



PACER Plus

The Pacific Business Flow and Enhancement Initiative is a regional project that aims to support the growth of digital trade in the Pacific.



PACER Plus is a regional development-focussed free trade agreement which includes Australia, Cook Islands, Kiribati, New Zealand, Niue, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu.

The Agreement is unique as it is the only Trade Agreement in the Pacific that has a specific Trade in Services component.

pacerplus.org

Contact



pacerplus.org



enquiries@pacerplus.org



[Facebook.com/PACERPlus](https://www.facebook.com/PACERPlus)



PACER Plus

E-Commerce and Digital Trade in the Pacific

pacerplus.org

PACER Plus

A major milestone for Pacific trade and development is the entry into force of the comprehensive regional free trade agreement, the Pacific Agreement on Closer Economic Relations Plus (PACER Plus) in December 2020.

Regional approaches like PACER Plus complement our global and Pacific bilateral programs in support of a stable, secure, and prosperous Pacific.

With a dedicated AU\$25 million Development and Economic Cooperation work program, PACER Plus is empowering Pacific Island Countries to undertake key trade reforms, whilst building their trade capacity.

COVID-19 underscored the importance of regionalism - addressing common challenges together, harnessing shared strengths and delivering practical benefits to all Pacific people - which is at the heart of the PACER Plus partnerships in the region.

E-Commerce

E-commerce and digital trade are pivotal areas for PACER Plus countries to work with regional and global development partners. Collective action in e-commerce will increase productivity, entrepreneurship, innovation, jobs, and access to new markets.

Pacific PACER Plus countries are leveraging digital trade to overcome geographical isolation, accessing global markets, and enhancing economic resilience.

The Agreement illustrates its value as a new avenue to support e-commerce to help businesses grow and also become integral to support the diversification of goods and services in the Pacific.

Initiatives

→ Cook Islands

Conducted an E-Commerce Regulatory Gap Analysis in 2022 and launched the E-Commerce Work Plan in 2023.

→ Kiribati

Validated the E-Commerce Policy through a national consultation process in 2023.

→ Samoa

Launched the National E-Commerce Strategy in Upolu and Savai'i in 2023.

→ Tuvalu

Assessed options for expanding payment ecosystem for e-commerce in 2023.

→ Regional

Collaborated with the Asian Development Bank on a Regional Workshop on Cross Border E-Commerce in 2022.

→ Regional

Supported e-commerce Business Toolkits in Niue, Tonga, Tuvalu, and Vanuatu in 2023.