

**Intergovernmental Group of Experts on Consumer Protection
Law and Policy, First Session**

Geneva, 17-18 October 2016

**Contribution
by
*Unctad -E-trade for all***



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



Launched at UNCTAD 14

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



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

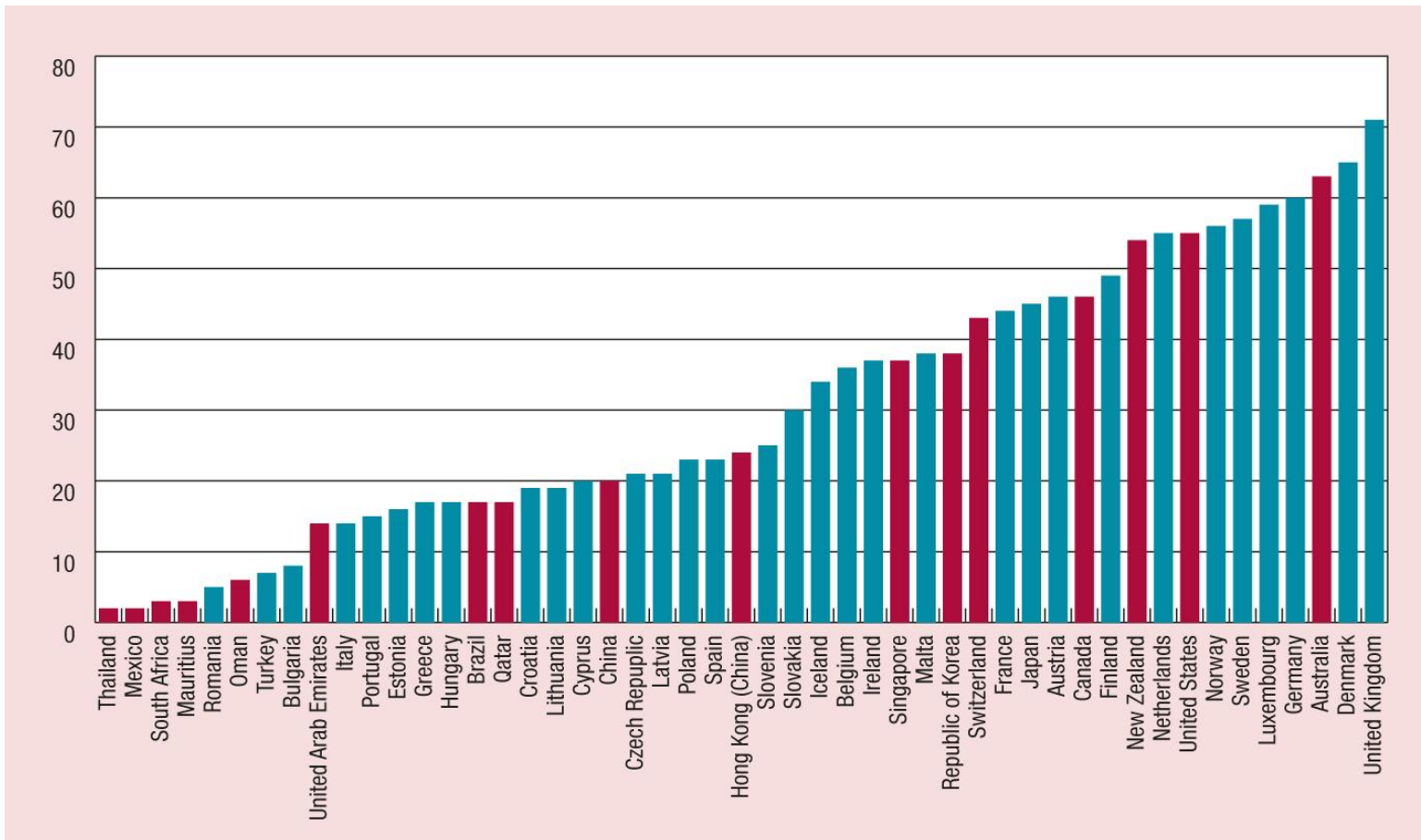
Global e-commerce is growing rapidly

- 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



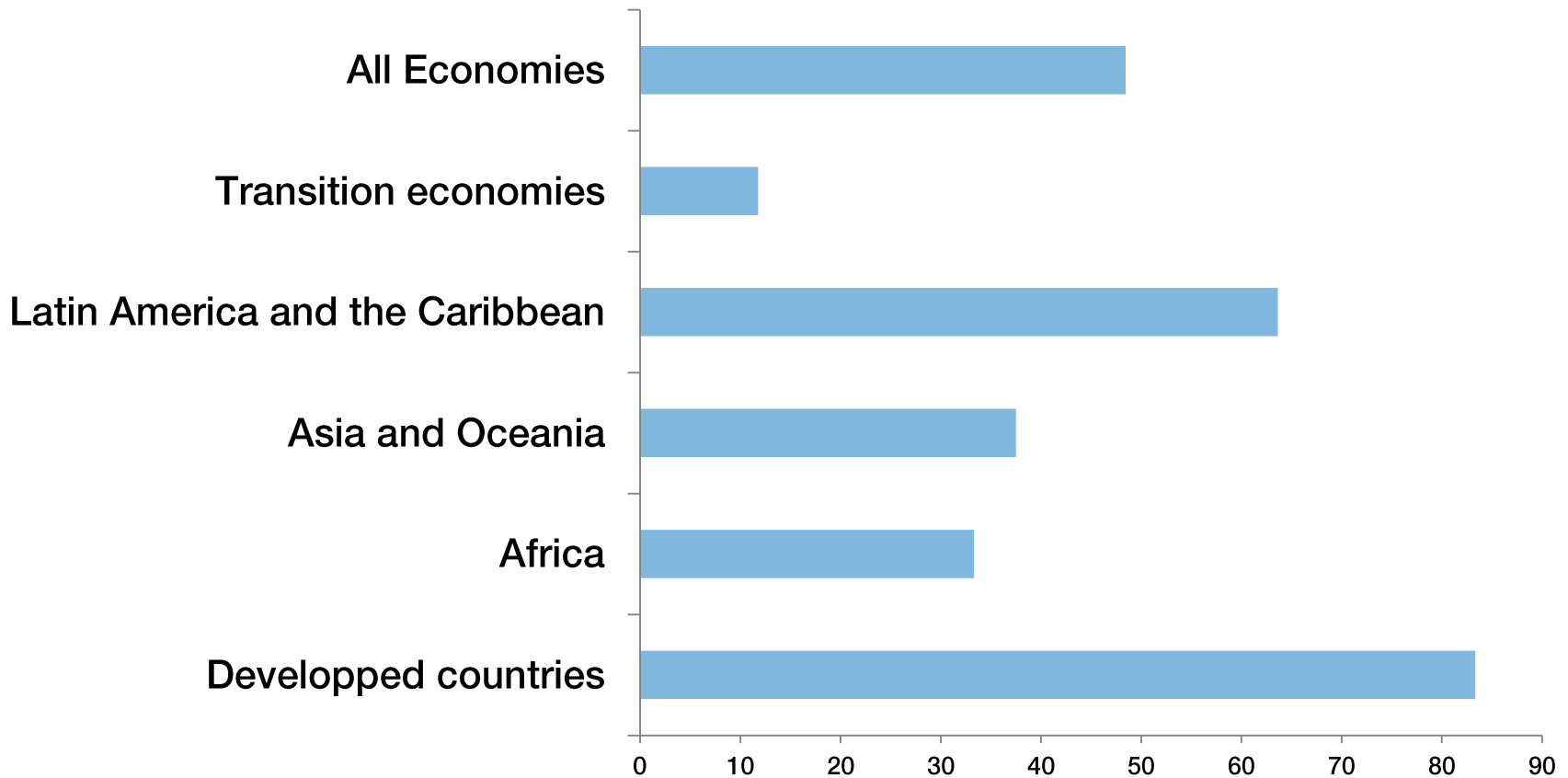
Source: UNCTAD, based on Eurostat, ITU and national data (in red).

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)*



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





Founding partners

from governments and international organizations



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
الاستثمار
ESCWA



UNITED NATIONS
SOCIAL IMPACT FUND



UNITED NATIONS
ESCAP

Economic and Social Commission for Asia and the Pacific



UPU UNIVERSAL
POSTAL
UNION



Business for eTrade Development

a Private Sector Advisory Council

KING & SPALDING

Ringier

We inform.
We entertain.
We connect.



FedEx Express



BASIS
Bangladesh Association of
Software & Information Services



Burundi Shop



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eInstituto
Instituto Latinoamericano
de Comercio Electrónico



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International Council of
Swedish Industry



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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