

**Intergovernmental Group of Experts on  
E-Commerce and the Digital Economy**  
*First session*

**4-6 October 2017**  
**Geneva**

**Contribution by**

**EGYPT**

**The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.**



Intergovernmental Group of Experts  
on e-commerce and digital economy 4-6 October 2017

Contribution of Egypt

**A) What can developing countries do in order to strengthen their physical and technology infrastructure?**

1. Incentivizing the foreign direct investment in telecommunication sector through providing adequate business environment including laws enforcement and efficient regulations.
2. Liberalizing and developing the ICT infrastructure focusing on the broadband speed and quality of services with affordable prices.
3. Legal and **regulatory** environment laws like e-signature, enforcement of consumer protection laws, strong cyber security, and cross borders trade laws to guarantee success of e-commerce.
4. Leveraging the **IT sector** that plays a crucial role which can support the growth of e-commerce by providing technology and services for the e-commerce supply chain to cover several areas in ecommerce including Business Process Outsourcing (a promising B2B form in different developing countries)
5. Drafting Policies to encourage the establishments of ventures capitals and entrepreneurships in ecommerce and allow them to operate in innovative environment such as incubators, accelerator...etc.
6. Deploying the E payment technologies and the Fin-Tech services and removing the obstacles that limits their usage.

**B) What do developing countries need in order to build competitive advantages through e-commerce and the digital economy?**

1. Building strong ICT infrastructure to leverage the digital economy and ecommerce as mentioned previously
2. Introducing efficient logistics system such as customs single window to facilitate the exports and imports processes and some tax reliefs on using e-commerce,

limiting this in the beginning to the companies with higher quality of goods and services.

3. Building the capacity of enterprises (MSME) to harness the benefits of ecommerce such as access market, selling online, cyber security, logistics and electronic payments tools.
4. Developing the digital skills of youth focusing on women who playing a great role in leveraging the households especially in rural areas. through proving training programs in schools and universities to be acquainted with the ecommerce technologies, online shopping ...etc
5. Developing national platforms (B2b and B2C) to host and manage goods and services of a specific sector of potentials and competitive advantage (i.e textile, handicraft, tourism...) to encourage young entrepreneurs specially the female and informal sector to be engaged.
6. Leveraging demand on ecommerce services through raising awareness about its benefits and boosting the penetration of ICT usage among the population specially in the rural areas.
7. Boosting local ecommerce operations specially to marginalized areas and inter governorates through efficient usage of postal and courier services.
8. Benefiting from ecommerce to achieve financial inclusion through the activations of different e payment tools which suit the different categories of citizens and help shifting the daily financial transactions from informal to formal courses.
9. Setting mechanisms to support the committed ecommerce enterprises to distinguish between them and the fraudulent one and raising the consumer's awareness about them.
10. Raising consumer awareness about how to differentiate between secured and not secured ecommerce websites and platforms where he can submit his financial data safely.
11. Setting online dispute mechanism to settles the disputes between consumers and companies rapidly as an effective tool to adopt and enforcing consumer protection law.

**How can developed countries partner with developing countries, in the most impactful way, to maximize opportunities and address challenges relating to e-commerce and the digital economy?**

1. Deepening the cooperation between developed and developing countries through bilateral and multilateral agreements to open new markets and introducing mutual

facilitation on certain goods and services through ecommerce and information exchange about potential suppliers.

2. Holding joint fairs and exhibition to present ecommerce products and services of the trade partners.
3. Sharing experience about successful ecommerce best practices in developed countries.
4. Increasing investments in ecommerce in developing countries and encouraging the establishments of funds and venture capital
5. Allowing ecommerce entrepreneurs and SME's of developing countries to access developed countries market.
6. Facilitating the management of compatible e-signature procedures between developing and developed countries
7. Offering ecommerce training and capacity building to MSME's covering most of new trends and aspects related to digital economy and ecommerce.