

Latin America Needs an Open, Prosperous Digital Single Market

ROBERT D. ATKINSON | MARCH 2019

In a column for *Latin Trade Magazine*, Rob Atkinson explains why Latin America needs a digital single market and how Pacific Alliance partners could advance it.

Over the next year, Pacific Alliance partners of Chile, Colombia, Mexico, and Peru are uniquely placed to lead regional efforts to build a Latin American digital single market—a common set of rules for digital trade that would facilitate commerce among the largely Spanish-speaking region’s increasingly connected and technology-savvy businesses and consumers. As Rob Atkinson writes for *Latin Trade Magazine*, this is a real opportunity because the largely common language of Spanish would mean that digital companies in Latin America would more easily have access to a market of close to half a billion consumers. To help achieve this, Rob recommends that these four nations advance and endorse an ambitious digital trade framework focused on modernizing rules around data and intermediary liability, reducing the cost and complexity of cross-border transactions, and centralizing spectrum management.