



E-Trade for All

**a collaborative initiative to
*Unlock the Potential of E-commerce for
Developing Countries***

WTO Public Forum

**How can ACP countries harness digital innovation as critical
enabler for promoting inclusive trade**

Geneva, 27 September 2016



Launched at UNCTAD 14

We welcome the formal unveiling of the eTrade for All initiative at UNCTAD XIV. It provides a new approach to trade development through electronic exchanges by allowing developing countries to more easily navigate the supply of technical assistance for building capacity in e-commerce readiness and for donors to get a clear picture of programmes that they could fund.



Nairobi Azimio



E-Commerce, Trade and Development

- Beginning of the digital era
- Goods and services increasingly traded online
- E-commerce is crucial for SMEs (B2B and B2C) to
 - access new markets (domestic and exports)
 - participate in value chains
- Expanding opportunities as a result of:
 - Improved ICT connectivity
 - New e-commerce platforms and solutions
 - Rise of new e-commerce companies in developing countries
- Transformational → both opportunities and challenges

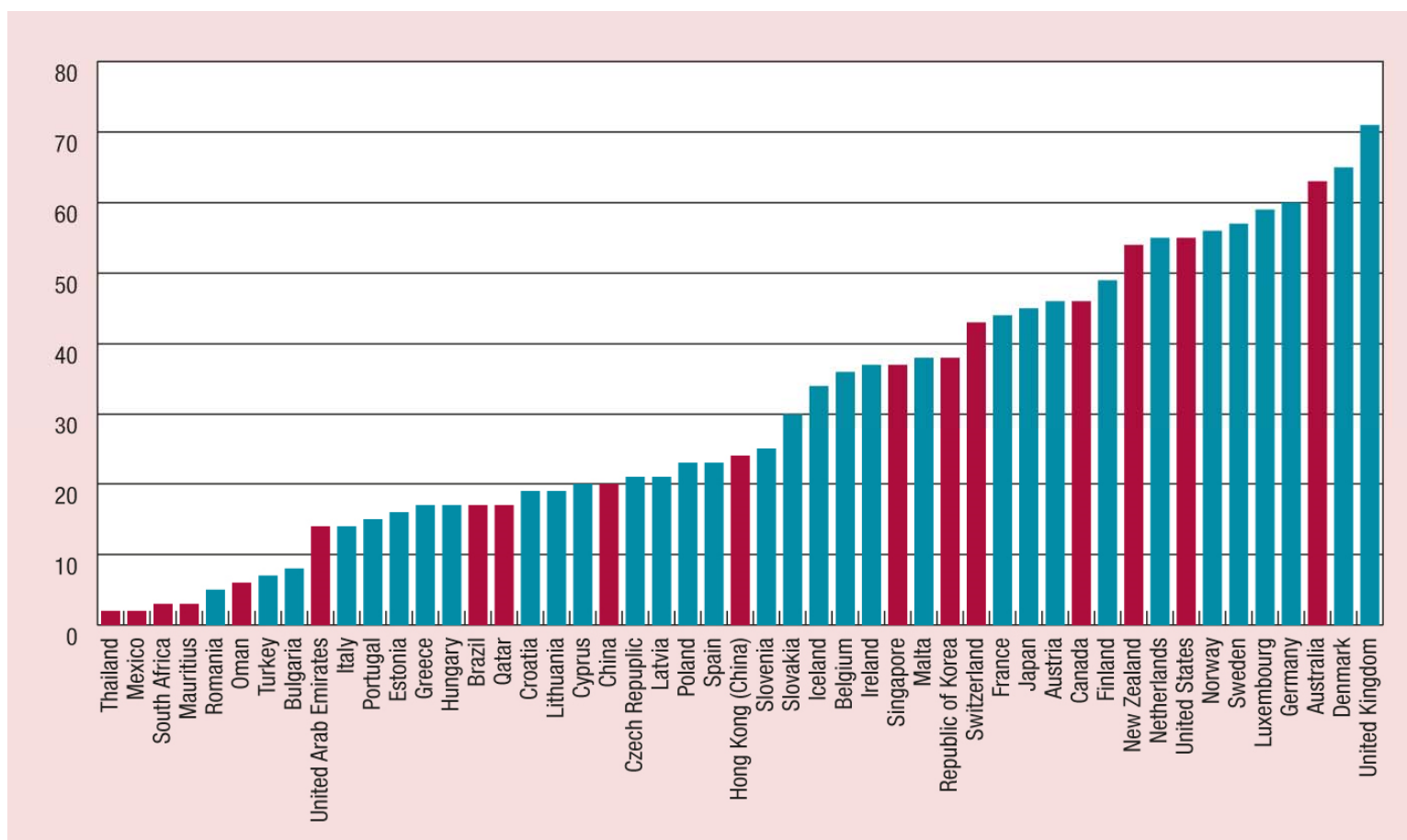
Global e-commerce is growing rapidly

- New UNCTAD estimates:
 - B2B in 2015: \$20 trillion, up from \$15 trillion in 2013
 - B2C in 2015: \$2.2 trillion, up from \$1.2 trillion in 2013
- Online shoppers in top 10 e-commerce markets: from 600 million (2013) to 850 million (2015)
- Most of this involves domestic sales but cross-border e-commerce is expected to grow fast.



...but e-commerce divide is still huge

Share of individuals purchasing online 2013



Source: UNCTAD, based on Eurostat, ITU and national data (in red).

Top 10 ACP countries in the B2C E-Commerce Index, 2016

2016 Rank	Economy	Share of individuals using Internet-ITU data (2014 or latest)	Share of individuals with credit card World Bank data (15+, 2014 or latest)	Secure Internet servers per 1 million people World Bank data (normalized, 2014)	UPU postal reliability score (2013-14)	UNCTAD B2C e-commerce Index value 2015	2014 Rank
61	South Africa	49	13	72	67	50.3	67
66	Jamaica	41	14	66	70	47.6	80
67	Trinidad & Tobago	65	15	71	39	47.5	43
70	Mauritius	41	17	74	51	45.9	54
83	Dominican Republic	50	11	60	39	39.9	57
85	Botswana	19	10	52	74	38.6	109
86	Kenya	43	5	49	54	37.9	112
91	Senegal	18	1	42	73	33.4	110
99	Ghana	19	1	42	60	30.5	108
100	Nigeria	43	3	38	38	30.4	100



Internet shoppers variations 2014

Economy	As % of Internet users	As % of population	Total, millions
Denmark	81	78	3.65
Ghana	6	1	0.19
Kenya	16	5	1.2
Mauritius	14	7	0.07
Nigeria	11	4	3.83
South Africa	14	6	2.3
Tanzania, United Republic of	15	3	0.77
Uganda	4	1	0.1

Source: Mauritius Stat, Pew and EUROSTAT



Many barriers to e-commerce uptake

Urgent need for capacity-building and assistance

- Limited use of the Internet among businesses and consumers
- Lack of awareness among governments and regulators
- Concerns about possible adverse effects
- Insufficient access to affordable ICT infrastructure
- Inadequate trade logistics and facilitation
- Lack of security and trust in online transactions
- Inadequate online payment facilities
- Lack of trade finance
- Limited e-commerce skills among enterprises
- Absence of statistical data on e-commerce
- Weak legal and regulatory frameworks



Purpose and scope of E-Trade for All

- Multi-stakeholder initiative among public and private parties who can contribute to achieving significant improvements in the ability of countries to use and benefit from e-commerce, by:
 - raising awareness of countries' unique opportunities, challenges and constraints to e-commerce;
 - mobilizing and rationalizing available financial and human resources for the implementation of projects that would address those challenges and constraints; and
 - strengthening coherence and synergies among partner activities to further the use and gains from e-commerce in developing countries.



Creating synergies through collaboration

- Developing innovative development solutions to catalyze e-commerce
- Pooling capabilities leveraging each partner's strengths
- Developing joint and complementary initiatives
- Preparing joint studies, surveys and knowledge products
- Drawing on private sector inputs and promoting PPPs
- Sharing data related to e-commerce
- Project evaluation and monitoring to assess “what works”



Key policy areas





Founding partners

from governments and international organizations



International Trade Centre



WORLD BANK GROUP



UNITED NATIONS
UNCTAD



UPU | **UNIVERSAL
POSTAL
UNION**

**WORLD TRADE
ORGANIZATION**



**REPUBLIC OF ESTONIA
E-RESIDENCY**



itfc
International
Islamic Trade
Finance Corporation



WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES



UNITED NATIONS
ECONOMIC COMMISSION
FOR EUROPE



UNITED NATIONS
الامم المتحدة
ESCWA



UNITED NATIONS
SOCIAL IMPACT FUND



UNITED NATIONS
ESCAP
Economic and Social Commission for Asia and the Pacific



UPU | **UNIVERSAL
POSTAL
UNION**



Business for eTrade Development

a Private Sector Advisory Council

KING & SPALDING

Ringier

We inform.
We entertain.
We connect.



Burundi Shop





Next steps

- Design the eTrade For All Web Portal (September-December 2016)
- Collate information on the demand for support for e-commerce-related activities among developing countries
- Collate information on projects and programmes that can support e-commerce development
- **E-Commerce Week April 2017:**
 - First Global Meeting of the Partners
 - Meeting of the *Business for eTrade Development*



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