

**INTUG**

IIM 2000, Global Information, Melbourne, 14-15 May  
[www.intug.net](http://www.intug.net)

# **Global Action Plan for electronic commerce**

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# INTUG about us

- an association of associations
- 25 years old
- arguing for
  - choice
  - competition
  - quality
  - lower prices
- lobbying ITU, WTO, OECD, APEC, EU and so on

# INTUG the new e-economy

- sustainable growth
- high employment
- crazy, berzerk financial markets
- seeming disregard for non-IT activities
- now we have economic over-heating apparently driven by ICT investments

# INTUG ICTs and productivity

- the old productivity gap
- no obvious gains, despite investment in:
  - mainframe computers
  - office automation
  - personal computers
- we have now found all the missing productivity and lots more!

# INTUG Alliance for Global Business

- International Telecommunications Users Group (INTUG)
- International Chamber of Commerce (ICC)
- World Information Technology Services Association (WITSA)
- Global Information Infrastructure Commission (GIIC)
- Business and Industry Advisory Committee (BIAC) of the OECD

Associated with the GBDe

# INTUG Global Action Plan

- originally for the October 1998 OECD ministerial
- business-government partnership
  - emphasise what each does best
  - both working with rapid developments
  - bring together different national and institutional approaches

# INTUG e-commerce requires

- customer confidence
  - privacy
  - redress
- legal certainty
- access to markets
- infrastructure

# INTUG infrastructure

- World Trade Organisation
  - General Agreement in Trade in Services
  - Basic Telecommunications Agreement
  - current round of negotiations
- market access (including Foreign Direct Investment)
- telecommunications policy
- liberalisation and de-regulation



# INTUG telecommunications policy

- in Internet time
- in a nation state
- sector specific regulation
- competition law
- there is also industry policy

# INTUG industry policy

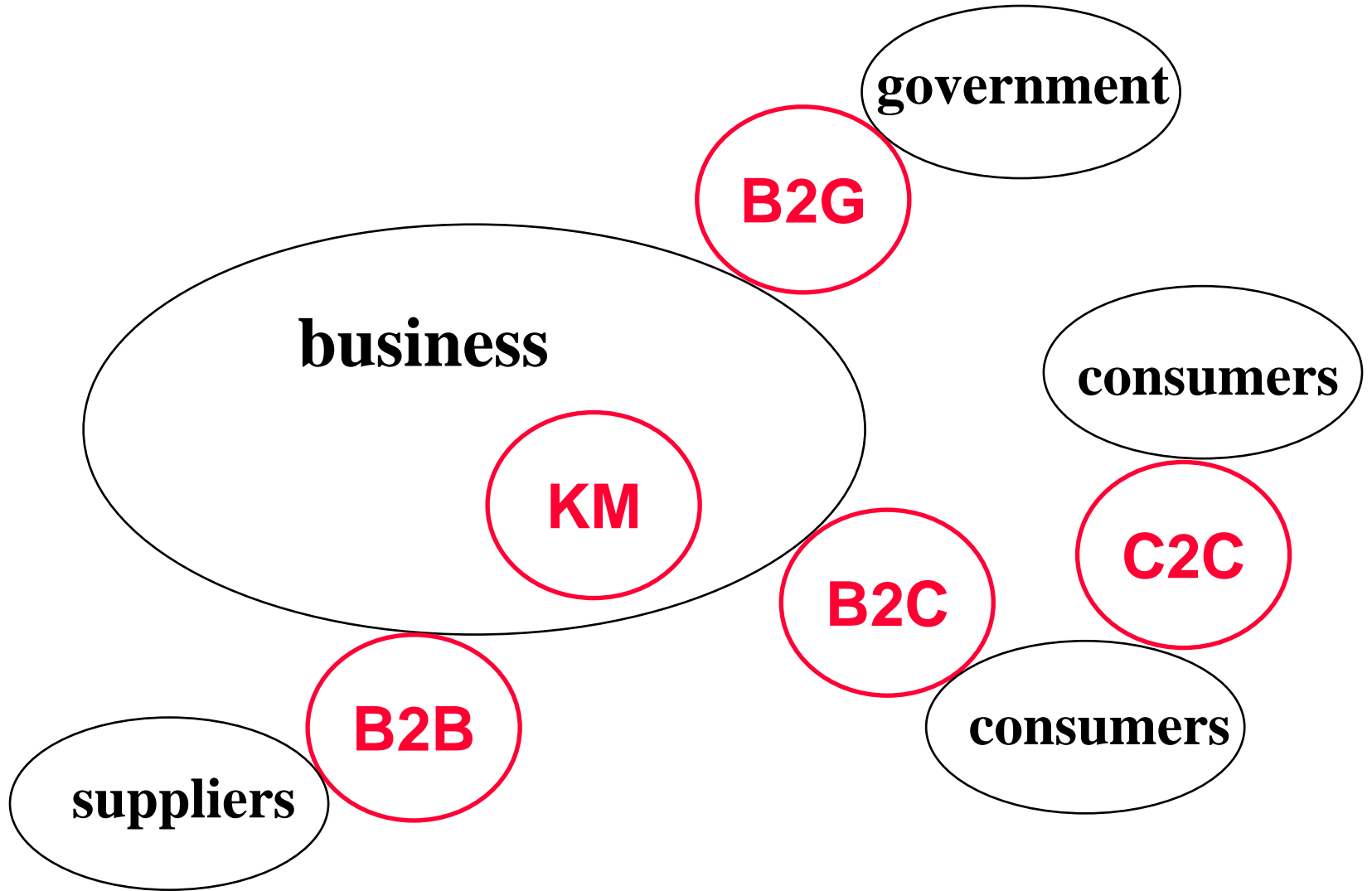
- creation of new entrants
  - GSM
  - Third Generation Mobile (3G)
  - Wireless Local Loop/Fixed Wireless Access
- support for dominant incumbents and alternative carriers
- reciprocal market access

# INTUG fiscal policy

- selling the incumbent
- auctioning radio spectrum
- on-going fees?
- tax-free e-commerce

# INTUG e-business

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# INTUG M-Commerce

- radio infrastructure
  - GSM (2G)
  - 2.5 G
  - 3 G
- hundreds of millions of mobile phones
- innovative services and products
- rapid global growth of pre-paid cards
- brands

# INTUG M-commerce

- low cost device
- becoming ubiquitous
- indications of success
  - I-mode DoCoMo in Japan
  - rapid growth of W@P phones and services
- applications
  - business to consumer
  - consumer-to-consumer
  - business process applications

# INTUG W@P examples

- electronic mail
- voice mail and messaging
- fax
- banking
- stock trading
- travel information
- shopping
- news services
- location-based services

# INTUG knowledge management

- W@P for business processes
- access to information and knowledge
  - 24 hours
  - 7 days
  - any location
  - based on location
- examples
  - medical records
  - consultancy knowledge bases



# INTUG roaming with 3G

- traditional roaming is voice only
- new roaming must be
  - voice
  - data
  - services
  - locational information
  - secure
  - private

# INTUG sector regulation

- price control
  - retail
  - wholesale
- competition
- investment

# INTUG business strategy issues

- how do you work at this speed?
- how do you run an organisation if the business model for year after next is unknown?
- how to get some .COM share price effect?

# INTUG conclusion

- unprecedented change
- pace of change seems to be sustainable
- shake-out of financial markets
- where does the nation state stand?
- regulation is seen as national, building up to international
- genuinely global corporations