e-COMMERCE IMPLEMENTATION IN THAILAND-AUSTRALIA FREE TRADE AGREEMENT (TAFTA)

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ABSTRACT

Thailand-Australia Free Trade Agreement (TAFTA) had been adopted since 2005. The development of TAFTA e-commerce implementation guidelines to encourage both Thai and Australian companies to participate in TAFTA electronic commerce was a focus of this study. The TAFTA e-commerce requirements, framework, readiness, stages model for implementation, research methodology, research model were conducted and presented in this paper. Five TAFTA e-commerce implementation guidelines for articles 1102 to 1108 were concluded and recommended for further operational level.

Index Terms— TAFTA, Thailand-Australia Free Trade Agreement, e-Commerce Requirements, Implementation Guidelines, Readiness, Stages Model, Custom Duties, Domestic Regulatory Framework, e-Authentication, Digital Certificate, Consumer Protection, Personal Data Protection, Paperless Trading

1. INTRODUCTION

Thailand-Australia Free Trade Agreement (TAFTA) had offered substantial bilateral benefits for both Thai and Australian exporters in services and trades since 2005. Many bilateral trades covered food and agricultural, automobile and lightning equipments, textile and clothing, tourism, health-care, education, *electronic commerce* and investment.

TAFTA had provided a framework that strengthens relationship and collaboration between the two countries. Australian exporters were looking forward to increasing their dairy and agricultural products, pharmaceutical goods, aluminum, large passenger motor vehicles and components to Thai market. Thai exporters, vice versa, were also looking forward to expanding their small automobile (passenger and commercial) vehicles, plastic products, iron and steel products, pulp and paper products, Thai food and services, agricultural products and investment in Australia's market. Currently, Thailand had been

Australia's 11th largest trading partner. By 2010, *95 per cent* of all current trade tariffs between Thailand and Australia may be completely relaxed, removed and/or free. TAFTA had been Thailand's *first* free trade agreement with developed country. The TAFTA agreement, in addition, had extended Australia's linkages and economic interests into *ASEAN Free Trade Area (AFTA)* for future trade liberalization in the region.

In this study, the focus was toward the development of TAFTA e-commerce implementation guidelines that encourage both Thai and Australian companies to participate in the *implementation of TAFTA* via electronic commerce (that is likely to become important trade medium with minimum regulatory burden and more industrial-led development for internet-based trading over the next decade) in order to strengthen bilateral trade benefits, and gain access to market previously protected by high tariff barriers,

The objective of this study, therefore, was to develop e-Commerce implementation guidelines for TAFTA Articles 1102 (Customs Duties), 1103 (Domestic Regulatory Framework), 1104 (Electronic Authentication and Digital Certificate), 1105 (Online Consumer Protection), 1106 (Online Personal Data Protection), 1107 (Paperless Trading), and 1108 (Cooperation on e-Commerce) respectively.

2. TAFTA E-COMMERCE REQUIREMENTS

TAFTA electronic commerce (Chapter 11) had requirements for articles 1102 to 1108 in summary as follows.

Article 1102-Customs Duties
Each Party shall maintain its current practice of not imposing customs duties on electronic transmissions between Australia and Thailand.

Article 1103-Domestic Regulatory Frameworks
Each Party shall maintain domestic legal frameworks governing electronic transactions based on the *UNCITRAL*

Model Law on Electronic Commerce 1996. Each Party shall: (a) minimize regulatory burden on electronic commerce; and (b) ensure regulatory frameworks support industry-led development of electronic commerce.

Article 1104-e-Authentication and Digital Certificates

Each Party shall maintain domestic legislation for electronic authentication that: (a) permits parties to electronic transactions to determine appropriate authentication technologies and implementation model for e-transactions, without limiting the recognition of such technologies and implementation models; and (b) permits parties to e-transactions to have the opportunity to prove in court that their electronic transactions comply with any legal requirements. The Parties shall work towards mutual recognition of digital certificates at government level, based on internationally accepted standards. The Parties shall encourage the interoperability of digital certificates in the business sector.

Article 1105-Online Consumer Protection

Each Party shall, to the extent possible and in a manner considered appropriate by each Party, provide protection for consumers using electronic commerce that is at least equivalent to that provided for consumers of other forms of commerce under their respective laws, regulations and policies.

Article 1106-Online Personal Data Protection

Notwithstanding the differences in existing systems for personal data protection in the territories of the Parties, each Party shall take such measures as it considers appropriate and necessary to protect the personal data of users of electronic commerce. In the development of data protection standards, each Party shall, to the extent possible, take into account international standards and the criteria of relevant international organizations.

Article 1107-Paperless Trading

Each Party shall accept the electronic format of trade administration documents as the legal equivalent of paper documents except where: (a) there is a domestic or international legal requirement to the contrary; (b) doing so would reduce the effectiveness of the trade administration process. The Parties shall cooperate bilaterally and in international forums to enhance acceptance of electronic versions of trade administration documents.

Article 1108-Cooperation on E-Commerce

The Parties shall encourage cooperation in research and training activities that would enhance the development of e-commerce, including by sharing best practices on e-commerce development. The Parties shall encourage cooperative activities to promote e-commerce, including

those that would improve the effectiveness and efficiency of e-commerce.

Therefore, TAFTA e-commerce requirements were used to identify compliance issues and developed (1) objectives and goals, (2) policy and policy maker, and implementer, and (3) regulator, auditor and enforcement to be prepared and implemented as stated in the agreement.

3. FRAMEWORK FOR TAFTA E-COMMERCE IMPLEMENTATION

A framework for TAFTA e-commerce implementation model was developed and represented in a conceptual view of four essential variables: (1) source, (2) communication link, (3) destination, and (4) influence (Edward, et al, 2000), as shown in figure 1.0.

Figure 1.0   A Conceptual Framework for Implementation of TAFTA: Chapter 11-Electronic Commerce
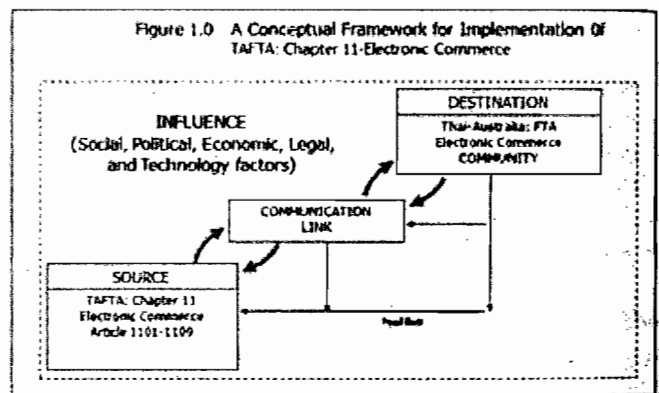
Source was described as requirements stated in TAFTA e-commerce articles 1102 to 1108. Communication link referred to collaboration and feedback between source and destination during the TAFTA implementation over a period of time. Destination was described as TAFTA e-commerce community or desired outcome to be developed and maintained. Outcomes may include the changes in TAFTA e-commerce community's knowledge and skills of human resources, structures, cultures, formal and informal values, policies, procedures and decision making including relationships between members of two countries. Influence was referred to social, political, economic, laws and technology that may impact the implementation of TAFTA e-commerce.

In addition, the framework included an assessment of readiness of source and destination at different stages of implementation model presented in the next section.
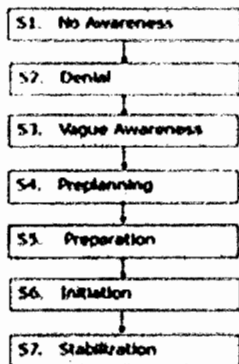
4. READINESS FOR IMPLEMENTATION

According to Edward, et al (2000), seven levels of readiness used to determine readiness at each stage of the implementation were (1) no awareness, (2) denied, (3)

vague awareness, (4) pre-planning, (5) preparation, (6) initiation and (7) stabilization, see figure 2.0.

No awareness level referred to not knowing that TAFTA e-commerce requirements and compliance issues existed or not a problem to the communities and preferred to conduct the business just the way it was. The preparation to raise awareness of TAFTA e-commerce issues at this level may include a one-on-one visit with community leaders and members, a visit with existing small groups to inform the issues, or a one-on-one phone call or email to friends and potential supporters.

Denial level referred to some awareness and recognition of the TAFTA requirements and compliance issues but it was confined to only a small group who may not foresee or wanted to participate in any potential benefits anyway.

Figure 2.0
Seven Stages Model for
TAFTA: Chapter 11-Electronic Commerce Community Readiness

- S1. No Awareness
- S2. Denial
- S3. Vague Awareness
- S4. Preplanning
- S5. Preparation
- S6. Initiation
- S7. Stabilization

Vague awareness level referred to some recognition and notion of wanting to do something about TAFTA e-commerce but did not clearly understand the requirements and compliances.

Pre-planning level referred to clear recognition of TAFTA e-commerce requirements and compliance issues that needed to be accomplished with emerging of potential leaders with no specific ones yet. Raising TAFTA awareness with clear compliance issues at this level may required introduction of the issues through media presentation, visiting and developing support by community leaders, reviewing existing efforts (programs, activities, resources) to determine who and level of success of the benefits had been, and conducting local focus group to discuss issues and developed appropriate strategies for TAFTA e-commerce implementation.

Preparation level referred to active planning with a focus on details of selected TAFTA e-commerce compliance issues with active leadership and assessing of available and expansion of resources.

Initiation level referred to enough preparation had been conducted to justify efforts, policies and actions were under development and seen as new, and level of enthusiasm was high while problems were few.

Stabilization level referred to TAFTA e-commerce implementation programs were up and running with support from administrators and community leaders. Staffs had been trained and gaining more experiences. Limitations had been encountered and resistances were overcome.

Although relationship between readiness and success of the implementation was *unknown* and no psychometric testing was reported, readiness assessment would be useful for development of specific and culturally appropriated efforts for local communities to participate at each stages of the implementation of TAFTA e-commerce presented in the next section.
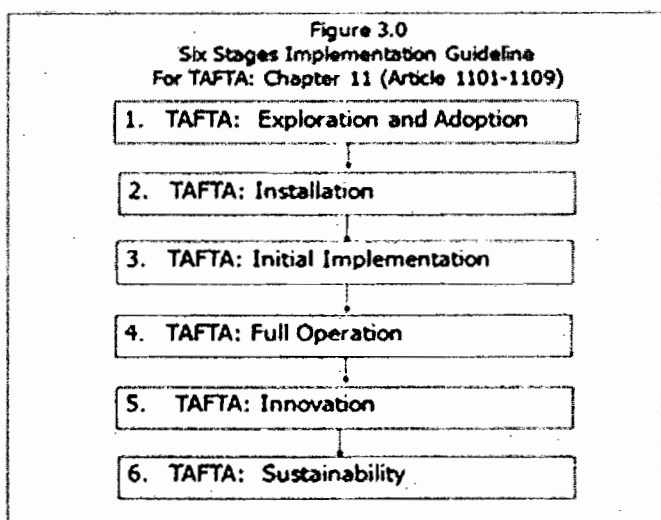
5. THE STAGES MODEL FOR IMPLEMENTATION

The stages model for TAFTA e-commerce implementation adopted from six stages model consisted of: (1) exploration and adoption, (2) program installation, (3) initial implementation, (4) full operation, (5) innovation, and (6) sustainability, as shown in figure 3.0 (Edward et. al, 2000).

Exploration and adoption Stage, an assessment of potential match between e-community needs, resources *readiness* and decision to proceed was initiated. A social e-marketing method seemed to be relevant to ensure the needs to adopt TAFTA e-commerce implementation. The "processes of mapping" e-community needs, understanding toward enabling and limitation aspects of TAFTA e-commerce contexts in which interventions could occur seemed to be important during the exploration process. A decision to adopt TAFTA e-commerce implementation in a given community or state using formal or informal criteria would be the outcome of the exploration and adoption stage.

Program Installation Stage, a program of implementation activities, resources consumed and timeline would be developed and installed at this stage. A "start-up-cost" and "structural supports" would be determined and raised to start TAFTA e-commerce implementation. The process of ensuring availability of funding streams, human resource strategies, policy development, creating referral, reporting frameworks, and outcome expectations was also essential at this stage. Additional resources may be needed to realign current staff, hire new staff members to meet qualifications, secure appropriate space, buy needed technology, and fund un-reimbursed time. The readiness of program installation activities, resources preparation and associated star up costs would be the outcome of this stage.

Initial Implementation Stage, a management of compelling forces of fear of change, inertia, investment in new difficult and complex TAFTA e-commerce became a challenge at this initiation stage. The process of changes in skills toward bilateral levels, organization capacity and culture during the initiation stage required time to mature, continuous education, practice and training simultaneously. An *"initial awkward stage"* and the test of level of confidence to adopt new TAFTA e-commerce would be the outcomes. The decision to *end* the implementation may occur at this stage.

Figure 3.0
Six Stages Implementation Guideline
For TAFTA: Chapter 11 (Article 1101-1109)

1. TAFTA: Exploration and Adoption
2. TAFTA: Installation
3. TAFTA: Initial Implementation
4. TAFTA: Full Operation
5. TAFTA: Innovation
6. TAFTA: Sustainability

Full Operation Stage, a fully integrated new TAFTA e-commerce into e-merchant, business and communities trading, policies, procedures and operational routines with full staffs and customers should be achieved this stage. The new fully operational TAFTA e-commerce services should take place with efficiency and effectiveness that comply to or above TAFTA requirements.

Innovation Stage, the purpose of this stage was to seek opportunities to refine and expand TAFTA e-commerce into desirable changes and new innovations for TAFTA e-commerce practices. The use of dissemination working group would encourage innovation over a long period of time and benefit to children, families, organization, or community. New members working under different conditions within uniquely configured e-community circumstances may present challenges. The findings of new challenges that led to development of new service and practice became a merit outcome of this stage.

Sustainability Stage, the goal of this stage was to ensure long-term survival and continued effectiveness of TAFTA e-commerce implementation in the context of changing free trade agreements and global trading environment. A fully implemented TAFTA e-commerce in a new community within 2 to 4 years with constant adjustment to relevant influence factors or a failing one due

to limitation of financial or political supports in subsequent years would be the outcome of the sustainable stage.

Therefore, at each stage of six stages model required development of purpose, method, process and potential outcomes to be complied as stated in TAFTA e-commerce requirements.

6. RESEARCH METHODOLOGY

Referring to a research framework for TAFTA e-commerce implementation in the previous section, a qualitative research methodology was adopted for this study due to its ability to provide in-depth understanding of the variables and components toward the development of implementation guideline for TAFTA chapter 11 on electronic commerce including articles 1102 to 1108.

The four research methods and data analysis utilized in this study included:

(1) a secondary data collection and analysis method via reviewing of existing documents, policies and policy makers to identify and determine compliance issues to be implemented and developed into e-commerce implementation guideline,

(2) a site visit and a formal interview method to identify and determine relevant implementer, regulator, auditor and enforcement toward strengthening the friendship and relationship among members of e-commerce communities of both countries,

(3) a panel of experts method to develop a guideline for implementation of TAFTA e-commerce, and

(4) public hearing method to present and receive responses toward the developed guideline for TAFTA e-commerce implementation.

The subjects selected for this study were delegates and officers from relevant businesses, state offices and departments from both countries. About 200 subjects were selected and invited to participate in this study. A four-day site visit to Australia and formal interviews with about 25 officers was conducted. Two public hearings were conducted to raise research issues and questions, and to present the findings and recommendations to the public.

6.1 Research Model

Due to early stage of TAFTA e-commerce implementation and readiness of each article, the research model was developed from research framework and focused toward the development of five TAFTA implementation guidelines for articles 1102 to 1108 at each stages of the six stages model respectively, as follows.

6.1.1 TAFTA e-Commerce Program Coordination Guideline

For article 1108 (co-operation on e-commerce) at stage 1 and 2 of the implementation model, the selected research questions were focused toward:

(1) Promotion of e-Commerce activities,
(2) Best Practices in e-Commerce Implementation,
(3) e-Commerce Research and Training Activities, and
(4) Effectiveness and efficiency improvement programs for e-Commerce.

6.1.2 TAFTA e-Commerce Implementation Development Lifecycle Guideline

For article 1104 (electronic authentication and digital certificate) at stage 3 of the implementation model, the research questions included:

(1) Digital certificate in government level, and
(2) Authentication policy/framework in Australian government such as PKI infrastructure

6.1.3 TAFTA e-Commerce Technology Management Guideline

For article 1103 (Domestic Regulatory framework) at stage 4 of the implementation model, the selected research question included regulation in e-business in industry sector.

6.1.4 TAFTA e-Commerce Operations Management Guideline

For article 1102 (customs duties) and 1107 (paperless trading) at stage 5 of the implementation model, the selected research questions included:

(1) Daily operation for Trade Administration Process, and
(2) Standard format for electronic Trade Administration Documents.

6.1.5 TAFTA Infrastructure Implementation Guideline

For article 1105 (online-consumer protection) and 1106 (online personal data protection) at stage 6 of implementation model, the research questions included:

(1) How the implementer handles complaints?
(2) How the implementer conducts investigations?
(3) Challenges associated with these investigations, and
(4) Benefits of cooperation with counterpart agencies.

Although many TAFTA e-commerce implementation guidelines were under development, the early collaboration between the two countries would enhance friendship and enable cooperation at the operational level in the long run.

7. MAJOR FINDINGS AND RECOMMENDATIONS

Referring to research methodology and research model in previous section, the findings and recommendations were summarized and presented in five sections for article 1108,

article 1104, article 1103, article 1102 and 1107, and article 1105 and 1106 as follows:

7.1 TAFTA e-Commerce Program Coordination Guideline

For article 1108 (co-operation on e-commerce) at stage 1 (exploration and adoption) and stage 2 (installation) of the implementation model. The findings were summarized and presented below.

7.1.1 Promotion of e-Commerce activities.

At exploration and adoption stage of implementation, the findings suggested that a development of *"e-business guideline for getting started for e-members (Thais) to doing business online"* would promote awareness, level of adoption, and readiness to install TAFTA e-commerce implementation in local communities. The e-business guideline for getting started was recommended to be funded and printed as a booklet about 30 pages by the government for article 1108 (co-operation on e-commerce).

The website, such as, *www.e-businessguide.gov.th* should be developed and operational for e- members to login and search for e-business guidance to start online. Additional linkages to successful e-business websites in both countries would provide initial assessment to adopt and install e-commerce implementation in local communities.

7.1.2 Best Practices in e-Commerce Implementation.

At stage 1 and 2 of implementation model, the findings suggested that the use of best practices in e-commerce services would raise awareness and confident to adopt and install e-commerce implementation. Many best practices in e-commerce found in this study had been in *health services, new education, small residential service, cultural and leisure services* via high speed network or broadband infrastructure using four supporting systems as follows,

(1) *Higher Bandwidth Incentive Scheme* (HiBIS) via ISP at reasonable service price in order to reach at least 6,000 or more e-members,
(2) *Co-coordinated Communications Infrastructure Fund* (CCIF) for e-members to apply for from the government within a period of three years,
(3) *Demand Aggregation Broker* (DAB) for national broker, state and territories brokers, and communities brokers, to collect and create bargaining power for demand at all levels of e-communities, and
(4) *Advanced Network Program* (ANP) for highest communication speed of 10 gigabits per second in major cities such as CeNTIE or GrangeNEt, and for new tele-presence systems, virtual environment, 3G and grid computing applications in the future.

In addition, *an e-strategy guide online service,* was found to be useful for small e-business to explore and adopt new TAFTA e-commerce implementation and start requesting for self-installation services from the government such as,

(1) Usability testing survey service,
(2) Website business planning outline service,
(3) Content verification checklist service,
(4) Technical solution checklist service,
(5) Sample RFP response evaluation sheet template,
(6) How to create trust and digital certificates security, and
(7) Sample budget for building a website template.

Finally, the emerging award winning best e-commerce service and applications were in (1) employment, (2) family and relationship, (3) health care, (4) education and training, (5) cultural and leisure services.

7.1.3 e-Commerce Research and Training Activities.
The findings suggested that the *"Exploration of Future Electronic Payments Markets and the development of Universal-Payment-Message Format"* became essential research issues that required continuous training and education to raise awareness and prepare all members to adopt new e-payment systems.

7.1.4. *Effectiveness and Efficiency Improvement Programs for e-Commerce*
Trust and security were found to be essential elements in continuous implementation of e-commerce. A *trust index* was suggested for monitoring effectiveness and efficiency of TAFTA e-commerce implementation. Eight dimensions or effects were used to indicate level of e-trust as follows,

(1) *Social demographic effects* included race, nationality, age, gender, level of income, education, family background, profession, employment, and etc. were used to identify initial trust to adopt TAFTA e-commerce.
(2) *Geo-locality effects* included distance to deliver products and services, trust among members of local and small communities, suspicious among members in large communities were used to indicate level of trust in each community.
(3) *Institutional trust effects* included public trust toward country, financial institution, bank, retailing, government, polices, legal and laws were used to indicate referred trust.
(4) *e-Security effects* included privacy protection, virus/worm protection software, firewall to protect SPAM, spyware and cookies were used to indicate level of safety and security in e-payment system.
(5) *Technology Use Propensity effects* included link to mobile phone, ATM, modem, EFTPOS, internet banking, e-phone, broadband and dial up were used to

indicate level of technology used to provide up-to-date e-services.
(6) *Skills and awareness effects* included level of education, experience and time on computer and internet-based operations were used to indicate level of trust toward competency of daily operations and staffs.
(7) *Experimental effects* included testing on hacking, virus attacks, theft, fraud, invasion of privacy and intellectual property were used to indicate level of ability to protect against threats and disasters.
(8) *Inherent general trust effects* included human nature to easily trust others until found reasons not to trust were used to indicate level of nature trust among potential e-members in well educated and developed nations.

7.2 TAFTA e-Commerce Implementation Development Lifecycle Guideline

For article 1104 (electronic authentication and digital certificate) at stage 3 (initial implementation) of implementation model, the findings were summarized and presented as follows.

7.2.1 Digital Certificate at Government Level
The findings suggested that the use of a "Gatekeeper Accredited" or "Recognized Service Providers" under framework X.509 Compliant (Referring Cross Recognition Policy of 2006) at the government level would reduce fear of new changes and increase confident to adopt new TAFTA e-commerce at the 3rd stage or initiation stage. Additional "Risk Assessment Process" using to Government e-Authentication framework plus security, privacy, and transparency of e-transaction was found to strengthen the decision not to end TAFTA e-commerce implementation at this stage. Four types of supplementary certificates were adopted at the initiation stage:

(1) Device Certificates to identify owner of equipment and software used,
(2) Hosted Certificates to identify third person signature or password,
(3) Corporate Certificates to identify organization, and
(4) Digital Credential Certificates to identify specialization of individual or organization

Although legality and evidentiary status of digital certificates were not widely accepted and required additional interpretation of local "electronic transactions act", only in financial industry was found to have confident in the use of "Gate Keeper Accredited" as "Certificate Authorities" to certify "digital signature" equivalent to "hand-written signature".

7.2.2 Authentication policy and framework in government such as PKI infrastructure.

A "Gatekeeper PKI Framework: Cross Recognition Policy" and its website, such as, www.gatekeeper.gov.au was found in this study to be useful for e-business digital certification and PKI authentication.

In addition, the "Policy Harmonization by Competent PKI Authorities: A Cross Recognition Negotiations Process" found in this study required preparation of the following components: (1) Information Sharing, (2) Gap Analysis, (3) Risk Assessment, (4) Risk Mitigation, (5) Negotiation, (6) Policy Harmonization, (7) Stakeholder Consultation, (8) Documentation, (9) Agreement and Arrangement, and (10) Monitoring and Review.

7.3 TAFTA Implementation Technology Management Guideline

For article 1103 (Domestic Regulatory framework) at stage 4 (full operation) of the implementation model, the findings suggested that although "UNCITRAL Model of Law" on digital signature was accepted as standard and complied by TAFTA e-commerce, the local law of "Electronic Transactions Act" may not equally accept "foreign certificate in Bilateral Agreements PKI domains" to domestic certificates.

Many "Regulatory Standards" together with Gatekeeper Domain in PKI Framework were used to certify the senders. However, the jurisdiction remained dependable on local laws and regulations, such as, Evident Act, Trade Practice Act, Fair Trading Act, and Liability Management Agreement that extended beyond the agreements in TAFTA.

7.4 TAFTA e-Commerce Implementation Operations Management Guideline

For article 1102 (customs duties) and 1107 (paperless trading) at stage 5 (innovation) of implementation model, the findings were summarized and presented as follows.

7.4.1 Daily operation for Trade Administration Process
The use of single window in for daily operation for trade administration process was found in this study. It was under development using "UN/CEFACT Recommendation: Guideline on Establishing Single window" and WCO Data Model. An "APEC Strategic Plan on Single Window" was also under development for e-commerce implementation among APEC nations.

7.4.2 Standard Format for Electronic Trade Administration Documents
An attempt to collect all forms for import and export transactions via single window was found among 40 state offices and departments in order to reduce paper and complexity of forms processing and implement PKI (Public

Key Infrastructure), digital signature and standard format for electronic transactions.

7.5 TAFTA Infrastructure Implementation Guideline

For article 1105 (online-consumer protection) and 1106 (online personal data protection) at stage 6 (sustainability) of the implementation model, the findings were summarized and presented as follows,

7.5.1 How the implementer handles complaints?
The findings suggested that the use of prevention and protection events would raise sustainability of the following components,

Money, prevention such as avoid Phishing, do not make payment to foreign hoax, suspicious service, transfer money to unknown receiver who ask for PINs and password, do not invest in non certified financial institutes, watched out for spyware when visit unknown website, unauthorized record of IP address and password, would reduce threats and complaints from e-members.

Computer, protection of computer by constantly upgrade software, do not answer suspicious email, and if not sure delete all unknown emails would reduce risk of being attacked by hackers or threats and increase sustainability of the computer.

Identity, protection of identity by warning on do not give personal information to unknown inquirer, delete files in recycle bin, and check credit report annually.

Phone, a watched out for suspicious phone messages, stop calling when receive unknown information, do not give phone numbers to any inquirers

Yourself, follow up on news and public information from state offices, receive SCAM watch warnings, contact media articles, get advises on online practical advises or from a portal to complaints, www.scamwatch.com, attend annual competing fairly forum.

7.5.2 How the implementer conducts the investigations?
The findings suggested that the use of case study for each complaint with simple steps to conduct would enable the investigation of the dispute, such as: (1) the prosecutor filed complaints to the federal court as stated in The Trade Practice Act, (2) the Federal Court granted ex parte orders, (3) the Prosecutor and defendant settled the damage, if admitted, (4) if the defendant refused to refund, the prosecutor ordered and seized defendant accounts used in illegal transactions in the financial institution, and (5) if the defendant resided outside the country and difficult to refund or penalize, the prosecutor requested for assistance from financial institution to close defendant's account and issue refund to the plaintiffs.

7.5.3 Challenges associated with the investigations

The findings suggested that the use of education and assistance in consumer protection against SCAMs, together with appeal decision against Internet Service Providers (ISP) would protect consumer from fraud and illegal e-transactions in e-commerce.

7.5.4 The benefits of cooperation with counterpart agencies
The findings suggested that the use of "Consumer Fraud Taskforce" consisted of state offices, agencies, legal units and enforcement officers would be able to monitor, protect and prosecute illegal transactions or fraud in e- commerce.

An example of cooperation of counterpart agencies found in this study was an "Australian Consumer Fraud Taskforce" consisted of 19 units relevant to monitoring and controlling laws and regulations in Australia, New Zealand and territories by divided in to three groups, as follows.

The Australia counterpart consisted of 8 units: (1) Attorney General's Department, (2) Australian Bureau of Statistics, (3) Australian Communications and Media Authority, (4) Australian Competition and Consumer Commission, (5) Australian Federal Police (represented by the Australian High Tech Crime Center), (6) Australian Institute of Criminology, (7) Australian Securities and Investment Commission, and (8) The Department of Communications, Information Technology and the Arts.

The New Zealand counterpart consisted of 2 units: (1) New Zealand Commerce Commission, and (2) Ministry of Consumer Affairs.

The State and Territory Governments counterpart consisted of 9 units: (1) All State and Territory Police Jurisdictions, (2) Australian Capital Territory-Office of Fair Trading, (3) Consumer Affairs Victoria, (4) New South Wales-Office of Fair Trading, (5) Consumer Affairs Northern Territory, (6) Queensland-Department of Tourism, Fair Trading and Wine Industry Development, (7) South Australia – Office of Consumer and Business Affairs, (8) Tasmania – Office of Consumer Affairs and Fair Trading, and (9) Western Australia – Department of Consumer and Employment Protection.

Finally, additional Taskforce Partner consisted of non-government, business and private sectors also participated in consumer protection against SCAMs by creating "SCAMwatch" website, www.scamwatch.gov.au, and joined the research project on SCAM at the Australian Institute of Criminology.

8. CONCLUSION

Thailand-Australia Free Trade Agreement (TAFTA) had been adopted and offered substantial bilateral benefits since 2005. A study toward the development of TAFTA e-commerce implementation guidelines to encourage both Thai and Australian companies to participate in TAFTA electronic commerce was conducted and concluded in this study. The TAFTA e-commerce requirements for article 1102 to 1108, framework, readiness model, six stages model for implementation, research methodology, and research model were used with limitation of time, availability of subjects and early stage of the implementation. The findings were used to recommend for the development of five TAFTA e-Commerce Implementation guidelines for article 1102 to 1108 to be utilized at the operational level.

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