eTrade for All
A new initiative to leverage ICTs for Sustainable Development

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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

Source: UNCTAD and eMarketer.
China top B2C E-Commerce market

Top 10 B2C E-Commerce Markets 2015

China
United States
United Kingdom
Japan
France
Germany
Republic of Korea
Russian Federation
India
Brazil

Millions of dollars

Source: UNCTAD.
Emerging markets growing fast

Retail E-Commerce Growth 2016 (%)

- Asia-Pacific
- Middle East & Africa
- World average
- Latin America
- Central and Eastern Europe
- North America
- Western Europe

Source: eMarketer, August 2016.
Huge divides - Huge potential

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

Source: UNCTAD.
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
“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
Potential Partners in the Pipeline
Business for eTrade Development
a Private Sector Advisory Council
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
• **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**

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<td>10.00-13.00</td>
<td>eTrade for All Parallel sessions</td>
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<td>Assessing the eTrade Readiness of LDCs</td>
<td>The Gender Dimension of E-Commerce</td>
<td>Facilitating Crossborder E-commerce</td>
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<td><strong>HIGH-LEVEL MINISTERIAL SEGMENT</strong></td>
<td>E-Commerce and Consumer Protection</td>
<td>Payment Solutions for E-commerce</td>
<td>eTrade for All - Next Steps</td>
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* Tentative schedule