

From: [Art.4.1(b)] (TRADE)
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To: [Art.4.1(b)] (TRADE); [Art.4.1(b)] (TRADE); [Art.4.1(b)] (TRADE); [Art.4.1(b)] (TRADE); VELASCO MARTINS Pedro (TRADE); [Art.4.1(b)] (TRADE)
Cc: [Art.4.1(b)] (TRADE); [Art.4.1(b)] (TRADE); [Art.4.1(b)] (TRADE)
Subject: FYI: Mtg report : Rakuten - e-commerce EU-JPN FTA 29/8/17

29 August 2017 - Meeting with Rakuten to discuss digital trade issues and the e-commerce chapter in EU-JPN FTA

Participants:

Rakuten: [Art.4.1(b)] (Brussels based) and [Art.4.1(b)]
 [Art.4.1(b)] Rakuten Tokyo
 DG Trade : [Art.4.1(b)]

Rakuten is Japan's largest e-tailer and has made investments around the globe in Internet economies, ranging from the messaging service Viber to e-bookseller Kobo to Spanish streaming service Wuaki. Its European HQ is located in Luxemburg and they are active in DE, FR, ES, UK. They follow closely developments of the digital issues within the DSM; [Art.4.1(b)] Out of scope
 [Art.4.1(b)] Rakuten is a member of the CCIA Europe (Computer & Communications Industry Association).

The meeting was organised at the initiative of Rakuten.

Issues discussed:

- Overall Rakuten is satisfied with the EU-JPN trade agreement. Even though the services part of the agreement did not receive much attention in Japan where traditionally the manufacturing industry was the one most listened to by the government. This is changing as the Japanese economy is shifting from manufacturing to services.
- However specifically in the area of e-commerce they have noticed the absence of certain important provisions which were included e.g. in TPP or even some in the KOREU. These include the provisions on data flows and localisation, free internet and liability of intermediaries. The latter issue is considered particularly disappointing as it could have been a good opportunity for the EU and Japan to set global standards on liabilities of intermediaries. An opportunity to take up this topic further could be in the context of the regulatory cooperation between the EU and Japan.
- [Art.4.1(b)] Out of scope