

GLOBAL ECO COMMERCE

Chamber of Eco Commerce



Eco Commerce can lead to increasing trade and financial flows between regions. While Eco Commerce can bring many benefits and opportunities, Eco Innovation can mean fierce competition between innovation-driven economies and low-cost economies.

Eco Commerce offers many opportunities providing even smaller firms and entrepreneurs easier access to new and expanding markets, and sources of technology and finance. Also, consumers can access a larger variety of eco innovative goods and services at lower prices. Regional Eco Commerce Hubs can open the prospect of potential significant gains for companies in terms of higher levels of productivity, new profits and jobs.

In the public's eyes globalization can be associated with job loss and downward pressures on wages and working conditions. These anxieties are based on fears that increased competition from low-wage countries puts excessive pressure on local producers and workers and may result in the closure, or partial closure, of factories at home and their relocation abroad. While these concerns are not new, they seem to have been heightened on the world trading scene. In particular, the widespread use of information technologies increasingly erodes the boundaries between what can and cannot be traded.

Finding an adequate response to globalization may be seen as part of the broader challenge for dynamic economies (i.e., to successfully cope with structural economic change). To reap the gains from globalization of Eco Commerce it is necessary to undergo a process of adjustment as factors of production - such as investment capital - move from activities and firms that cannot withstand the increased competition pressure to those that thrive on it. However, while there is evidence that globalization has not been associated with overall net employment losses, the adjustment of economic structures has costs resulting from resources being moved between firms and activities. The structural adjustment of more rigid labor, capital, and product markets can be costly and painful; at least in the short term, in particular in the regions where these sectors are concentrated.

CEC turns the potential benefits of Eco Innovation into real regional gains. To enable and accelerate global Eco Commerce, CEC's targeted partner projects and actions, such as the 'Regional Eco Commerce Hub' project, will benefit economic development by positioning the region as a source and destination for Foreign Direct Investment (FDI), and supporting trade with other countries.

The CEC can play an important role in the design of Eco Commerce globalization strategy. CEC closely analyses the evolution of main trends in Eco Commerce and FDI flows and the performance of the Eco Innovators in this regard. CEC also regularly analyses the impact of globalization on the region's economic performance and provides advice on the basis of its analysis.