

## Parallel Session on Opening-up and Governance of Digital Economy

### 【Basic Information】

#### Hosts:

#### Addresses:

Lu Shan

Vice Governor of Zhejiang Province

Keynote speeches, achievement release, and  
interactive discussion:

Jiang Yufei

Host of YICAI of SMG

#### Addresses:

Wang Hao

Governor of the People's Government of Zhejiang Province

Li Fei

Assistant Minister, Ministry of Commerce of the People's Republic of China

Pamela Coke-Hamilton

Executive Director of International Trade Centre

#### Keynote speeches:

Yi Xiaozhun

Former Deputy Director-General of WTO, Former Vice Minister of  
Commerce of the People's Republic of China

Zheng Yongnian

Professor of the Chinese University of Hong Kong, Shenzhen and President  
of the Institute for International Affairs, Qianhai

Ma Guangyuan

Famous Economist

Daniel Zhang

Chairman and CEO of Alibaba Group

Huang Xianhai

Vice President of Zhejiang University

### Achievement release:

Ben Shenglin

Dean and Professor of International Business School, Zhejiang University

Xiang Huangmei

Vice President of Alibaba Group and General Manager of Alibaba Digital Rural Business Department

### Interactive discussion:

#### Topic 1: Opportunities and Challenges of Digital Economy Opening-up to Multinational Corporations

Matthew Margulies

Senior Vice President of the US-China Business Council

Samantha Zhu

Senior Managing Director Chairperson, and Market Unit Lead-Greater China Accenture

Markus Borchert

CEO of Nokia Shanghai Bell, President of Nokia Greater China

Anu Rathninde

President, Asia Pacific, Johnson Controls

#### Topic 2 : The Influence of Digital Economy Governance on the Operation and Development of Multinational Corporations

Roan Kang

Vice President of Microsoft and COO of Microsoft Greater China Region

Anne Tse

CEO of PepsiCo Greater China Region

Jochen Goller

President and CEO of BMW Group Region China

Tian Ning

Chairman of the B of D, Panshi Group

## 【Brief Introduction】

On the morning of November 5, 2022, the Parallel Session on Opening-up and Governance of Digital Economy of the 5th Hongqiao International Economic Forum, hosted by the Ministry of Commerce, the International Trade Centre, and the People's Government of Zhejiang Province, was held at the National Exhibition and Convention Center (Shanghai). Wang Hao, Governor of the People's Government of Zhejiang Province, Li Fei, Assistant Minister, Ministry of Commerce of the People's Republic of China, attended the parallel session and delivered a speech, and Pamela Coke-Hamilton, Executive Director of International Trade Centre, delivered a video message. Lu Shan, Vice Governor of the People's Government of Zhejiang Province, moderated the speeches of the parallel session.

This parallel session also invited guests from the political, academic, and business circles to conduct in-depth exchanges on hot issues such as "openness, governance, cooperation and sharing" of the digital economy. Yi Xiaozhun, Former Deputy Director-General of WTO, Former Vice Minister of Commerce of the People's Republic of China, Zheng Yongnian, Professor of the Chinese University of Hong Kong, Shenzhen and President of the Institute for International Affairs, Qianhai, Ma Guangyuan, Famous Economist, Daniel Zhang, Chairman and CEO of Alibaba Group, and Huang Xianhai, Vice President of Zhejiang University delivered keynote speeches. Matthew Margulies, Senior Vice President of the US-China Business Council, Anne Tse, CEO of PepsiCo Greater China Region, Jochen Goller, President, CEO of BMW Group Region, China and other domestic and foreign guests participated in the dialogue and round-table discussion.

During the parallel session, the International Trade Centre, Zhejiang University, and Alibaba jointly released the RCEP Cross-border E-commerce Development Report.





## **【Addresses】**

Wang Hao, Governor of the People's Government of Zhejiang Province, pointed out that the digital economy is an important part of the modern economic system and a significant direction for developing the world economy. Zhejiang thoroughly implemented the "Digital Zhejiang" strategic deployment made by General Secretary Xi Jinping when he was working in Zhejiang. With digital reform as the traction and technological innovation as the driving force, the "No.1 Project" of the digital economy will be implemented in-depth, and the construction of the national digital economy innovation and development pilot zone will be deepened. We will speed up the establishment of a modern economic system with the digital economy as the core, and strive to build a digital civilization that is shared by the people, leads future development, and demonstrates institutional advantages.

Lu Shan, Vice Governor of Zhejiang Province, pointed out in his opening speech that the development of the digital economy is of great significance and has become a consensus to grasp the new opportunities of the new round of technological revolution and industrial transformation. The digital economy has become the focus and emphasis of a new round of international competition and gaming, and all countries have issued relevant strategic plans. Amid the changes unseen in a century, the competition in the digital economy is growing increasingly fierce. There are more and more differences in concepts and visions, and a number of new challenges and problems have emerged. Many people call for expanding the opening-up of the digital economy, and perfecting the digital economy governance system has also become the consensus of everyone.



Li Fei, Assistant Minister, Ministry of Commerce of the People's Republic of China, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and delivered an address.

Li Fei, Assistant Minister, Ministry of Commerce of the People's Republic of China, pointed out that the Chinese government attaches great importance to the opening-up, governance, and international cooperation of the digital economy. The Ministry of Commerce will thoroughly study and implement the guiding principles of the 20th National Congress of the Communist Party of China, fully, accurately, and comprehensively implement the new development concept, and serve to build a new development pattern. The first is to promote high-level opening-up. We will put in place the top-level design of digital trade. The second is to improve the digital economy governance system. We will perfect laws, regulations, and policy systems, improve institutional mechanisms and increase the modernization level of the digital economy governance system and capabilities. The third is to boost international cooperation in the digital economy. We will actively participate in WTO E-commerce negotiations, maintain and improve the multilateral digital economy governance system, and promote the establishment of rules generally accepted by all parties.



Pamela Coke-Hamilton, Executive Director of International Trade Centre, attended the Parallel Session on Opening-up and Governance of Digital Economy via video links and delivered an address.

Pamela Coker-Hamilton, Executive Director of International Trade Centre, said that digital connectivity has an increasing influence on the achievement of the United Nations Sustainable Development Goals, and it also contributes to the promotion of employment and rapid economic development. Global interconnection statistics show that in 2020, one-third of global GDP will be realized through digital trade. The World Trade Organization predicts that due to digital technology, global trade will grow by 2% per year for a decade, but the digital divide needs to be addressed urgently. The International Trade Centre will support the participation of MSMEs in developing countries in the digital economy.

### 【Keynote Speeches】



Yi Xiaozhun, Former Deputy Director-General of WTO, Former Vice Minister of Commerce of the People's Republic of China, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and delivered a keynote speech.

Yi Xiaozhun, Former Deputy Director-General of WTO, Former Vice Minister of Commerce of the People's Republic of China, pointed out that future negotiations on the digital economy and trade rules should focus on the following aspects: First, we should focus on sustainable development, and facilitate the cross-border flow of commercial data and ensure a balance between cyber security and personal information protection. The second is to promote multilateral E-commerce negotiations in the WTO flexibly and pragmatically. In the formulation of multilateral rules, attention should be paid to the balance of high standards, openness and inclusiveness, and encourage and help latecomers, especially developing countries, to join when conditions are mature. Third, the active participation of the private sector should be encouraged. The continuous innovation and good practices of enterprises in various countries provide a reliable basis and strong support for formulating multilateral trade rules that keep pace with the times.





Zheng Yongnian, Professor of the Chinese University of Hong Kong, Shenzhen and President of the Institute for International Affairs, Qianhai, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and delivered a keynote speech.

Zheng Yongnian, Professor of the Chinese University of Hong Kong, Shenzhen and President of the Institute for International Affairs, Qianhai, believes that in the era of digital civilization, whether the digital economy can benefit society is an essential factor affecting the competition between major powers. The sound development of digital civilization requires the guidance and cooperation of social and political systems, as well as an appropriate institutional environment. The key is to balance the interests of all parties. The information technology revolution in the past 20 years has accelerated the decline of the Western middle class. This decline and the imbalance caused by the widening gap between the rich and the poor are the main contradictions that Western countries face in the era of digital civilization. For China, the most important issue for the next step is leveraging its institutional advantages to lead the era of digital civilization in all aspects. Digitization will reshape human society from five dimensions: digitization of consumption, digitization of industry, digitization of infrastructure, digitization of social governance and services of governments, digitization of social and political participation, and protection of individual rights and interests. China should make full efforts in these five dimensions.





Ma Guangyuan, Famous Economist, attended the Parallel Session on Opening-up and Governance of Digital Economy via video links and delivered a keynote speech.

Ma Guangyuan, Famous Economist, believes that if countries maintain close cooperation in the digital economy, the development of the global digital economy will embrace great opportunities. However, if deglobalization continues to intensify, what will be damaged will be the ecology of the development of the global digital economy. China has a large market, good ecology, and application scenarios. It should continue to improve the development ecology of the digital economy, attract global capital, technology, and talents to China, and share the dividends of China's digital economy development.



Daniel Zhang, Chairman and CEO of Alibaba Group, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and delivered a keynote speech.

Daniel Zhang, Chairman and CEO of Alibaba Group, said that the Chinese consumer market has developed rapidly over the past two decades, and has been at the forefront of the world. China has taken the lead in realizing the digitization of lifestyle, and the digitization of consumption has been accepted by the vast majority of people. This is a huge opportunity for global merchants. Regardless of the size of the company, as long as the products are good, they have the opportunity to enter the Chinese market through digital means and share the huge potential of the Chinese market.



Huang Xianhai, Vice President of Zhejiang University, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and delivered a keynote speech.

Huang Xianhai, Vice President of Zhejiang University, believes that data has become a new global production factor, but the cross-border flow of data and global rules have not yet taken shape. As a strong support for the digital economy, the flow of data as a factor around the world is still restricted by rules, and rule breakthroughs are required. In the future, China will align or connect with the world's highest level of economic and trade rules, and even become the creator and leader of the global digital economy and trade rules. At present, China is constantly exploring the orderly promotion of cross-border data flow, expanding the opening-up of cross-border service trade, and promoting the facilitation of digital trade, and is committed to creating a good digital trade business environment.

**【Achievement Release】**

Ben Shenglin, Dean and Professor of International Business School, Zhejiang University, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and participated in the achievement release activity.

Ben Shenglin, Dean and Professor of International Business School, Zhejiang University, introduced the RCEP Cross-Border E-Commerce Development Report, a joint research report by the International Trade Centre, Zhejiang University, and Alibaba. He said that digitization is the most effective means to deal with market uncertainties, and digital platforms can effectively boost the growth of the market economy. The study revealed that after the outbreak of the COVID-19 pandemic, cross-border E-commerce in the RCEP region has grown against the trend, and the cross-border B2B development index has doubled within three years. Product diversification and market diversification have become vital signs of high-quality development of cross-border E-commerce in the RCEP region. According to the report, cross-border e-commerce can effectively help cross-border small and medium-sized enterprises cope with market uncertainties. Enterprises can use digital E-commerce platforms to complete digital transformation through digital marketing, market consultation, knowledge sharing, etc., and achieve diversified exports and stable growth. The RCEP agreement has played an essential role in the establishment of cross-border ecosystems and partnerships in the region.

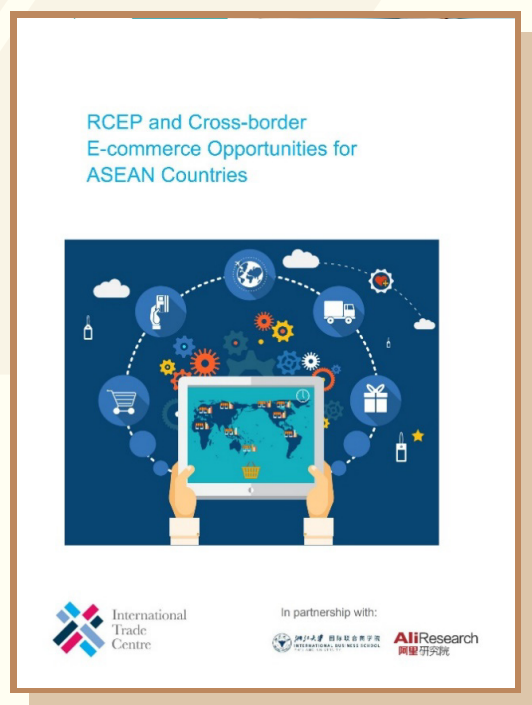




Xiang Huangmei, Vice President of Alibaba Group and General Manager of Alibaba Digital Rural Business Department, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and participated in the achievement release activity.

Xiang Huangmei, Vice President of Alibaba Group and General Manager of Alibaba Digital Rural Business Department, introduced China's experience in promoting rural revitalization through digitization, and cooperation with the International Trade Centre to carry out international E-commerce research and help digital poverty reduction in the process of development through digital capabilities. Alibaba's efforts to promote industrial revitalization through digitalization were divided into four paths, specifically: enhance the value of the countryside through branding, facilitate the integration of agriculture, culture, and tourism through the Internet, smooth the whole chain of production, supply, and marketing through digital intelligence, and promote the revitalization of the countryside through practical training.



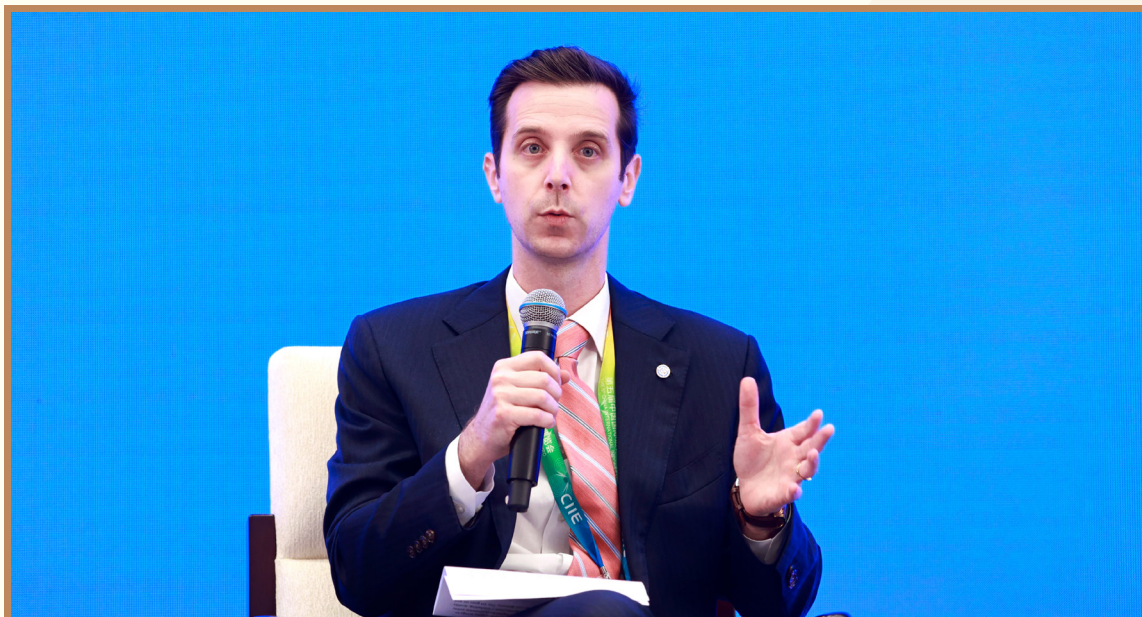


## RCEP Cross-border E-Commerce Development Report

The RCEP Cross-border E-Commerce Development Report, based on research tools such as the Ali Institute SMEs Cross-border E-Commerce B2B Development Index and the ITC General Trade Database, provides a comprehensive assessment of the development of cross-border E-commerce in the region from the perspectives of trade scale, enterprise development and market diversification, and proposes relevant policy recommendations through case studies.

## 【Interactive Discussions】

### Topic 1: Opportunities and Challenges of Digital Economy Opening-up to Multinational Corporations



Matthew Margulies, Senior Vice President of the US-China Business Council, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and participated in the interactive discussions.

Matthew Margulies, Senior Vice President of the US-China Business Council, called for attention to the governance of cross-border data flows. He introduced that for the business community in the United States, data cross-border flow agreements, whether within or outside the enterprise, as well as between the two parties in cross-border transactions, can truly unleash the strong impetus brought by the digital economy. He believes that all parties can benefit from it.



Samantha Zhu, Senior Managing Director Chairperson, and Market Unit Lead-Greater China Accenture, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and participated in the interactive discussions.

Samantha Zhu, Senior Managing Director Chairperson, and Market Unit Lead-Greater China Accenture, put forward suggestions from four aspects for Chinese enterprises to improve their competitiveness in participating in the global digital economy and digital trade. One is trust: to deliver responsible artificial intelligence, ensuring inclusiveness and sustainability is essential. The second is resilience: to build strong resilience, comprehensive consideration and investment should be made from six aspects: finance, operation, technology, organization, reputation, and business model. The third is flexibility: How to deal with external changes, allowing enterprises to make optimal combinations and configurations, and enabling data and information to flow smoothly within the enterprise are very important dimensions for enterprises to maintain vitality. The fourth is the ecological system: it is vital to effectively and flexibly utilize the resources of ecological partners and social resources. It is hoped that enterprises can carry out more cross-border, cross-sector, and cross-industry cooperation and innovation.





Markus Borchert, CEO of Nokia Shanghai Bell, President of Nokia Greater China, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and participated in the interactive discussions.

Markus Borchert, CEO of Nokia Shanghai Bell, President of Nokia Greater China, expressed his views on Metaverse. The industrial Metaverse is driven by business and practical needs. All these series of Metaverse technologies must be based on the construction of a very robust network system, and we will see more and more professional network providers appear to meet the needs of industrial grades continuously.



Anu Rathninde, President, Asia Pacific, Johnson Controls, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and participated in the interactive discussions.

Anu Rathninde, President, Asia Pacific, Johnson Controls, introduced the contribution of smart cities and smart buildings to the realization of ESG goals. He pointed out that about 40% of carbon emissions come from buildings themselves, and more than 50% of carbon emissions in China come from buildings. To truly realize decarbonization in the future, it is vital to realize the decarbonization of buildings. To build smart cities and smart buildings and achieve ESG goals, we must first have data. With the visibility and transparency of data, we can have data-based systems.



## Topic 2 : The Influence of Digital Economy Governance on the Operation and Development of Multinational Corporations



Roan Kang, Vice President of Microsoft and COO of Microsoft Greater China Region, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and participated in the interactive discussions.

Roan Kang, Vice President of Microsoft and COO of Microsoft Greater China Region, introduced three pieces of experience of Microsoft in developing the digital economy. The first is to attach importance to data governance and management. The second is to emphasize sustainable development. Microsoft has launched sustainable development solutions with partners such as Envision Energy and SGS in China. The third is to lay stress on compliance. Microsoft provides legal and compliant big data and cloud services in over 170 countries and markets.



Anne Tse, CEO of PepsiCo Greater China Region, attended the Parallel Session on Opening-up and Governance of Digital Economy via video links and participated in the interactive discussions.

Anne Tse, CEO of PepsiCo Greater China Region, introduced PepsiCo's experience in processing massive data. PepsiCo raised digitization to the group's strategic level and set up a dedicated digital team to accelerate change. Through digital solutions, we provide innovative marketing activities, customized products, and integrated global operations to enhance consumer experience. In order to maintain its continuous leading competitiveness, PepsiCo has two important focus points: one is to increase innovation, and the other is to reshape the entire corporate value chain centered on consumers.



Jochen Goller, President and CEO of BMW Group Region China, attended the Parallel Session on Opening-up and Governance of Digital Economy via video links and participated in the interactive discussions.

Jochen Goller, President and CEO of BMW Group Region China, emphasized the importance of data management and better use of consumer data in the development of the digital economy. Only by implementing the regulation and cooperation of all aspects in the Chinese market, including ensuring the realization of digitization in every link from top to bottom, can we better drive the development of digital economy and digital technology.





Tian Ning, Chairman of the B of D, Panshi Group, attended the Parallel Session on Opening-up and Governance of Digital Economy in Shanghai and participated in the interactive discussions.

Tian Ning, Chairman of the B of D, Panshi Group, put forward suggestions on the globalization of Chinese local digital innovation enterprises. Long-term considerations and a deep understanding of local culture, policies, and governance are necessary. Products and services should be promoted after we are fully familiar with the governance system and governance rules of the local digital economy. In the process of selecting and dispatching excellent domestic talents, more local talents should be attracted to and hired by the enterprises.



Jiang Yufei, Host of YICAI of SMG, hosted the keynote speeches, achievement release and interactive discussions of the Parallel Session on Opening-up and Governance of Digital Economy.