the annual e-commerce innovation challenge grant also received strong support. These

results may indicate that respondents consider relevant the exploration of different channels of financial access.

**Table 2:** Top priority measures for the Pacific E-commerce Private Sector Sub-committee.<sup>34</sup>

Ranking	Measure	Responses	Priority index	Implementation rate
1	<a href="#">2.2.3</a> : Develop and scale market-led initiatives for last-mile digital ‘meso’ infrastructure and ‘micro’ infrastructure, as well as availability of devices.	90% High 10% Medium 0% Low	9.5	25%
2	<a href="#">3.2.1</a> : Develop regional freight assistance packages (cost-share basis) to lower the costs of cross-border E-commerce.	90% High 10% Medium 0% Low	9.5	0%
3	<a href="#">5.2.1</a> : Improve interoperability between payment service providers at national level (e.g. between banks, between MNOs or between banks and MNOs) through payment system infrastructure and legal reforms.	90% High 10% Medium 0% Low	9.5	25%
4	<a href="#">5.2.2</a> : Partner with the major international banks in the Pacific to improve the quality of digital financial services available to businesses and consumers (internet banking, payment gateways, etc.).	90% High 10% Medium 0% Low	9.5	0%
4	<a href="#">3.1.3</a> : Accede to Framework Agreement on Facilitation of Cross-border Paperless Trade in Asia and the Pacific.	80% High 20% Medium 0% Low	9	9.38%
6	<a href="#">3.1.5</a> : Establish a regional deminimis value threshold that countries can consider across the region.	80% High 20% Medium 0% Low	9	12.50%
7	<a href="#">3.3.1</a> : Modernize postal operational processes by using Universal Postal Union (UPU) standardized programs.	80% High 20% Medium 0% Low	9	0%
8	<a href="#">7.1.2</a> : Develop regional credit guarantee scheme for tech start-ups and E-commerce MSMEs.	80% High 20% Medium 0% Low	9	0%

<sup>3</sup> Normally, only the top five ranked measures would be presented in the table. However, in this instance, 10 measures received 9.5 and 9 as priority index, making it necessary to list them all.

<sup>4</sup> Each measure in the table is linked to the projects implementing it on the Pacific E-commerce Portal. If a measure has no link, it means there are currently no projects associated with it.

9	7.2.1: Support to the development of alternate financing options like crowdfunding and pre-sales mechanisms for start-ups to gain access to capital from the contributions of many small investors.	80% High 20% Medium 0% Low	9	0%
10	7.2.3: Organize annual E-commerce innovation challenge grant.	80% High 20% Medium 0% Low	9	0%

### 4.3 Pacific E-commerce Development Partner Sub-committee

PEDPC results, shown in Table 3, indicate a strong concentration of priorities around digital payments, trade logistics, and the legal and regulatory framework for e-commerce. These are the measures that received the highest overall rankings from respondents. The complete survey results are provided in [Annex 3](#).

The top-ranked measure, improving interoperability between payment service providers, suggests a broad consensus among development partners that strengthening payment infrastructure and enabling legal frameworks is a necessary step toward more efficient and connected digital markets.

Closely following, the measure to partner with major international banks in the Pacific also received high ratings. This may indicate interest in leveraging existing financial networks to enhance the quality and availability of digital financial services for businesses and consumers.

The third priority, developing regional freight assistance packages, also scored strongly. This could point to continued recognition of high logistics costs as a practical constraint to cross-border e-commerce and trade competitiveness in the region.

Two legal and regulatory measures, adopting UNCITRAL model laws on electronic transactions and increasing the adoption of international standards that support e-commerce and interoperability, completed the top five rankings. These results may reflect a shared view among respondents that consistent legal frameworks and standards are important for building trust and facilitating digital trade across jurisdictions.

While the specific reasons behind these preferences cannot be determined, the overall pattern suggests that development partners place particular emphasis on strengthening digital payments, improving trade logistics, and advancing legal harmonisation as core enablers of e-commerce in the Pacific.

**Table 3:** Top priority measures for the Pacific E-commerce Development Partners Sub-committee.<sup>5</sup>

Ranking	Measure	Responses	Priority index	Implementation rate
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<sup>5</sup> Each measure in the table is linked to the projects implementing it on the Pacific E-commerce Portal. If a measure has no link, it means there are currently no projects associated with it.

1	<a href="#">5.2.1</a> : Improve interoperability between payment service providers at national level (e.g. between banks, between MNOs or between banks and MNOs) through payment system infrastructure and legal reforms.	92% High 8% Medium 0% Low	12.5	25%
2	<a href="#">5.2.2</a> : Partner with the major international banks in the Pacific to improve the quality of digital financial services available to businesses and consumers (internet banking, payment gateways, etc.).	85% High 15% Medium 0% Low	12	0%
3	<a href="#">3.2.1</a> : Develop regional freight assistance packages (cost-share basis) to lower the costs of cross-border E-commerce.	85% High 8% Medium 8% Low	11.6	0%
4	<a href="#">4.1.1</a> : Adopt UNCITRAL model laws on electronic transactions.	85% High 8% Medium 8% Low	11.6	25%
5	<a href="#">4.1.3</a> : Increase the adoption and use of international standards that support E-commerce, as well as technology and network neutrality and interoperability.	85% High 8% Medium 8% Low	11.6	0%

## 5. Conclusion

The findings from the survey reveal strong alignment among respondents from the three groups. Across all three, the most pressing priorities relate to trade logistics, digital payments, legal frameworks, skills development, and access to finance.

Governments tend to favour a balanced, system-wide approach, advancing multiple policy areas simultaneously to build a robust foundation for digital trade. The recurring priority of developing regional freight assistance packages underscores the shared recognition that high logistics costs remain a major barrier to e-commerce in the Pacific. Likewise, capacity-building measures for both entrepreneurs and policymakers were highlighted as essential enablers of long-term digital inclusion.

Private sector respondents emphasised the practical enablers of e-commerce, including last-mile connectivity, device affordability, interoperability of payment systems and access to financing mechanisms such as credit guarantees and innovation grants. These operational needs complement government priorities by focusing on the conditions that make online trade viable for small enterprises and consumers.

Development partners, in turn, prioritised interoperability of payment systems, legal harmonisation, and adoption of international standards signalling a continued commitment to supporting foundational systems and governance reforms that underpin digital transformation.

Some projects are already implemented in the areas of prioritisation identified (Table 4).

**Table 4:** Ongoing or completed projects implementing the areas of prioritisation.

Project	Short description	Measure
<a href="#">Vanuatu National Payment System Infrastructure</a>	A new national digital payment platform designed to modernise Vanuatu’s financial system and expand access to secure, real-time and inclusive digital financial services. The project was implemented by the International Finance Corporation in close collaboration with the Reserve Bank of Vanuatu and was completed in 2023.	<b>Measure 5.2.1:</b> Improve interoperability between payment service providers at national level through payment system infrastructure and legal reforms.
<a href="#">Fiji National Payment system</a>	Fiji project integrating mobile money wallets with bank accounts via FIJICLEAR, enabling instant transfers and unprecedented interoperability between M-PAiSA and MyCash as part of the country’s ongoing modernisation of its national payment system. The project was implemented by the International Finance Corporation in close collaboration with the Reserve Bank of Fiji and was completed in 2024.	<b>Measure 5.2.1:</b> Improve interoperability between payment service providers at national level through payment system infrastructure and legal reforms.
<a href="#">Technical Assistance to adoption of UNCITRAL texts on e-transactions</a>	Assistance was provided to Fiji, Kiribati, Papua New Guinea (PNG), and Tuvalu to finalize legal frameworks adopting model laws on electronic transactions. These projects were implemented by UNCITRAL in close collaboration with the local governments of Fiji, Kiribati, and Tuvalu, and by WEF in collaboration with the local government of PNG. The projects were completed between 2021 and 2024 across the four countries.	<b>Measure 4.1.1:</b> Adopt UNCITRAL model laws on electronic transactions.
<a href="#">Fostering knowledge and skills with Mastercard Pacific;</a>	Three major e-commerce skills initiatives: Mastercard Pacific’s business education programs, PTI Australia’s Digital Services upskilling for online freelancing, and the PTI Australia x Canva	<b>Measure 6.1.4:</b> Develop a regional training and acceleration program for select companies from across the digital economy spectrum in collaboration

<p><a href="#">PTI Australia’s Digital Services Program</a>;</p> <p><a href="#">PTI Australia x Canva Digital Design Program</a></p>	<p>Digital Design sponsorship, are collectively boosting digital skills, financial inclusion and global market access for Pacific professionals and businesses. The PTI e-commerce skills initiatives were implemented from 2023 to 2024 and from 2021 to 2025, respectively.</p>	<p>with leading tech multinationals.</p>
<p>eTrade for Women Masterclass <a href="#">2023</a> and <a href="#">2025</a></p>	<p>UNCTAD facilitated training, networking and policy dialogue to strengthen women led digital businesses. The first cohort took place in 2023, and the most recent cohort concluded in November 2025.</p>	<p><b>Measure 6.1.5:</b> Provide digital and business skills training to all women entrepreneurs.</p>
<p><a href="#">Empowering Small States on WTO e-commerce negotiations</a></p>	<p>Regional awareness program strengthening participation in global e-commerce dialogue, including WTO negotiations. This program is implemented by the Common Wealth Secretariat Small Island States (SIS) office in Geneva.</p>	<p><b>Measure 6.2.2:</b> Develop regional awareness raising programme focusing on technology knowledge for lawmakers and policy makers.</p>
<p><a href="#">Operational efficiency and e-commerce development (ORE3) for 8 Forum Islands</a></p>	<p>Providing the necessary support to 8 forum islands to implement and modernise postal processes. The project was carried out by UPU in close collaboration with national governments and postal services, running from 2022 to 2025.</p>	<p><b>Measure 3.3.1:</b> Modernise postal operational processes by using Universal Postal Union (UPU) standardised programs.</p>
<p><a href="#">Accession/Ratification Accelerator Programme for the Framework Agreement on Facilitation of Cross-border Paperless Trade in Asia and the Pacific</a></p> <p><a href="#">Readiness Assessments for Cross Border Paperless Trade</a></p>	<p>Accession/Ratification Accelerator Programme helping countries join the Framework Agreement on Cross-border Paperless Trade by providing technical support and guidance, with Tuvalu already acceded and Papua New Guinea advancing its domestic process. This programme is implemented by UNESCAP.</p> <p>Development of legal and technical readiness checklists and conduct assessments in Tonga and Tuvalu to support implementation of the Framework Agreement on Cross-border Paperless Trade,</p>	<p><b>Measure 3.1.3:</b> Accede to Framework Agreement on Facilitation of Cross-border Paperless Trade in Asia and the Pacific.</p>

	providing national reports with recommendations and action plans for advancing paperless trade. The initiative is implemented by UNESCAP.	
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These initiatives demonstrate how shared priorities are already under implementation to bring systems improvements, though progress remains modest in scale and greater collective effort is required to expand these gains. Notably, several high-priority measures identified in the survey remain unaddressed. For instance, Measure 3.2.1 on developing regional freight assistance packages highlighted by both PEC and PEPSC respondents as the most essential intervention, has seen no significant advancement to date.<sup>6</sup>

Overall, the results reflect a coherent and complementary approach across stakeholder groups:

- Governments create the enabling policy environment;
- The private sector drives innovation and implementation; and
- Development partners provide targeted support and technical expertise.

This alignment reinforces the importance of multi-stakeholder collaboration as a cornerstone of the Pacific’s digital transformation journey. Sustained coordination across these groups will be critical to building a resilient, inclusive, and sustainable e-commerce ecosystem for the region.

The Pacific E-commerce Priorities report will continue to monitor evolving regional priorities and track shifts in stakeholder focus year on year. This ongoing exercise aims to ensure that policy dialogue, technical assistance, and investment decisions remain data-driven, coordinated, and responsive to the Pacific’s collective digital ambitions.

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<sup>6</sup> There is no known project that is implementing it.

## ANNEX 1: Pacific E-commerce Committee responses

Ranking	Measure	Responses	Priority index
1	3.2.1: Develop regional freight assistance packages (cost-share basis) to lower the costs of cross-border E-commerce.	91% High 9% Medium 0% Low	10.5
2	4.1.3: Increase the adoption and use of international standards that support E-commerce, as well as technology and network neutrality and interoperability.	91% High 9% Medium 0% Low	10.5
3	5.1.5: Operationalize partnerships with leading payment solutions providers for the creation of Pacific digital wallets with simple functionalities.	91% High 9% Medium 0% Low	10.5
4	5.2.1: Improve interoperability between payment service providers at national level (e.g. between banks, between MNOs or between banks and MNOs) through payment system infrastructure and legal reforms.	91% High 9% Medium 0% Low	10.5
5	6.1.3: Develop a regional distance learning programme for E-commerce business service providers for E-commerce in partnership with leading international organizations, through the PacifEcom Alliance.	91% High 9% Medium 0% Low	10.5
6	6.1.4: Develop a regional training and acceleration program for select companies from across the digital economy spectrum in collaboration with leading tech multinationals.	91% High 9% Medium 0% Low	10.5
7	6.1.5: Provide digital and business skills training to all women entrepreneurs.	91% High 9% Medium 0% Low	10.5
8	6.2.2: Develop regional awareness raising programme focusing on technology knowledge for lawmakers and policy makers.	91% High 9% Medium 0% Low	10.5
9	1.1.3: Establish digital economy or E-commerce business associations in all FICs and at regional level to foster collaboration between companies, offer services, and advocate private sector interests on E-commerce.	82% High 18% Medium 0% Low	10
10	3.2.2: Incentivize the development of fulfilment centres for Pacific products in main export markets by private sector operators.	82% High 18% Medium 0% Low	10
11	4.1.1: Adopt UNCITRAL model laws on electronic transactions.	82% High 18% Medium 0% Low	10
12	5.2.2: Partner with the major international banks in the Pacific to improve the quality of digital financial services available to businesses and consumers (internet banking, payment gateways, etc.).	82% High 18% Medium 0% Low	10
13	7.1.2: Develop regional credit guarantee scheme for tech start-ups and E-commerce MSMEs.	82% High 18% Medium	10

		0% Low	
14	7.1.4: Develop ecosystem enabling activities (events, exchanges, etc.) to promote new financing opportunities and partnerships between various stakeholders of the digital economy.	82% High 18% Medium 0% Low	10
15	2.2.3: Develop and scale market-led initiatives for last-mile digital 'meso' infrastructure and 'micro' infrastructure, as well as availability of devices.	73% High 27% Medium 0% Low	9.5
16	3.1.1: Accelerate the harmonized implementation of the WCO Framework of Standards for Cross-Border E-Commerce.	73% High 27% Medium 0% Low	9.5
17	3.1.3: Accede to Framework Agreement on Facilitation of Cross-border Paperless Trade in Asia and the Pacific.	73% High 27% Medium 0% Low	9.5
18	3.3.1: Modernize postal operational processes by using Universal Postal Union (UPU) standardized programs.	73% High 27% Medium 0% Low	9.5
19	3.3.2: Adopt home addressing systems incorporating UPU standards or alternative geocode systems to facilitate last-mile delivery.	73% High 27% Medium 0% Low	9.5
20	3.4.1: Develop partnerships with leading B2B and B2C marketplaces to accelerate the development of cross-border E-commerce solutions for Pacific merchants and vendors.	73% High 27% Medium 0% Low	9.5
21	5.1.3: Implement regional mechanisms for mitigating the risk of criminal misuse of fintech by using adequate technologies to strengthen compliance with Anti-Money Laundering and Combating the Financing of Terrorism (AML/CFT) measures.	73% High 27% Medium 0% Low	9.5
22	6.2.1: Enhance the digital inclusive skills of students at all levels, including at primary and secondary schools, Post School Education and Training (PSET) level, and at community level. Develop standardized training curricula on E-commerce at PSET level.	73% High 27% Medium 0% Low	9.5
23	7.1.3: Leverage blended-finance tools from development banks, UN agencies (such as the United Nations Development Programme UNDP and the United Nations Capital Development Funds UNCDF) and other investors to de-risk E-commerce investments by the private sector.	73% High 27% Medium 0% Low	9.5
24	7.2.2: Organize an annual pitching event of most promising Pacific E-commerce ventures with leading venture capital funds from Asia and the Pacific.	73% High 27% Medium 0% Low	9.5
25	7.2.3: Organize annual E-commerce innovation challenge grant.	73% High 27% Medium	9.5

		0% Low	
26	3.1.4: Deploy Customs Declaration System (CDS) at FICs' post offices, and interface with customs systems.	73% High 18% Medium 9% Low	9.1
27	2.2.4: Conduct a regional study to understand the requirements and implications for deploying 5G in the region. Identify use-cases for 5G technology for business, government and essential services, and undertake comparative assessment vis-à-vis efforts to scale up 4G.	64% High 36% Medium 0% Low	9
28	4.2.2: Negotiate a regional agreement on E-commerce to promote transparency, and predictability of domestic and cross-border E-commerce.	64% High 36% Medium 0% Low	9
29	7.2.1: Support to the development of alternate financing options like crowdfunding and pre-sales mechanisms for start-ups to gain access to capital from the contributions of many small investors.	64% High 36% Medium 0% Low	9
30	3.1.5: Establish a regional deminimis value threshold that countries can consider across the region.	64% High 27% Medium 9% Low	8.6
31	1.3.1: Establish a .pacific (DotPacific) sponsored top-level domain (sTLD) for businesses, organizations and individuals from the region.	55% High 27% Medium 18% Low	7.7

## ANNEX 2: Pacific E-commerce Private Sector Sub-committee responses

Ranking	Measure	Responses	Priority index
1	2.2.3: Develop and scale market-led initiatives for last-mile digital 'meso' infrastructure and 'micro' infrastructure, as well as availability of devices.	90% High 10% Medium 0% Low	9.5
2	3.2.1: Develop regional freight assistance packages (cost-share basis) to lower the costs of cross-border E-commerce.	90% High 10% Medium 0% Low	9.5
3	5.2.1: Improve interoperability between payment service providers at national level (e.g. between banks, between MNOs or between banks and MNOs) through payment system infrastructure and legal reforms.	90% High 10% Medium 0% Low	9.5
4	5.2.2: Partner with the major international banks in the Pacific to improve the quality of digital financial services available to businesses and consumers (internet banking, payment gateways, etc.).	90% High 10% Medium 0% Low	9.5
4	3.1.3: Accede to Framework Agreement on Facilitation of Cross-border Paperless Trade in Asia and the Pacific.	80% High 20% Medium 0% Low	9
6	3.1.5: Establish a regional deminimis value threshold that countries can consider across the region.	80% High 20% Medium 0% Low	9
7	3.3.1: Modernize postal operational processes by using Universal Postal Union (UPU) standardized programs.	80% High 20% Medium 0% Low	9
8	7.1.2: Develop regional credit guarantee scheme for tech start-ups and E-commerce MSMEs.	80% High 20% Medium 0% Low	9
9	7.2.1: Support to the development of alternate financing options like crowdfunding and pre-sales mechanisms for start-ups to gain access to capital from the contributions of many small investors.	80% High 20% Medium 0% Low	9
10	7.2.3: Organize annual E-commerce innovation challenge grant.	80% High 20% Medium 0% Low	9
11	1.1.3: Establish digital economy or E-commerce business associations in all FICs and at regional level to foster collaboration between companies, offer services, and advocate private sector interests on E-commerce.	80% High 10% Medium 10% Low	8.6
12	3.3.2: Adopt home addressing systems incorporating UPU standards or alternative geocode systems to facilitate last-mile delivery.	80% High 10% Medium 10% Low	8.6
13	5.1.3: Implement regional mechanisms for mitigating the risk of criminal misuse of fintech by using adequate technologies to strengthen compliance with Anti-Money	80% High 10% Medium 10% Low	8.6

	Laundering and Combating the Financing of Terrorism (AML/CFT) measures.		
14	3.1.4: Deploy Customs Declaration System (CDS) at FICs' post offices, and interface with customs systems.	70% High 30% Medium 0% Low	8.5
15	3.4.1: Develop partnerships with leading B2B and B2C marketplaces to accelerate the development of cross-border E-commerce solutions for Pacific merchants and vendors.	70% High 30% Medium 0% Low	8.5
16	5.1.5: Operationalize partnerships with leading payment solutions providers for the creation of Pacific digital wallets with simple functionalities.	70% High 30% Medium 0% Low	8.5
17	6.1.5: Provide digital and business skills training to all women entrepreneurs.	70% High 30% Medium 0% Low	8.5
18	6.2.1: Enhance the digital inclusive skills of students at all levels, including at primary and secondary schools, Post School Education and Training (PSET) level, and at community level. Develop standardized training curricula on E-commerce at PSET level.	70% High 30% Medium 0% Low	8.5
19	7.1.3: Leverage blended-finance tools from development banks, UN agencies (such as the United Nations Development Programme UNDP and the United Nations Capital Development Funds UNCDF) and other investors to de-risk E-commerce investments by the private sector.	70% High 30% Medium 0% Low	8.5
20	7.1.4: Develop ecosystem enabling activities (events, exchanges, etc.) to promote new financing opportunities and partnerships between various stakeholders of the digital economy.	70% High 30% Medium 0% Low	8.5
21	7.2.2: Organize an annual pitching event of most promising Pacific E-commerce ventures with leading venture capital funds from Asia and the Pacific.	70% High 30% Medium 0% Low	8.5
22	3.1.1: Accelerate the harmonized implementation of the WCO Framework of Standards for Cross-Border E-Commerce.	70% High 20% Medium 10% Low	8.1
23	3.2.2: Incentivize the development of fulfilment centres for Pacific products in main export markets by private sector operators.	70% High 20% Medium 10% Low	8.1
24	4.2.2: Negotiate a regional agreement on E-commerce to promote transparency, and predictability of domestic and cross-border E-commerce.	70% High 20% Medium 10% Low	8.1
25	6.1.4: Develop a regional training and acceleration program for select companies from across the digital economy spectrum in collaboration with leading tech multinationals.	60% High 40% Medium 0% Low	8

26	1.3.1: Establish a .pacific (DotPacific) sponsored top-level domain (sTLD) for businesses, organizations and individuals from the region.	60% High 30% Medium 10% Low	7.6
27	4.1.3: Increase the adoption and use of international standards that support E-commerce, as well as technology and network neutrality and interoperability.	60% High 30% Medium 10% Low	7.6
28	6.1.3: Develop a regional distance learning programme for E-commerce business service providers for E-commerce in partnership with leading international organizations, through the PacifEcom Alliance.	60% High 30% Medium 10% Low	7.6
29	4.1.1: Adopt UNCITRAL model laws on electronic transactions.	50% High 40% Medium 10% Low	7.1
30	2.2.4: Conduct a regional study to understand the requirements and implications for deploying 5G in the region. Identify use-cases for 5G technology for business, government and essential services, and undertake comparative assessment vis-à-vis efforts to scale up 4G.	50% High 30% Medium 20% Low	6.7
31	6.2.2: Develop regional awareness raising programme focusing on technology knowledge for lawmakers and policy makers.	50% High 30% Medium 20% Low	6.7

### ANNEX 3: Pacific E-commerce Development Partner Sub-committee responses

Ranking	Measure	Responses	Priority index
1	5.2.1: Improve interoperability between payment service providers at national level (e.g. between banks, between MNOs or between banks and MNOs) through payment system infrastructure and legal reforms.	92% High 8% Medium 0% Low	12.5
2	5.2.2: Partner with the major international banks in the Pacific to improve the quality of digital financial services available to businesses and consumers (internet banking, payment gateways, etc.).	85% High 15% Medium 0% Low	12
3	3.2.1: Develop regional freight assistance packages (cost-share basis) to lower the costs of cross-border E-commerce.	85% High 8% Medium 8% Low	11.6
4	4.1.1: Adopt UNCITRAL model laws on electronic transactions.	85% High 8% Medium 8% Low	11.6
5	4.1.3: Increase the adoption and use of international standards that support E-commerce, as well as technology and network neutrality and interoperability.	85% High 8% Medium 8% Low	11.6
6	3.4.1: Develop partnerships with leading B2B and B2C marketplaces to accelerate the development of cross-border E-commerce solutions for Pacific merchants and vendors.	77% High 23% Medium 0% Low	11.5
7	5.1.5: Operationalize partnerships with leading payment solutions providers for the creation of Pacific digital wallets with simple functionalities.	77% High 23% Medium 0% Low	11.5
8	5.1.3: Implement regional mechanisms for mitigating the risk of criminal misuse of fintech by using adequate technologies to strengthen compliance with Anti-Money Laundering and Combating the Financing of Terrorism (AML/CFT) measures.	77% High 15% Medium 8% Low	11.1
9	6.2.1: Enhance the digital inclusive skills of students at all levels, including at primary and secondary schools, Post School Education and Training (PSET) level, and at community level. Develop standardized training curricula on E-commerce at PSET level.	77% High 15% Medium 8% Low	11.1
10	3.3.1: Modernize postal operational processes by using Universal Postal Union (UPU) standardized programs.	69% High 23% Medium 8% Low	10.6
11	6.1.5: Provide digital and business skills training to all women entrepreneurs.	69% High 23% Medium 8% Low	10.6

12	3.2.2: Incentivize the development of fulfilment centres for Pacific products in main export markets by private sector operators.	62% High 38% Medium 0% Low	10.5
13	2.2.3: Develop and scale market-led initiatives for last-mile digital 'meso' infrastructure and 'micro' infrastructure, as well as availability of devices.	69% High 15% Medium 15% Low	10.2
14	3.1.1: Accelerate the harmonized implementation of the WCO Framework of Standards for Cross-Border E-Commerce.	62% High 31% Medium 8% Low	10.1
15	3.1.4: Deploy Customs Declaration System (CDS) at FICs' post offices, and interface with customs systems.	62% High 31% Medium 8% Low	10.1
16	6.1.3: Develop a regional distance learning programme for E-commerce business service providers for E-commerce in partnership with leading international organizations, through the PacifEcom Alliance.	62% High 31% Medium 8% Low	10.1
17	7.1.3: Leverage blended-finance tools from development banks, UN agencies (such as the United Nations Development Programme UNDP and the United Nations Capital Development Funds UNCDF) and other investors to de-risk E-commerce investments by the private sector.	54% High 46% Medium 0% Low	10
18	3.1.3: Accede to Framework Agreement on Facilitation of Cross-border Paperless Trade in Asia and the Pacific.	62% High 23% Medium 15% Low	9.7
19	7.1.2: Develop regional credit guarantee scheme for tech start-ups and E-commerce MSMEs.	62% High 23% Medium 15% Low	9.7
20	4.2.2: Negotiate a regional agreement on E-commerce to promote transparency, and predictability of domestic and cross-border E-commerce.	54% High 38% Medium 8% Low	9.6
21	6.1.4: Develop a regional training and acceleration program for select companies from across the digital economy spectrum in collaboration with leading tech multinationals.	46% High 54% Medium 0% Low	9.5
22	3.3.2: Adopt home addressing systems incorporating UPU standards or alternative geocode systems to facilitate last-mile delivery.	54% High 31% Medium 15% Low	9.2
23	7.2.1: Support to the development of alternate financing options like crowdfunding and pre-sales mechanisms for start-ups to gain access to capital from the contributions of many small investors.	54% High 31% Medium 15% Low	9.2
24	6.2.2: Develop regional awareness raising programme focusing on technology knowledge for lawmakers and policy makers.	46% High 46% Medium 8% Low	9.1

25	1.1.3: Establish digital economy or E-commerce business associations in all FICs and at regional level to foster collaboration between companies, offer services, and advocate private sector interests on E-commerce.	46% High 38% Medium 15% Low	8.7
26	7.1.4: Develop ecosystem enabling activities (events, exchanges, etc.) to promote new financing opportunities and partnerships between various stakeholders of the digital economy.	46% High 38% Medium 15% Low	8.7
27	7.2.2: Organize an annual pitching event of most promising Pacific E-commerce ventures with leading venture capital funds from Asia and the Pacific.	54% High 15% Medium 31% Low	8.4
28	7.2.3: Organize annual E-commerce innovation challenge grant.	54% High 15% Medium 31% Low	8.4
29	2.2.4: Conduct a regional study to understand the requirements and implications for deploying 5G in the region. Identify use-cases for 5G technology for business, government and essential services, and undertake comparative assessment vis-à-vis efforts to scale up 4G.	31% High 46% Medium 23% Low	7.3
30	1.3.1: Establish a .pacific (DotPacific) sponsored top-level domain (sTLD) for businesses, organizations and individuals from the region.	23% High 54% Medium 23% Low	6.8
31	3.1.5: Establish a regional deminimis value threshold that countries can consider across the region.	23% High 46% Medium 31% Low	6.4