Understanding into action
E-commerce skills development for Africa’s entrepreneurs

UNCTAD E-Commerce Week 2018
Date: 18th April 2018
The growing potential in Africa (2013)

The Internet in Africa today…

16% Internet penetration
67 million smartphones
167 million Internet users
>50% Of urban residents are online
51.6 million Facebook users
$18 billion Internet contribution to GDP

…and its potential by 2025

~50% Internet penetration
360 million Smartphones
600 million Internet users
$75 billion In annual e-commerce sales
$300 billion Internet contribution to GDP


Source: eMarketer (2017)
Favorable e-policy and public incentives
Growing mobile money market
Developed logistics and delivery services
Booming FinTech sector
Online trust
Innovative e-commerce business models
Growing middle class
Affordable price and adapted offer
Africa’s booming internet penetration
Entrepreneurs with ICT and business skills

10 key success factors for e-commerce development in Africa
ITC strategy “e-Trade for impact”

Enhance skills and knowledge among entrepreneurs in developing and least developed countries
E-commerce skills development

Marketing  Inventory Management  Logistics  Online payment procedures  Customs procedures  Technologies  Customer Management

Online and offline training modules

Customised technologies for learning and practicing
ITC e-commerce projects

Morocco (2015/16):
Establishing a formal commercial presence in Europe to enable Moroccan sellers to receive international payments and correctly handle duties and domestic taxes.

Senegal (2017):
Helping young entrepreneurs in Senegal to reach buyers around the world with the launch of an online platform that will connect with global e-commerce marketplaces.

Syria (2017):
Setting up export arrangements for handicrafts from Syria to connect internally displaced women artisans to global markets.

Rwanda: Enabling the future of e-commerce (2017-)
- Funder: BMZ, Germany
- Jointly implemented with GIZ and support by DHL
- Boost understanding among small firms and service partners in Rwanda of what it takes to succeed in e-commerce
- Enabling access to markets and providing firms the tools and support to do so.

Connect UEMOA (2017-):
Locally-managed B2B online marketplace / directory across 8 countries.
e-commerce skills are needed to realize the great potential we describe for Africa. But how do we translate that understanding into action?

Some questions for our panel and audience:

• How do skills for e-commerce differ from those in traditional trade?
• How can SME managers best be prepared and coached to build those skills?
• What role do trade promotion organizations and other institutions play in building these skills?
• Are African organizations prepared to play these roles?
• How do we build and nurture partnerships to achieve scale in skills development?