



eTrade for All

A new initiative to leverage ICTs for Sustainable Development

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CSTD Intersessional Panel

Palais des Nations, Geneva, Switzerland



Visibility

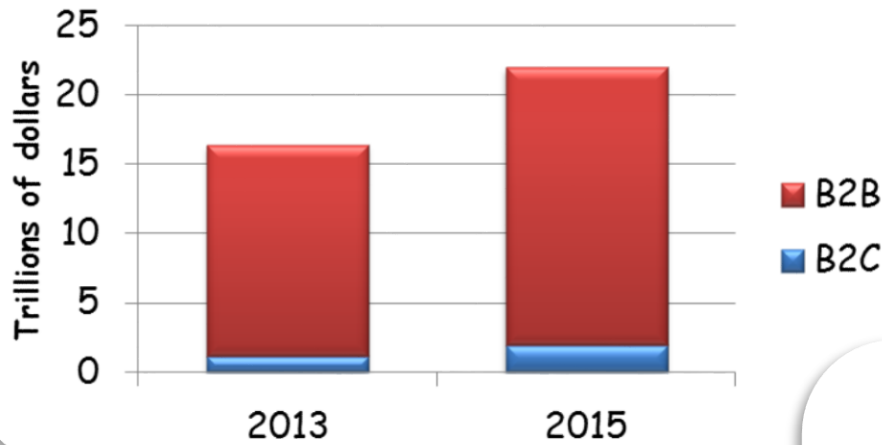
- When both consumers and enterprises turn to the Internet for what they need, sellers without web presence become increasingly invisible.
- This makes it increasingly important...
 - for firms in developing countries to have the capacity to engage in e-commerce...
 - ...and for governments to create environments that can foster development gains from e-commerce.



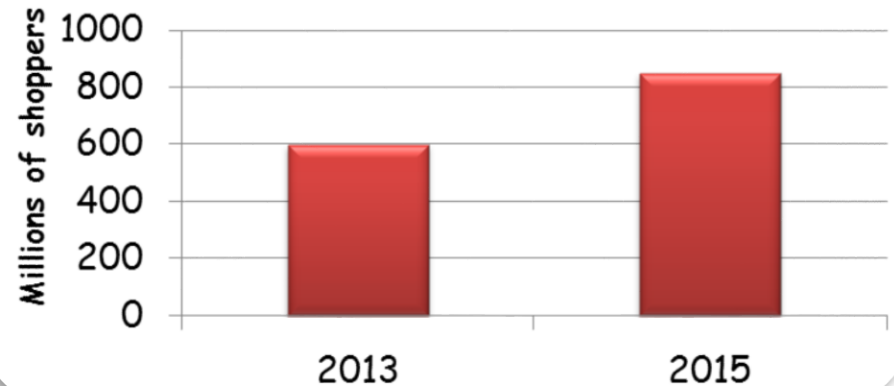


E-Commerce is Growing Fast

Global E-Commerce



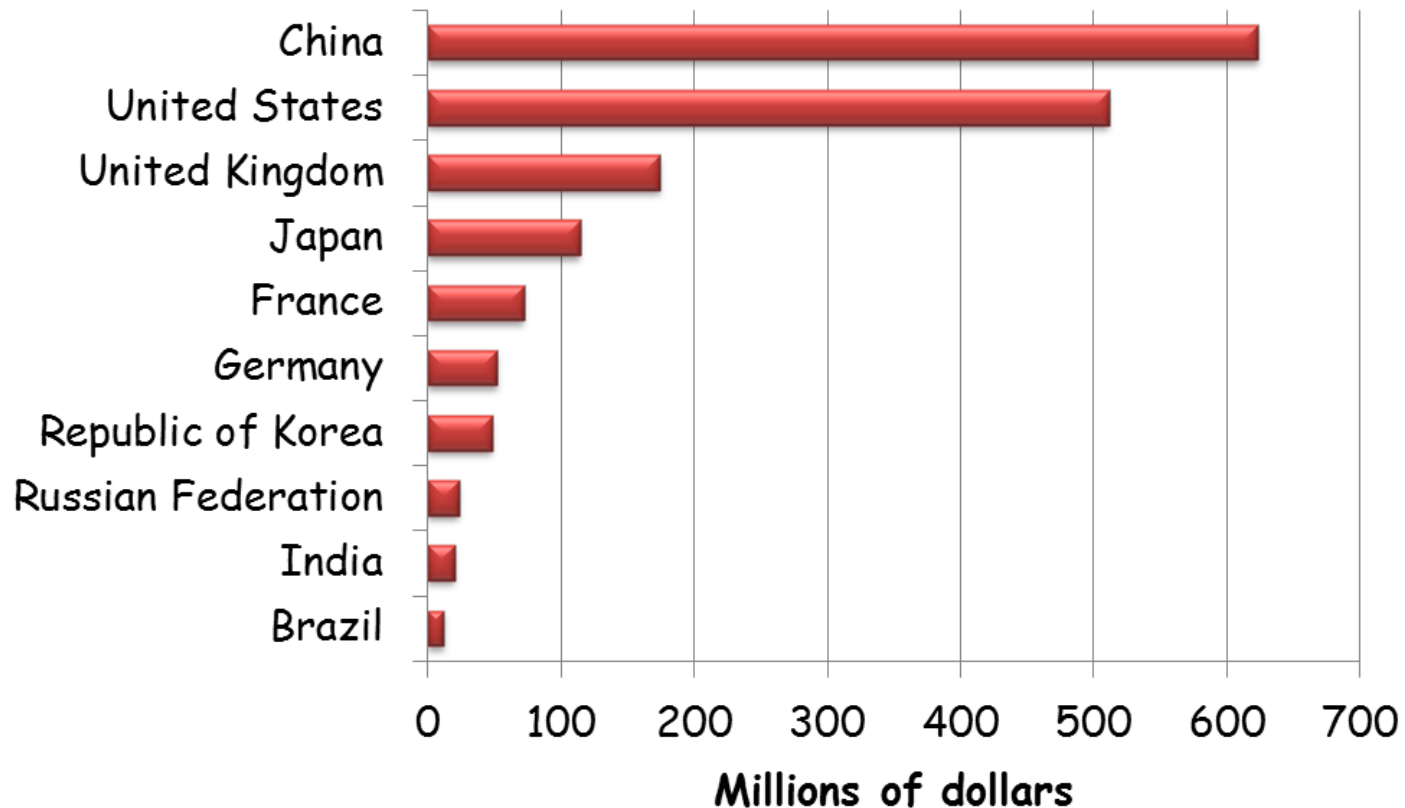
Online shoppers in Top 10 B2C Markets





China top B2C E-Commerce market

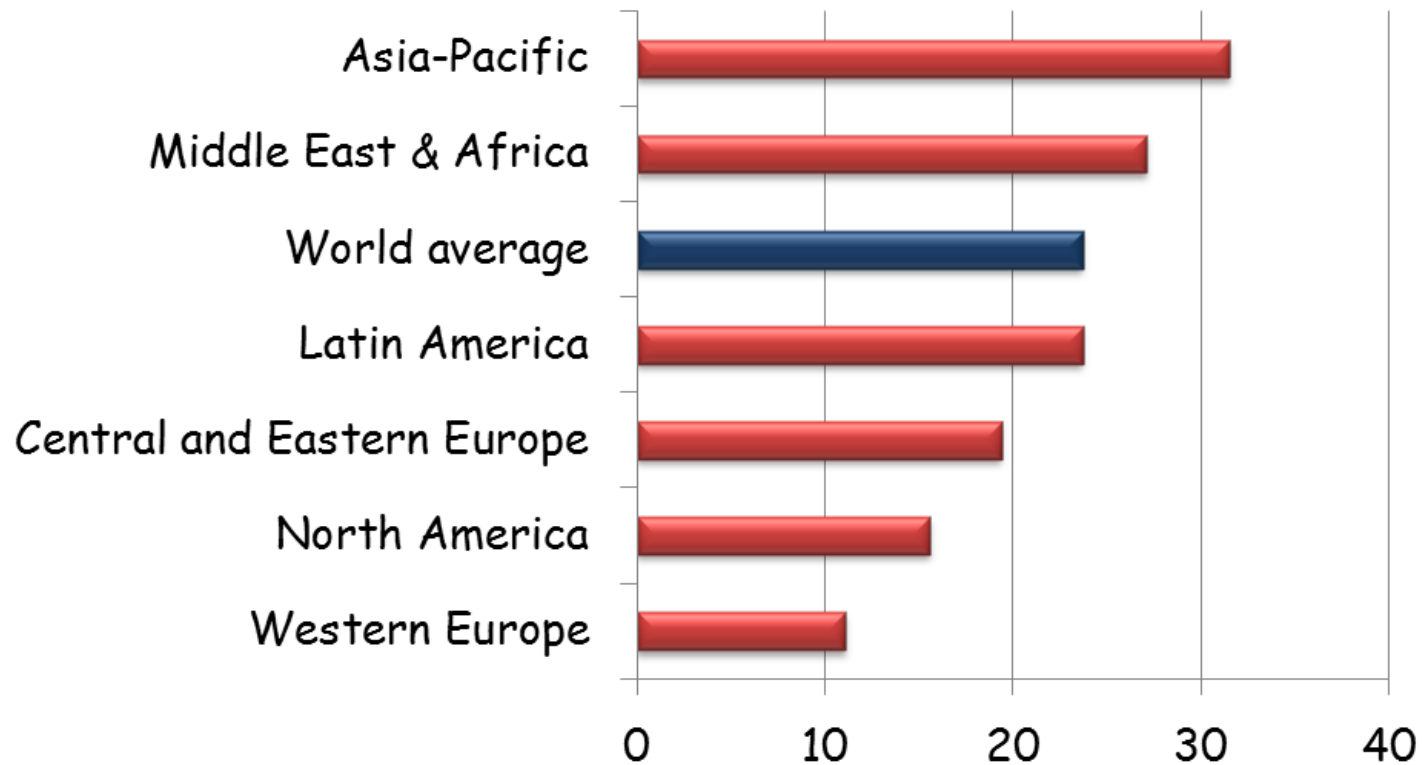
Top 10 B2C E-Commerce Markets 2015





Emerging markets growing fast

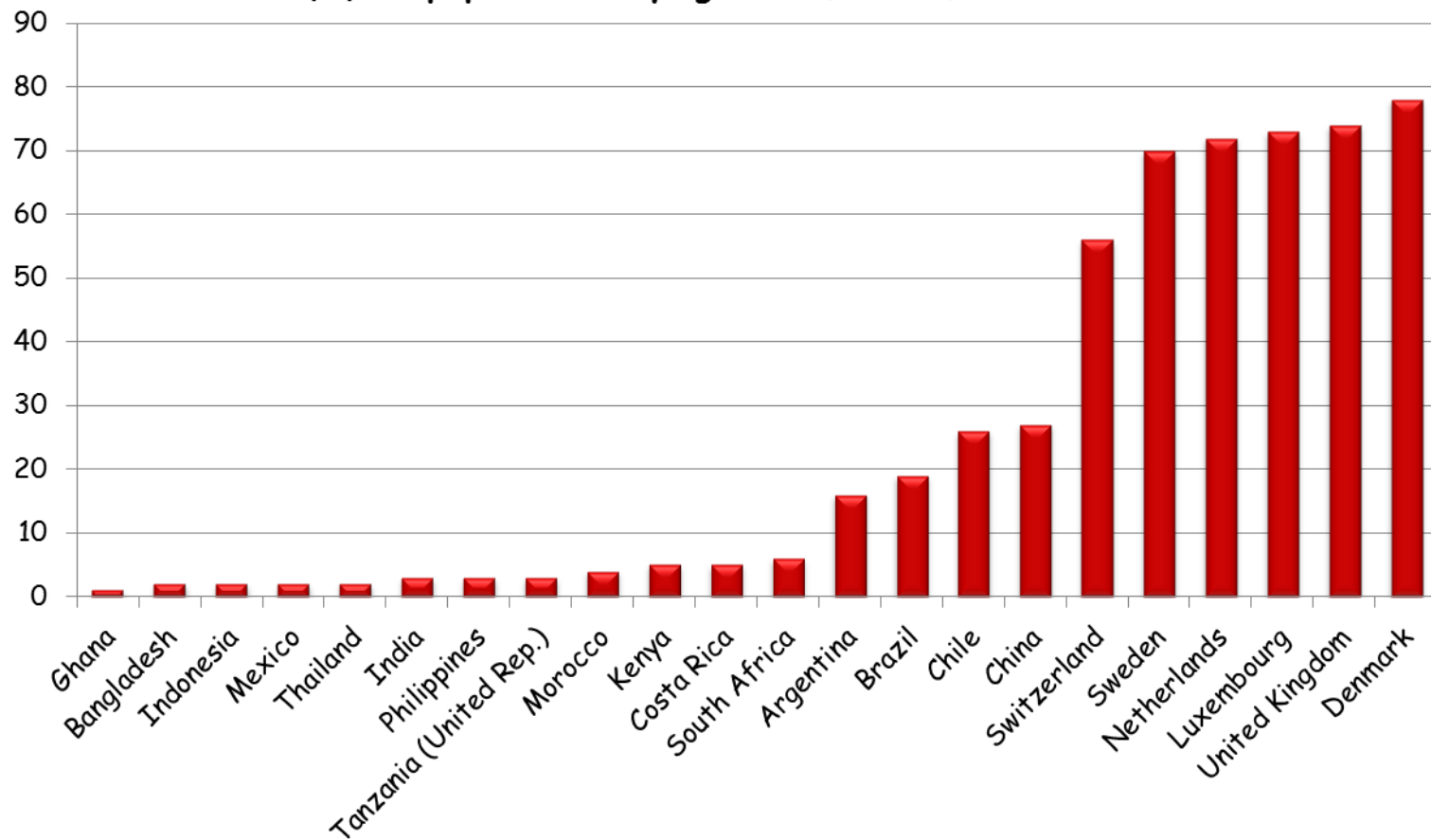
Retail E-Commerce Growth 2016 (%)





Huge divides - Huge potential

Share (%) of population buying online, 2014, selected countries



E-Commerce - A Policy Priority

- WTO Work Programme on E-Commerce
- G20 Presidency emphasizing digital trade
 - UNCTAD lead on Development Dimension
- World Summit on the Information Society
 - E-business action line (C7)
- Stronger UNCTAD mandate
 - eTrade for All
 - New Intergovernmental Expert Group on E-Commerce and the Digital Economy





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

Making Development Assistance Fit for Purpose

- Multi-stakeholder initiative to:
 - raise 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 at



UNCTAD 14
Nairobi, 17–22 July 2016

*“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



eTrade for All is Expanding



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
الاستقيا
ESCWA



United Nations
ESCAP



UNITED NATIONS
SOCIAL IMPACT FUND



IAP
International Association of Prosecutors



Potential Partners in the Pipeline



INTERPOL



International Centre for Trade
and Sustainable Development





Business for eTrade Development

a Private Sector Advisory Council



We inform.
We entertain.
We connect.



Burundi Shop





Key Policy Areas

E-Commerce
Strategies

ICT Infrastructure

E-Commerce
Skills



Trade Logistics

Legal Frameworks

Payment
solutions

Access to
Financing



eTrade for All Update

- Online Platform in progress
 - Launch date: 25 April 2017
- Two Focus Groups
 - Platform development
 - Indicator development
- Two Rapid Assessments of eTrade Readiness
 - Cambodia
 - Bhutan



Link to Agenda 2030

- **E-Trade for All** is a concrete illustration of how to leverage ICTs for the SDGs
- Target 5.b - women empowerment
- Targets 8.2, 8.3
- Targets 9.3, 9.8
- Target 17.11



UNCTAD E-Commerce Week 2017

*Towards Inclusive E-Commerce**

	Monday	Tuesday	Wednesday	Thursday	Friday
10.00-13.00	eTrade for All Parallel sessions	eTrade for All Parallel sessions	Assessing the eTrade Readiness of LDCs	The Gender Dimension of E- Commerce	Facilitating Crossborder E- commerce
		Launch of eTrade for All Online Platform		Measuring E- Commerce and Digital Trade	Broadband connectivity for E-commerce
Lunch		Ministerial Lunch			
15.00-18.00	eTrade for All Parallel sessions	HIGH-LEVEL MINISTERIAL SEGMENT	E-Commerce and Consumer Protection	Payment Solutions for E- commerce	eTrade for All - Next Steps
			Egypt: National E-Commerce Strategy Launch	E-commerce for SMEs: financing and skills development	Closing
		Reception			

* Tentative schedule

A line graph with a grey curve and seven colored dots (blue, green, orange, orange, red, pink, purple) connected by a thin grey line, positioned behind the main text.

eTrade for all

Connecting the dots