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Executive summary

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Digitalisation has significantly reduced the cost of engaging in international trade; facilitated the co-ordination of global value chains; helped diffuse ideas and technologies; and connected a greater number of businesses and consumers globally. But even though it has never been easier to engage in international trade, the adoption of new business models ha

PART 1. AN OVERVIEW OF TRADE AND DII80 0 1 180.89 732.46 Tm0 0.439 0.753 rg0 0.439

Figure 4. Enterprises engaged in digital sales and purchases by sector – EU28 average 2011

a. Electronic sales

b. Purchases via computer networks

Note:

Digitalisation is associated with positive outcomes in goods trade

Until better data on digital trade become more readily available, identifying the links between trade and digitalisation has to be approached piecemeal, focusing on what can be measured. One useful starting point is to draw del1(ci)-(sa)9(t)-4(i)-4(on)1141 bbetw3(ad21(53(t)6(i)-22(d)11(i-218)43(t)43(d)115ec)f)9(r)-

companies (above 250 employees). In this respect, the firm size distribution is relatively well

◁ Standards and processes are *transparent*;

Table A3.2. Digitalisation and trade in goods sectors

Table A3.4. Digitalisation and trade in services sectors

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
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17. Please rank the following processes by order of digital intensity
(digital intensity refers to the extent to which the process is reliant of digital technologies)

- < Design (whether R&D, market re-

ICT costs, sales and digital intensity of processes

According to the Business Questionnaire, ICT cost structures vary considerably across firm size and sector of operation (Figure A4.1).²⁷ Responding firms reported higher ICT costs as a proportion of total costs in the services sectors, and, on average, larger firms tended .04 Tf-3(i)6(r)-3Rchonding5.

