



LICEO DE LOS ANDES  
LAMUN XVII EDITION

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**ACADEMIC  
GUIDE**

MARTIN CORREA ARZUAGA  
MIGUEL ANGEL LOAIZA ARIZABALETA



## Carta de bienvenida Secretaría General

Estimados delegados, mesas directivas, docentes y demás participantes,

La secretaría general de LAMUN 2026 conformada por Ana Sofía Arias Salcedo y Jacobo Salgado Barreto, se enorgullece de darles la bienvenida a nuestro esperado modelo, a continuación, les contaremos un poco acerca de nuestra experiencia y expectativa para el proyecto.

Les saludo como uno de los Secretarios Generales en nuestro Modelo de Naciones Unidas LAMUN. Mi nombre es Jacobo Salgado Barreto.

Quiero agradecerles de antemano a todos por el compromiso que pondrán en las actividades y preparaciones que comienzan ahora. Valoro desde ya su interés genuino en el modelo.

Espero de cada uno que pongan lo mejor de sí desde el inicio: que cumplan los plazos establecidos para las entregas, preparen sus posiciones, borradores y discursos completos y tal como se ha solicitado, y que, si surge cualquier inconveniente, me avisen con anticipación para poder apoyarlos y ajustar lo necesario. También espero que disfruten la experiencia al máximo y que sea memorable para ustedes.

Por otro lado, mi nombre es Ana Sofía Arias, estudiante de grado once, he tenido la oportunidad de participar en trece modelos, en estos, he tenido la oportunidad de ser delegada y presidente externa, en modelos como ACAMUN, MONUTET, NARMUN y GVMUN y secretaria general durante LAMUN 2025. Esto desarrolló un interés genuino en fortalecer nuestro proyecto MUN, es por esta razón que es un placer ser parte de la Secretaría general nuevamente durante esta versión del modelo, espero que su participación activa les permita fortalecer su desarrollo integral a través de habilidades de pensamiento crítico, comunicación asertiva y trabajo en equipo, para lograr explotar esas habilidades al momento de tener que desenvolverse en el mundo actual.

Desde la secretaria general les ofrecemos todo nuestro apoyo y expresamos de nuestra gratitud con cada persona del STAFF y los delegados por su disposición y compromiso con el progreso del modelo, sin más que agregar, sean bienvenidos a LAMUN 2026, les deseamos que sea una experiencia llena de aprendizajes y mucho éxito.

Secretaría general:

Ana Sofía Arias Salcedo - Jacobo Salgado Barreto



### **Carta de bienvenida Subsecretaría**

Honorables delegados y delegadas,

Reciban un cordial saludo y la más cálida bienvenida a la 17ª edición de LAMUN.

Desde la Subsecretaría de Extraordinarias, es un honor contar con su participación en este proyecto que espero no vean como una obligación sino como un espacio donde tendrán la oportunidad de fortalecer sus habilidades de argumentación, análisis y debate.

Mi nombre es Mariana Berrio, y tengo el privilegio de desempeñarme como Subsecretaria de Extraordinarias en esta edición. A lo largo de mi trayectoria en el Liceo de los Andes he tenido la oportunidad de participar en distintos modelos externos y por supuesto en LAMUN, estas experiencias han sido fundamentales para mi formación académica y personal. Más allá de la competencia, LAMUN es un espacio creado para generar aprendizaje, memorias y fortalecer la reflexión y la búsqueda de soluciones. Espero que cada delegado asuma su papel con la mayor disposición y entrega posible aprovechando al máximo cada espacio de debate para enriquecer su perspectiva y fortalecer sus habilidades. Espero que todos tengan una muy grata experiencia en LAMUN 2026.

Secretaría general:

Ana Sofia Arias Salcedo - Jacobo Salgado Barreto



### **Chair welcome Letter**

Warm greetings to all of you,

We would like to welcome you to the World Trading Organization (WTO) Committee. We are very excited to begin this experience together, where we will debate, learn, and grow as a team. We hope that this space will be enriching for each of you and that we will build an atmosphere of respect and good vibes.

### **Martín Correa Arzuaga - President**

I am very excited to welcome you to this committee. One of the things I enjoy most is speaking English and, above all, creating a real connection with the delegates. I have been on the English committee since seventh grade, and it has been a very rewarding experience that even led me to win the “Best Delegate” award on one occasion. Now, I have clear expectations for this committee: First of all, that respect be the basis for everything we do. In addition, I want you to lose your fear of participating and debating, because your ideas are very valuable. Finally, I hope that with each meeting we will get to know each other better and that we will arrive at the Model Day as a true team.



**Miguel Angel Loaiza Arizabaleta - President**

I am thrilled to welcome you to this wonderful committee. English has been an important, if not fundamental, part of my life since elementary school. I have participated in English committees since seventh grade, and they were some of the best experiences I had during my time at LAMUN. In eighth grade, I had the honor of receiving the “Best Delegate” award, which reaffirmed my commitment to this committee.

For this committee, my expectations are clear: I want you to develop socialization and argumentation skills in a competitive and friendly environment. I expect strong arguments, respect, humility, and teamwork. My goal is to build an exemplary and committed committee, and to receive the honor of the title of “Best Committee in the Model”, both academically and humanely.

So, dear delegates, once again, we welcome you. We will accompany you throughout this process, so you can count on us. Let’s work together with dedication, respect, and enthusiasm. Let this great experience begin!

Sincerely,

The board of Directors



## Introduction to the Committee

The World Trade Organization (WTO) is the main international body responsible for regulating international trade between nations. It was founded and officially established on January 1, 1995, as a result of the “Uruguay Round” of trade negotiations between 1986 and 1994, succeeding the “General Agreement of Tariffs and Trade” (GATT), which had operated provisionally since 1957. Unlike the GATT, the WTO has a permanent institutional structure, a binding dispute settlement mechanism, and a broad regulatory scope that covers not only trade in goods but also trade in services and trade-related aspects of intellectual property rights.

The WTO’s main objective is to facilitate the flow of international trade in a predictable, free, and equitable manner. To this end, it manages a ser of multilateral agreements negotiated and confirmed by its members, which establish the basic rules of international trade. Among its core principles are: Non-discrimination, transparency, progressive trade liberalization, and peaceful resolution of trade disputes.

The internal functioning of the WTO is based on decision-making by mutual agreement among its members. Its supreme body is the Ministerial Conference, which meets at least every two years, while the General Council acts as the permanent executive body. In addition, the WTO has specialized councils, such as the “Council for Trade in Goods”, “The Council for Trade in Services”, and “The Council for TRIPS”, as well as multiple technical committees. This structure allows for addressing growing international complexity from multiple regulatory, technical, and policy perspectives.



Currently, the WTO faces the challenge of adapting to multiple changes in the global economy, especially those resulting from technological advances and digitalization. Digital trade and the use of electronic platforms have had a significant impact on the traditional dynamics of multilateral trade, challenging regulatory frameworks designed for a largely physical economy. In this scenario, the WTO takes on strategic importance as a forum for international negotiation and cooperation to define common rules that allow these new forms of trade to be integrated without affecting the core principles of the multilateral system.



Liceo de los Andes

# WTO

LAMUN XVII VERSION

MARTIN CORREA  
MIGUEL LOAIZA

**DIGITAL TRADE AND ELECTRONIC  
PLATFORMS: TRANSFORMING OR  
CHALLENGING MULTILATERAL TRADE  
DYNAMICS?**



## Introduction to the topic

Digital commerce has established itself as one of the most dynamic new drivers of the global economy in recent years. Through electronic platforms, digital services, and cross-border data flows, nations and economic agents participate in commercial exchanges that transcend traditional physical borders. This phenomenon encompasses a wide range of activities, such as e-commerce in goods and services, the digital provision of financial, educational, and professional services, and commercial intermediation through larger platforms.

The recent expansion of digital commerce has created significant opportunities for economic inclusion, reduced transaction costs, and access to international markets for small and medium-sized enterprises. However, it has also raised multiple challenges in regulating issues such as digital sovereignty, taxation, data protection, competition, and equity between developed and developing economies.



## Historical Context of the Issue

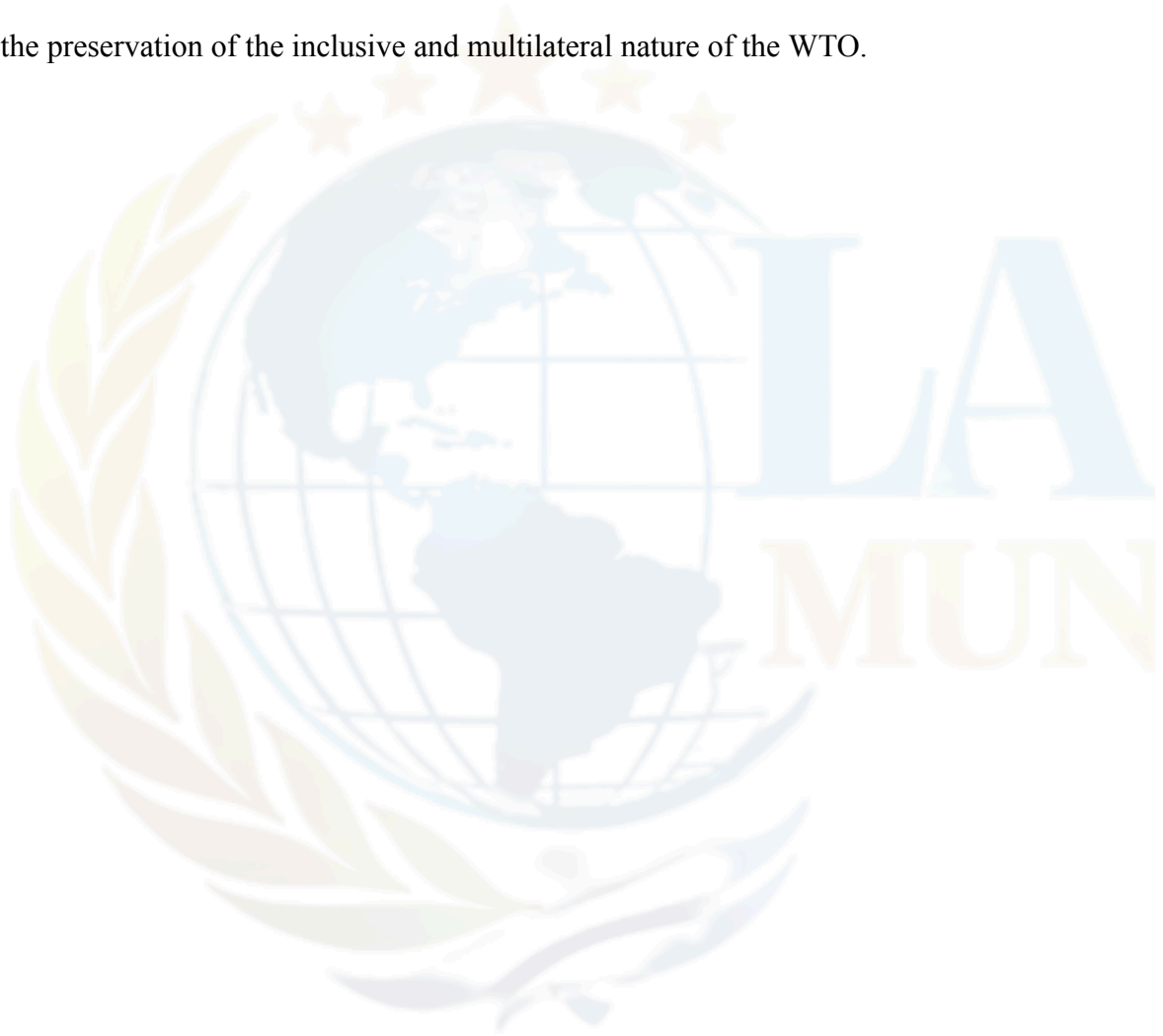
The emergence of digital commerce is directly related to the development of the Internet and Information and Communication Technologies (ICT) at the end of the 20th century. During the early years of the WTO, international trade was conceived mainly in terms of physical goods and traditional services, so the agreements established did not contemplate the existence of electronic commerce.

In 1998, WTO members adopted the Work Program on Electronic Commerce, recognizing for the first time the growing relevance of this phenomenon. In the same year, a moratorium on the imposition of customs duties on electronic media was agreed upon, a measure that has been renewed periodically since then. However, this moratorium was not accompanied by a regulatory framework to govern digital trade.

In the following years, the exponential growth of digital platforms transformed the structure of international trade. Technology companies took on a central role as trade intermediaries, amassing large amounts of data and market power. At the same time, differences in the technological capabilities of nations deepened the digital divide, raising concerns about the unequal distribution of the benefits of digital trade.



Faced with the difficulty of reaching multilateral consensus, some members opted for plurilateral agreements and joint negotiations, such as the Joint Initiative on Electronic Commerce launched in 2019. This process highlighted tensions between the need to update international trade rules and the preservation of the inclusive and multilateral nature of the WTO.





## Development of the Topic

Digital commerce has radically transformed global trade dynamics over the past two decades, generating profound consequences that challenge the foundations of the traditional multilateral system established by the WTO. Indeed, digitization has enabled small and medium-sized enterprises to access global markets without the need for significant physical infrastructure, democratizing international trade to a certain extent. However, this transformation has created considerable asymmetries between developed and developing countries that deserve special attention.

Electronic platforms such as Amazon, Alibaba, Mercado Libre, and others have created commercial ecosystems that operate beyond traditional borders, raising complex questions about jurisdiction, taxation, and regulation. These platforms act as intermediaries between global producers and consumers, concentrating market power and data in an unprecedented way. In fact, the immediate consequence is the urgent need to update the WTO's regulatory frameworks, which were designed in a fundamentally pre-digital era.



One of the most critical consequences currently being observed is the erosion of traditional taxation models. Cross-border e-commerce has enabled substantial commercial transactions to take place without a physical presence in the destination countries, which greatly complicates the collection of indirect taxes such as VAT (IVA). This particularly affects developing countries that rely heavily on this tax revenue to finance essential public services. According to various estimates, governments lose billions of dollars annually due to tax evasion facilitated by complex digital structures that exploit regulatory loopholes.

At the same time, the digital divide has become a worrying structural issue that threatens to perpetuate existing inequalities. While advanced economies benefit exponentially from e-commerce, many developing countries lack adequate telecommunications infrastructure, appropriate legal frameworks, and technical capabilities to participate equitably in this new commercial paradigm. Far from diminishing, this disparity threatens to deepen global economic inequalities, thus contradicting the fundamental principle of inclusive development that underpins the WTO.

The consequences in terms of personal data protection and privacy are equally significant and deserve detailed consideration. Digital trade involves massive cross-border data flows, including sensitive consumer information that crosses multiple jurisdictions on a daily basis.



The absence of harmonized global standards has resulted in a fragmented regulatory mosaic, where jurisdictions such as the European Union implement strict rules through instruments such as the GDPR, while others maintain more lax approaches, creating trade frictions and high compliance costs for companies operating internationally.

However, when analyzing the current situation regarding this issue, it is clear that the WTO faces considerable challenges in adapting its regulatory instruments to the reality of digital trade. Since 1998, Members have maintained a moratorium on the imposition of customs duties on electronic transmissions, which has been periodically renewed but is subject to growing controversy. Developing countries argue, not without reason, that this moratorium deprives them of legitimate tax revenues, while developed economies maintain that taxing them would hinder innovation and digital access for vulnerable populations.

In this context, it is important to note that in 2019, a group of 76 WTO Members launched plurilateral negotiations on e-commerce, seeking to develop multilateral disciplines in areas such as electronic signatures, online consumer protection, commercial spam, and digital trade facilitation. However, these negotiations have progressed slowly due to fundamental differences on core issues such as cross-border data flows, data localization, and technology transfers. The complexity of these issues reflects deeper tensions over sovereignty, economic development, and power distribution in the global digital economy.



The issue of data flows has, in fact, become the epicenter of the contemporary debate on digital trade. The United States and its allies defend the free movement of data as essential for digital trade and innovation, while China, India, and other developing countries argue that data sovereignty and the ability to regulate domestic data are fundamental public policy prerogatives that cannot be sacrificed. This tension reflects legitimate concerns about national security, endogenous industrial development, and regulatory autonomy that transcend purely economic considerations.

At the same time, regional and bilateral trade agreements incorporating chapters on digital trade with provisions that vary significantly from one another are proliferating. The USMCA, CPTPP, and various EU agreements establish different rules on crucial issues, fragmenting the global regulatory landscape in a worrying way. This proliferation threatens the rules-based multilateral system that has characterized the postwar trade order, creating an environment where digital trade is subject to multiple and potentially contradictory legal regimes.

It is also worth noting that transnational digital platforms currently operate with a level of market power concentration that is unprecedented in history. Five technology companies control approximately 80% of the global cloud infrastructure market, and dominant platforms exert disproportionate influence over which products and services are accessible to global consumers. This concentration raises serious concerns about competition, barriers to entry for new competitors, and the technological dependence of developing countries on infrastructure controlled by corporations in advanced economies.



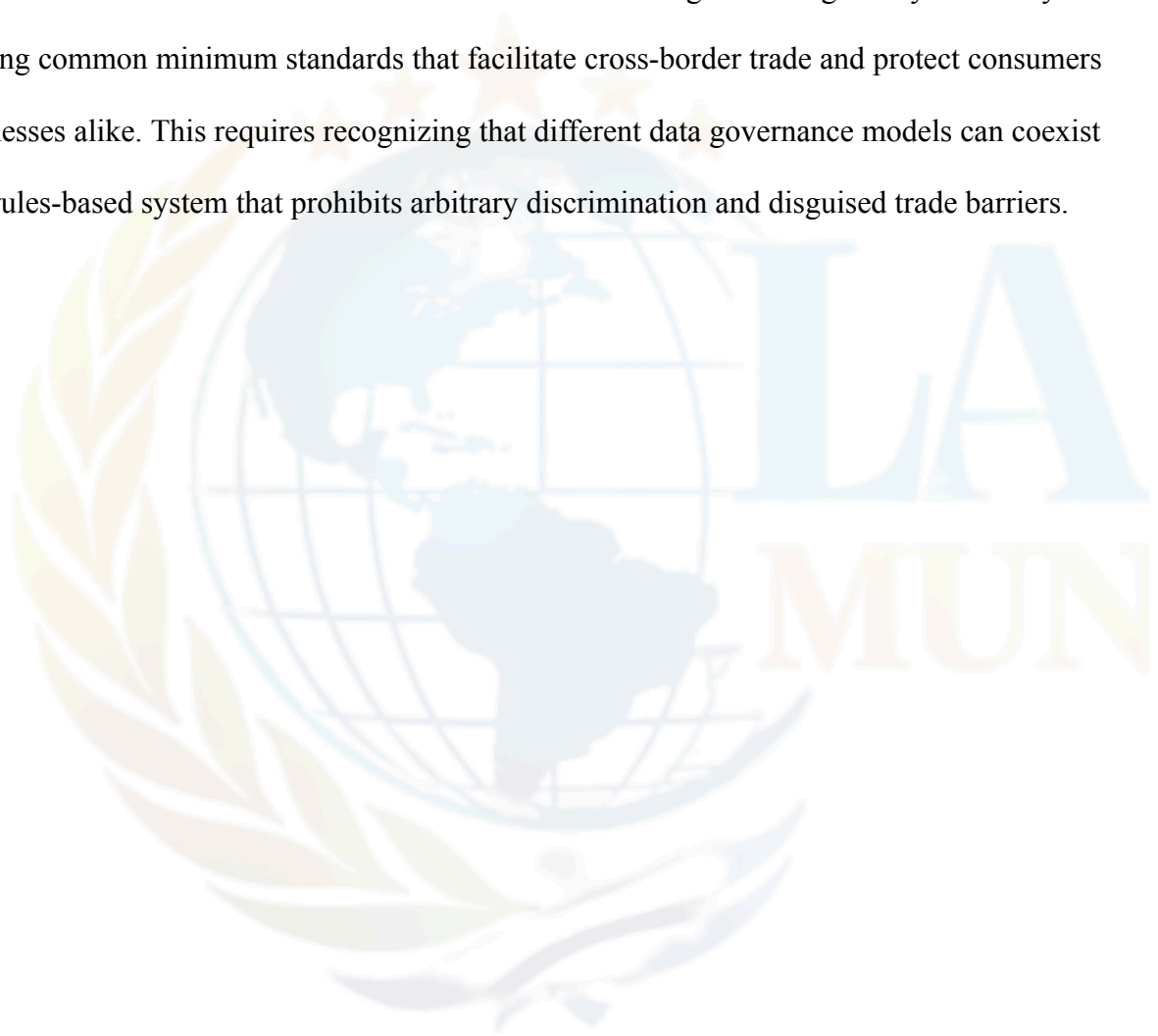
The situation of SMEs in digital commerce presents, curiously, a paradox that deserves analysis. Although electronic platforms theoretically democratize access to global markets, in practice, small businesses in developing countries face significant barriers, including prohibitive regulatory compliance costs, difficulties in understanding and navigating multiple rules, logistical challenges for cross-border deliveries, and competitive disadvantages vis-à-vis actors with the resources to optimize visibility algorithms on platforms. As a result, the democratizing promise of digital commerce remains partially unfulfilled.

It is worth mentioning that the COVID-19 pandemic dramatically accelerated the digitization of commerce, highlighting both the opportunities and vulnerabilities of the current system. E-commerce grew exponentially during 2020 and 2021, but it also exposed the urgency of coherent regulatory frameworks for consumer protection, cybersecurity, and ensuring fair competition in digital markets.

Considering all of the above, the primary intention of this Committee within the framework of the WTO is to establish a multilateral system of digital trade governance that is genuinely inclusive, equitable, and conducive to the sustainable development of all Members, regardless of their level of technological or economic development. We recognize that digital trade represents a transformative opportunity for global economic growth, but only if it is managed through rules that balance innovation with inclusion, trade freedom with legitimate regulatory sovereignty, and economic efficiency with the protection of fundamental rights.



In this regard, the Committee explicitly seeks to overcome the counterproductive dichotomy between absolute liberalization and digital protectionism that has characterized many recent debates. Our vision is to build a multilateral framework that allows for legitimate regulatory flexibility while establishing common minimum standards that facilitate cross-border trade and protect consumers and businesses alike. This requires recognizing that different data governance models can coexist within a rules-based system that prohibits arbitrary discrimination and disguised trade barriers.





### **Justification of the topic**

Digital trade currently accounts for more than 25% of global trade and directly affects the economic life of every country represented here. For you as delegates, this topic touches on specific issues: small businesses in your country trying to sell products abroad, the taxes your government needs for hospitals and schools, and the safety of your citizens when shopping online.

If delegates represent a developing country, they should be aware that the moratorium on digital tariffs costs their nations billions annually that could be invested in infrastructure or education. Meanwhile, foreign platforms dominate their local markets, making it difficult for domestic entrepreneurs to compete. Without fair rules, their economies risk becoming mere consumers of foreign technology, without generating their own wealth in the digital world.

For those delegates representing advanced economies, a clear multilateral framework allows their technology companies to operate globally without facing conflicting regulations in each country. But they also need to understand that a system that marginalizes half the planet will create tensions and close huge markets.

Everyone faces similar challenges: how to protect the privacy of their citizens, combat online fraud, prevent digital monopolies from abusing their position, and provide real opportunities for local SMEs. What they decide here will determine whether their countries prosper in the digital economy or fall behind.



This debate has real consequences: jobs, public revenues, and the economic future of millions of people depend on the positions they defend. That is why it is essential that they thoroughly understand these issues in order to negotiate effectively.





## Qarmas

- How does the moratorium on digital tariffs specifically affect my country's tax revenues, and how much revenue do we lose annually by maintaining it?
- What specific benefits or harms would allowing unrestricted cross-border data flows versus maintaining sovereignty over national data bring to my economy?
- What are the main e-commerce platforms operating in my market, and what percentage do they control compared to local companies?
- What are the main negotiating blocs in the discussions on digital trade, which countries lead them, and what interests does each group defend?
- What is my government's official position on renewing the moratorium on tariffs on electronic transmissions, and why have we taken that position?
- What national economic priorities should I protect during negotiations: tax revenues, development of local technology industries, protection of citizen data, or attraction of foreign investment?