Unlocking the potential of e-commerce in developing countries

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“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
Origin of E-Trade for All

- Information Economy Report 2015
- Suominen, K. (2014). *Aid for eTrade: Accelerating the E-commerce Revolution in the Developing World*
- FES/UNCTAD workshop (February 2016)
  - Representatives from governments, e-commerce companies and international organizations
  - Produced a *Call for Action*
Barriers to e-commerce uptake

Urgent need for capacity-building and assistance

- Limited use of the Internet among businesses and consumers
- Lack of awareness
- 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
Not starting from scratch...

Key policy areas

- E-commerce strategies
- ICT infrastructure
- Payment solutions
- Legal frameworks
- E-commerce skills
- Trade logistics

E-Trade for All
...but efforts are non-transparent, fragmented and of insufficient scale
Making us Fit for Purpose

• Multi-stakeholder initiative to:
  – raising awareness of e-commerce opportunities and challenges
  – mobilize financial and human resources for address challenges and constraints;
  – enhance transparency and strengthen synergies among partners providing assistance

• Launched in Nairobi, July 2016
Founding partners - at your service
Business for eTrade Development

a Private Sector Advisory Council
• **E-Trade for All** is a concrete illustration of how to leverage ICTs for the SDGs
• Target 5.b
• Targets 9.1-9.3
• Target 17.11
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
- Meeting in Washington DC?
- **E-Commerce Week April 2017:**
  - First Global Meeting of the Partners
  - Meeting of the *Business for eTrade Development*
More Partners are Joining!

Save the Date
UNCTAD E-COMMERCE WEEK 2017
24-28 April 2017
Palais des Nations, Geneva