Ecom@Africa: the UPU initiative to develop e-commerce through the postal network

Maximizing the Value Added of E-Commerce in Africa

18th April 2018
What is Ecom@Africa

What it is:
A concept and an initiative

Leading players:
Governments and Posts

Supportive partners:
Public and/or private entities

Funding:
Participating countries

UPU main role

Facilitate the collaboration between Governments and Posts
Provide assistance to Posts within the development cooperation framework
Enable regional and global implementation of the concept
**Why Ecom@Africa?**

<table>
<thead>
<tr>
<th>Strategic positioning</th>
<th>Operational efficiency</th>
<th>Sustainable development</th>
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<tbody>
<tr>
<td>Position the postal network as a key enabler and facilitator of ecommerce and trade</td>
<td>Improve the operational efficiency of the postal network to support ecommerce and trade</td>
<td>Ensure the sustainable development of all aspects of the postal network and the commercial position of the Post</td>
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**IMPACT**

- MSME Development
- Employment Creation
- Poverty Reduction
- Social Inclusion
- Revenue Growth
Broad components: focus

**Physical component:**
- The physical delivery network
- Postal products and services
- Offline payment

**Digital component:**
- Digital TRUST ecosystem
- Cyber Security
- Branding / Visibility

ORE  VMP
**Broad components: focus**

**Operational Readiness for E-commerce (ORE)**
- ✓ Domestic delivery features and performance
- ✓ Increase interconnectivity and interoperability

**Digital Readiness for E-commerce (DRE)**
- ✓ Provide a secure environment for domestic postal e-shops
- ✓ Increase traffic and interconnectivity of different postal e-shops

**DOMESTIC**

**INTERNATIONAL**
Implementation status

List of countries that have formally expressed interest:

- Tunisia
- Ivory Coast
- South Africa
- Morocco
- Djibouti
- Cameroon
- Kenya
Collaboration model-1 with e-retailers

Idea: to enable and facilitate MSMEs in Africa to place their products on the web-shops of certain European e-retailers using the capabilities of UPU designated operators

1. All processing and value creation activities occur in Africa (manufacturing, warehousing, shipping, etc)

2. Development of ecommerce postal API (Application Programming Interface) services
Thank You

INTEGRATING POSTS INTO THE WORLD OF E-COMMERCE