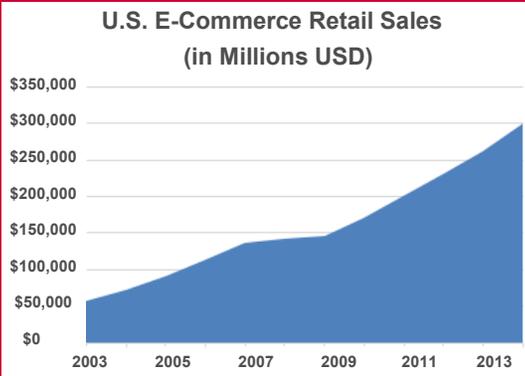


# E-Commerce Trends

New shipping models have arisen due to e-commerce, which has resulted in a higher volume of global trade.

- ◆ Each year, more than 11 million shipping containers, 10 million cargo trucks, 3 million rail containers, and 250 million packages by air cross through and arrive at U.S. ports of entry
- ◆ International cross-border trade, greatly impacted by the rise of e-commerce, has increased 48 percent from 2011 to 2014
- ◆ Worldwide e-commerce sales are expected to reach over \$4 trillion by 2020
- ◆ The percentage of e-commerce retail sales is estimated to reach 14.6 percent of total overall world retail spending in 2020



\*According to Census.gov

## Reporting Suspicious Trade Activity

If you have any suspicion of or information regarding suspected fraud or illegal trade activity, please contact CBP through the e-Allegations website:

<https://eallegations.cbp.gov/Home/Index2>

### Office of Trade

E-Commerce and Small Business Branch

[e-commercesmallbusinessbranch@CBP.DHS.GOV](mailto:e-commercesmallbusinessbranch@CBP.DHS.GOV)

[www.cbp.gov/e-commerce](http://www.cbp.gov/e-commerce)



U.S. Customs and Border Protection



U.S. Customs and Border Protection

# E-Commerce & Small Business

## U.S. Customs and Border Protection

### Office of Trade

## Overview

The internet is a border-free communications platform that enables nearly seamless cross-border commerce. Buying and selling goods and services over the internet has become increasingly common. This digital marketplace, universally referred to as “Electronic Commerce,” or “e-commerce,” is fundamentally increasing and altering global trade, as consumers are potentially importing and exporting goods and services when they make purchases over the internet.

Today, e-commerce allows for more expedient cross-border transactions, as individual packages shipped directly to consumers around the world now replace traditional 40-foot shipping containers. This ease and expediency provides the opportunity for businesses of all sizes to compete on a global scale. No longer limited by brick-and-mortar sales, traditional business models have given way to global business-to-business, business-to-consumer, and consumer-to-consumer shipping models.



\*% of cross-border shoppers who purchased from these markets in 2013  
\*\*Report: United Nation's Conference on Trade and Development, *In Search of Cross-Border Trade Data*



## CBP's Response

U.S. Customs and Border Protection (CBP) is focused on “Trade in the 21st Century” and is aligning with modern business practices such as e-commerce. While facilitating the flow of e-commerce, CBP continues to ensure safe and legitimate trade of goods that comply with U.S. trade laws. This is a unique challenge, as CBP continues to balance risk-based trade enforcement mechanisms with U.S. consumer and industry expectations of low costs and expedient import and export processes.

To advance this effort, CBP is developing a comprehensive e-commerce strategy, and is taking many steps to address the significant shift in global trends, such as:

- ◆ 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
- ◆ Enforcing against shipments of potentially illicit goods by using risk management techniques, advanced technology, and automated tools

## Stakeholder Engagement

To address the various complexities resulting from the new shift towards e-commerce, CBP is collaborating with a variety of stakeholders, including partner government agencies, international organizations, and private industries to find solutions to mutual challenges. Specifically, CBP is:

- ◆ Partnering with public and private stakeholders to understand industry best practices
- ◆ Collaborating with partner government agencies to address emerging business models
- ◆ Leading international e-commerce working groups alongside industry, specifically the World Customs Organization's Safety and Security Subgroup focusing on key issues of cross-border e-commerce security



CBP Officers examine imported shipments in a logistics company's warehouse. On an average day, nearly \$6.7 billion in trade passes through the United States' 328 ports of entry