

SIIT 2020. Session 4

Standards and Global Trade: TBT vs. Digital Trade Barriers?

3:00-4:15pm(CEST) 3 September 2020



Donggeun Choi
KSA, KR
Organizer/Chair



Gloria O. Pasadilla
ARTNeT, SG
Speaker 1



Joshua P. Meltzer
Brookings, US
Speaker 2



Heejin Lee
Yonsei Univ, KR
Speaker 3



Devin Mcdaniels
WTO, CH
Speaker 4

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3:00pm ~	Opening	SIIT Chair Rudi Bekkers (NL) & Kai Jakobs (DE)
3:05pm ~	Raising Issues and Sharing Context on TBT & DTB	Session Chair - Donggeun Choi KSA (KR)
3:10pm ~	1. Emergence of Digital Trade Barriers, and Its Potential Impact	Gloria O. Pasadilla UNESCAP ARTNeT (SG)
3:20pm ~	2. Re-thinking the role and the governance of international trade rules in digital trade	Joshua P. Meltzer Brookings (US)
3:30pm ~	3. The Geopolitics of (Digital) Standards Wars	Heejin Lee Yonsei Univ. (KR)
3:40pm ~	4. Digital Trade Issues in WTO Agreement	Devin Mcdaniels WTO (CH)
3:50pm ~ 4:15pm	Q&A and Discussion	All participants

SIIT 2020. Session 4 – ORGANIER/CHAIR

Raising Issues and Sharing Context

3:05-3:10pm(CEST) 3 September 2020



Donggeun Choi is principal researcher for policy research in Korean Standards Association (KSA) where he joined in 2000. His experience includes international cooperation, policy research, and education in the field of standardization in various committees of APEC, PASC, ICES and ISO. He has participated in around one hundred different international meetings including APEC, ISO, PASC, PASC. He has published research articles including Technovation and Scientometrics. He holds a PhD in Technology and Innovation Management.

Raising Issues and Presenting Context:

- ❖ ***What are emerging issues in Digital Trade in terms of standards and regulations?***
- ❖ ***What is the relationship between Technical Barriers to Trade and Digital Trade Barriers?***
- ❖ ***What are the missions of the standards community in the Digital Trade Era?***

SIIT 2020. Session 4 – SPEAKER 2

Emergence of Digital Trade Barriers, and Its Potential Impact

3:10-3:20pm(CEST) 3 September 2020



Gloria O. Pasadilla is an experienced economist and proven track record in research and project management. Previously, she was Senior Analyst at APEC Policy Support Unit in Singapore from July 2013 to June 2018 where she prepared in-depth reports for APEC Senior Officials and presented to Trade Ministers on digital trade in Asia Pacific. Prior to joining PSU, she was based in Tokyo working as Research Fellow at the Asian Development Bank (ADB) Institute. She has written and published extensively and co-edited books on various trade issues. She holds a PhD in Economics from New York University, USA; Master in International Law and Economics (summa cum laude) from the World Trade Institute in Bern, Switzerland

Dr. Pasadilla attempts to understand the salient effects of this emerging ‘next generation’ of non-tariff measures. She discusses the cross-border restrictions features of selected Asia Pacific countries’ data privacy and cybersecurity laws, specifically data localisation and restrictions on data transfers. She also tackles digital taxation and technology standards.

She finishes by discussing the role of multilateral and regional trade rules in putting some disciplines in rules that restrict cross-border data flows.

SIIT 2020. Session 4 – SPEAKER 2

Re-thinking the role and the governance of international trade rules in digital trade

3:20-3:30pm(CEST) 3 September 2020



Dr. Meltzer is a senior fellow in the Global Economy and Development program at the Brookings Institution in Washington D.C. At Brookings, Meltzer is an expert on international trade law and policy issues and leads the Digital Economy and Trade Project. Meltzer has testified before the U.S. Congress, the U.S. International Trade Commission and the European Parliament on digital trade issues. He has been an expert witness in litigation on digital trade and privacy issues in the EU and a consultant to the World Bank on trade and privacy matters. He is also a member of Australia's National Data Advisory Council. Meltzer holds an S.J.D. and LL.M. from the University of Michigan Law School in Ann Arbor and law and commerce degrees from Monash University in Melbourne, Australia.

“Trade and cybersecurity are increasingly intertwined. The global expansion of the internet and increased use of data flows by businesses and consumers—for communication, e-commerce, and as a source of information and innovation—are transforming international trade. Global data flows enable artificial intelligence, the “internet of things,” (IoT) and cloud computing. Such digital technologies accelerate the global connectivity of businesses, governments, and supply chains.”

- **from his article:** Cybersecurity, digital trade, and data flows: Re-thinking a role for international trade rules

SIIT 2020. Session 4 – SPEAKER 3

The Geopolitics of (Digital) Standards Wars

3:30-3:40pm(CEST) 3 September 2020



Heejin Lee is Professor at the Graduate School of International Studies, Yonsei University, Korea. Before joining Yonsei, he worked for the University of Melbourne, Australia and Brunel University, UK. He has written extensively on standards and standardization, in particular on ICT standards of China and Korea. Currently he is leading a research team of ‘Standardization in Converging Industries’ under the Institute of Convergence Science at Yonsei. Recent publications include “The changing patterns of China’s international standardization in ICT under techno-nationalism: A reflection through 5G standardization” (Kim, M., Lee, H. and Kwak, J. 2020 International Journal of Information Management).

Prof. Heejin Lee presents the geopolitics of digital standards wars, in particular of China and the U.S. by using the concept of techno-nationalism and techno-globalism:

- ❖ ***For China: standards are not just a tool of competitive advantage in industrial and economic levels, but a strategic vehicle for setting a new geopolitical order in the globe***
- ❖ ***“United States Strategic Approach to The People’s Republic of China” reveals U.S. stance of formalizing standards as ‘a tool for global strategy’.***

SIIT 2020. Session 4 – SPEAKER 4

Digital Trade Issues in WTO Agreement

3:40-3:50pm(CEST) 3 September 2020



Devin McDaniels has served as Economic Affairs Officer in the Trade and Environment Division of the World Trade Organization since 2011. He is the deputy-Secretary of the WTO Technical Barriers to Trade Committee. He advises WTO Member governments on issues at the intersection of standards, regulation and trade. He holds degrees in economics, international relations and environmental policy from the University of British Columbia and the University of Oxford.

Devin McDaniels presents Digital trade issues in WTO TBT Agreement