



International
Trade
Centre

TRADE IMPACT
FOR GOOD

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

167 million

Internet users

51.6 million

Facebook users

67 million

smartphones

>50%

Of urban residents are online

\$18 billion

Internet contribution to GDP

...and its potential by 2025

~50%

Internet penetration

600 million

Internet users

\$300 billion

Internet contribution to GDP

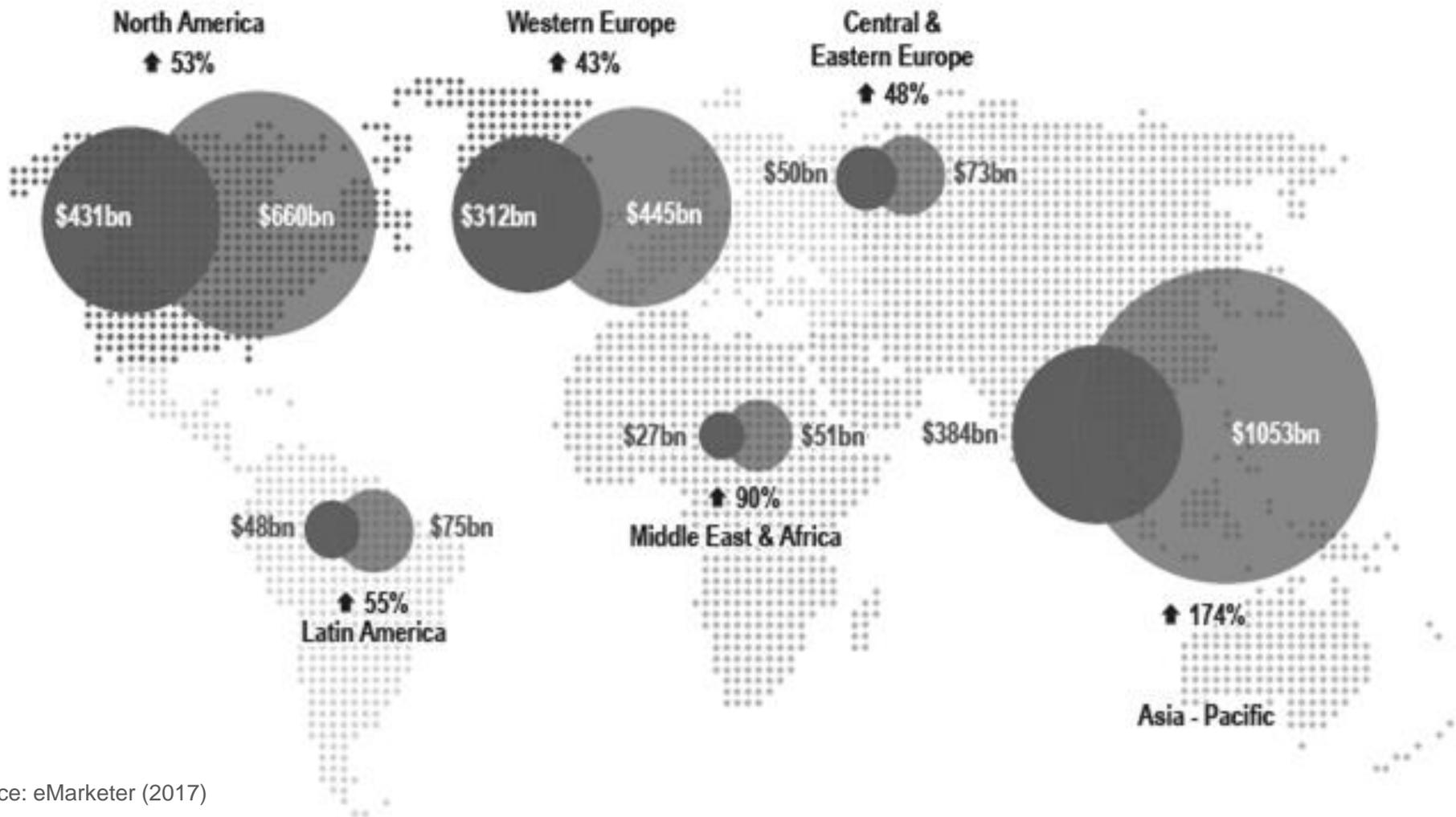
360 million

Smartphones

\$75 billion

In annual e-commerce sales

Global B2C e-commerce sales, 2013-2017



Favorable e-policy
and public incentives

Innovative e-commerce
business models

Growing mobile
money market

Growing
middle class

Developed
logistics and
delivery
services

Affordable price
and adapted
offer

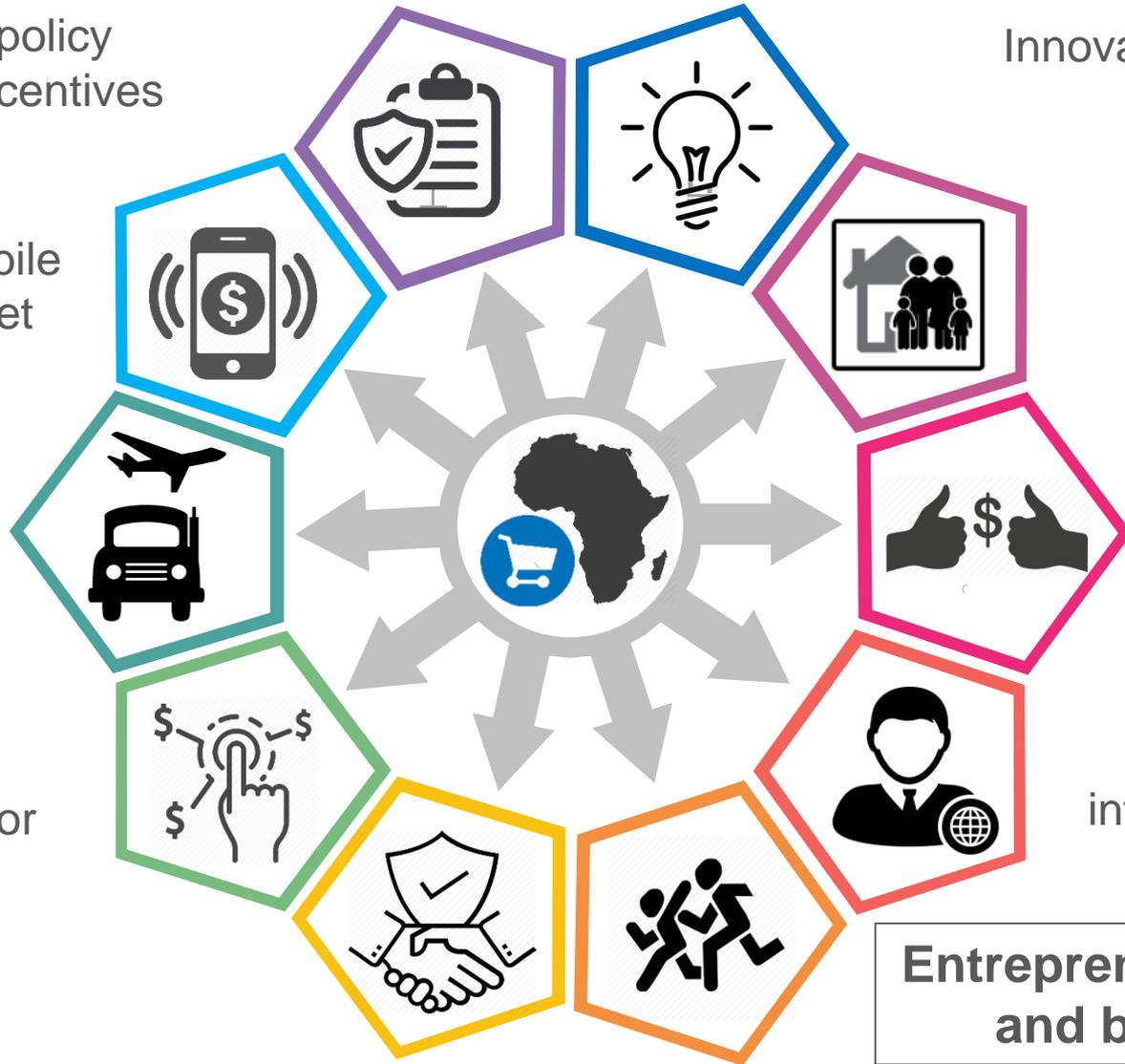
Booming
FinTech sector

Africa's booming
internet penetration

Online trust

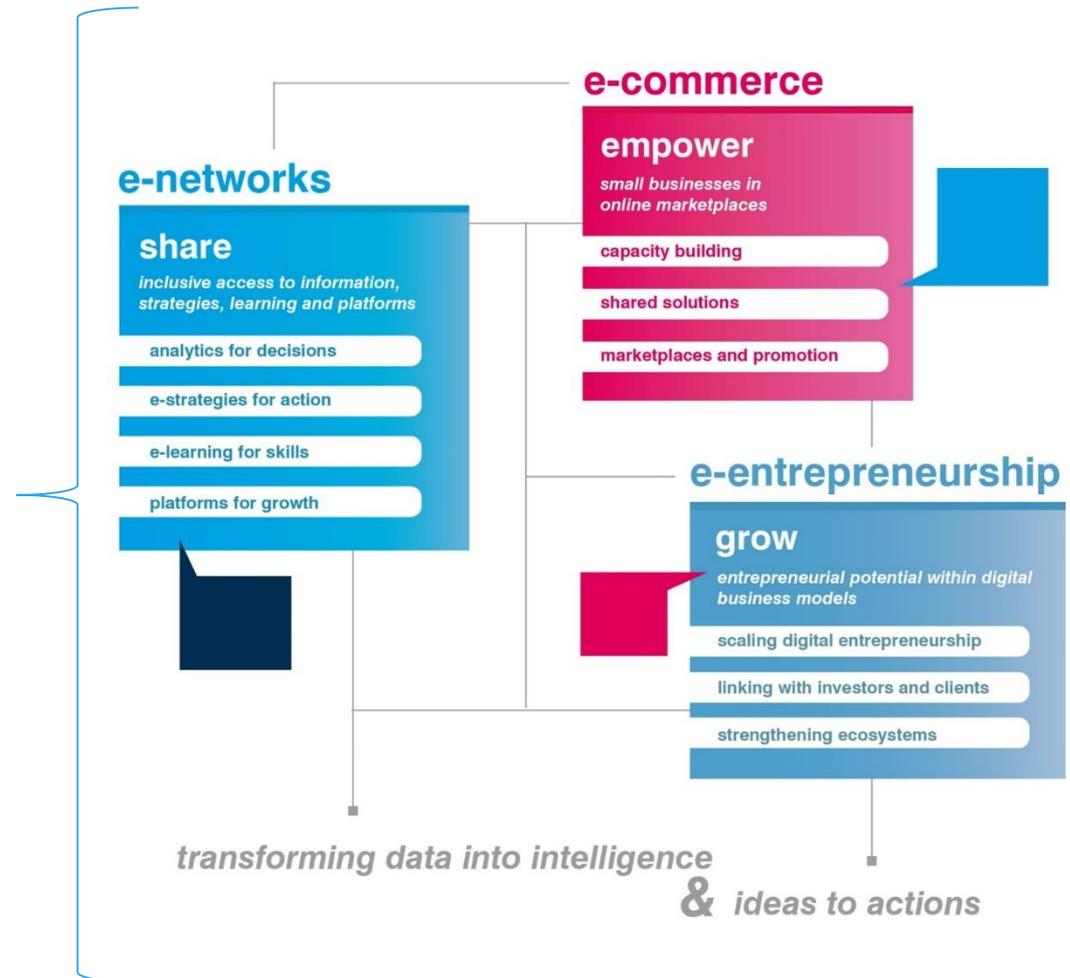
**Entrepreneurs with ICT
and business skills**

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



International Trade Centre

Online and offline training modules

Customised technologies for learning and practicing

++



ITC e-commerce projects

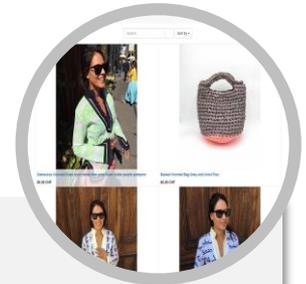
Morocco (2015/16):

Establishing a formal commercial presence in Europe to enable Moroccan sellers to receive international payments and correctly handle duties and domestic taxes.



Syria (2017):

Setting up export arrangements for handicrafts from Syria to connect internally displaced women artisans to global markets



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



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



Understanding into Action

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?