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Contribution to the Working Group on Measuring E-Commerce and the Digital Economy

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ECUADOR: Statistics on e-commerce and the digital economy

1. Administrative data

- a. National Customs Services: Customs records collect postal traffic data classified into categories: documents, “4x4” (packages up to 4kg and USD 400), clothing and footwear, medicines, books and computer equipment received by consumer with non-residents. The application of the “4x4” shipping system allows imports via internet with tax exemption.¹ In 2018, “Tráfico Postal Internacional y Correos Rápidos” in Ecuador represented around 3% of import of durable goods.
- b. Superintendency of Banks: The national banking sector sends information on financial and commercial transactions through parameters established in “Manual técnico de estructuras de transparencia de información”, specifically Table A06: *Transacciones por Servicios* and Table A09 *Consumos en establecimientos comerciales con tarjetas*²

Between January and December 2018, 2.2 billion financial transactions were made through the banks, which approximately 1.5 billion were made electronically. In the last six years (2011-2017), the average growth was 20%, 74.4% corresponds to electronic transactions.

- c. Central Bank of Ecuador: The Interbank Payment System (SPI) is a national mechanism that allows through the Central Bank of Ecuador (ECB) electronically transfer money between checking accounts, savings, basic, special, credit cards of clients of different financial entities.

In the period of 2010-2018, electronic transactions carried out in the SPI of the ECB grew about 251.4%. In 2018, they reached USD 107,670 million (an increase of 8.8% compared to 2017), these represented around 427 million of electronic operations.

Private sector transactions in the SPI increased from 34.7% in 2010 to 66.5% in 2018. On the other hand, public sector operations have shown a decrease in their participation in the SPI, down from 65.3% in 2010 to 33.4% last year.

2. Survey data

- a. National Institute of Statistics: According to enterprise survey data 35.9% of firms carried out sales using the Internet, while 29.5% of firms bought through the Internet. According to household survey data, clothing is the highest demand online category in Ecuador by Internet users.

This entity collects ICT information through:

¹ <https://www.aduana.gob.ec/envios-courier-o-postal/>

² https://www.superbancos.gob.ec/bancos/wp-content/uploads/downloads/2019/09/manual_transparencia_5_ago_19.pdf

- *Encuesta Estructural Empresarial*: produces statistical information about economic structure and production of large and medium enterprises of Ecuador. It has a ICT chapter about investment, connection and use, and e commerce.³
 - *Encuesta Nacional Multipropósito de Hogares*: measures social issues demanded by the National Plan of Development and other agendas of national and international development. It has a section about access and uses of ICT.⁴
- b. Central Bank of Ecuador: Central Bank of Ecuador uses “*Encuesta de Servicios*” to quantify the different types of services provided and received by private companies with non-residents, on a quarterly and annual basis. This survey quantifies the amounts of imports and exports of services and identifies the origin or destination of imports and exports of services. This information is added to the statistical reports of the balance of services provided and received.

3. Other sources

- a. ICT Satellite account: *Agencia de Regulación y Control de las Telecomunicaciones* and *Universidad Central del Ecuador* are working on a ICT Satellite account, this economic statistic will facilitate and support the analysis and research of the ICT sector, constitute an accounting-statistical instrument that has been designed to describe the structural characteristics and dynamics of the economic processes that involve this sector. This work will identify information needs in order to improve the ICT measurement.

³ https://www.ecuadorencifras.gob.ec/documentos/web-inec/Estadisticas_Economicas/Encuesta_Estructural_Empresarial/2017/2017_ENESEM_Formulario.pdf

⁴ <https://www.ecuadorencifras.gob.ec/tecnologias-de-la-informacion-y-comunicacion-tic/>