Contribution
by
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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD
E-Trade for All

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

The Intergovernmental Group of Experts (IGE) on Consumer Protection Law and Policy
Geneva, 17-18 October 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.
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).
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
Global online consumer protection laws 2016 (Number of countries)

- All Economies
- Transition economies
- Latin America and the Caribbean
- Asia and Oceania
- Africa
- Developed countries

Source: unctad.org/cyberlawtracker
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

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

eTrade for All
Founding partners
from governments and international organizations
Business for eTrade Development
a Private Sector Advisory Council
**Next steps**

- Design the eTrade For All Web Platform
- 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 24-28 April 2017 (tbc):**
  - First Global Meeting of the Partners
  - Meeting of the *Business for eTrade Development*
  - Launch of the eTrade For All Web Platform
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eTRADE FOR ALL

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