



UNCTAD Ecommerce Week
18–22 April 2016

Ecommerce in the Global Economy

Ecommerce Strategies for Rural Development: Egypt case Study

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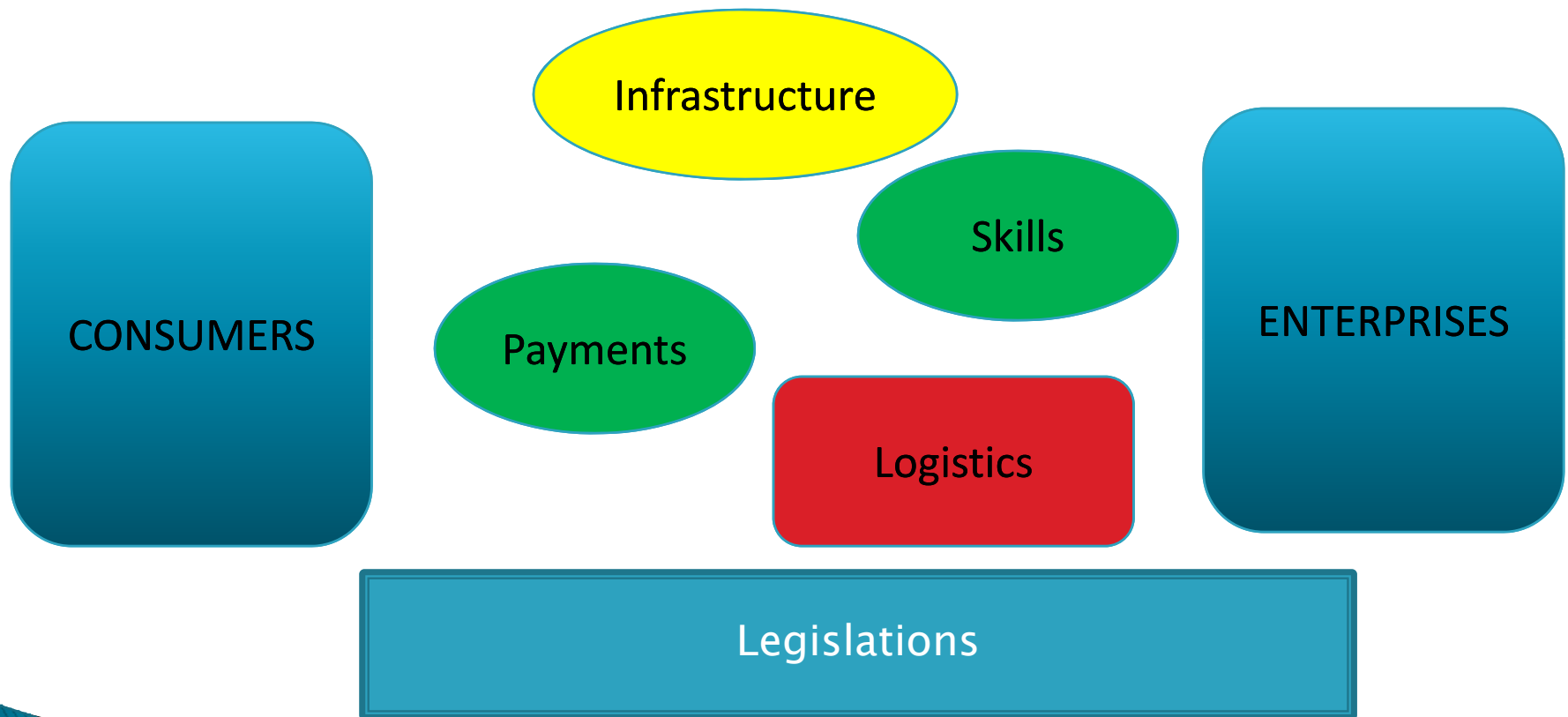
Importance of Ecommerce

UNCTAD emphasized that “ electronic commerce has the potential to be a major engine for trade and development on a global scale.

E-commerce has become a central element in the economic growth and the expansion of world trade. “ based on **OECD**”

Ecommerce remains on the top of the international Agenda (**WSIS**) and in the sustainable development goals (**UN**)

E-Commerce ecosystem



Egypt's facts

Infrastructure

Items	Unit	value
Population have access to electricity	%	99
Proportion of individuals use internet	%	32 (45% rural)
Internet bandwidth per user	MB/S	7.4
Social media users	million	25
Mobile subscription	million	94.5
Mobile penetration	%	108
% Coverage of mobile networks. (NRI).	%	95
No of post offices	000 Office	4
Transportation &Roads	Exists	

Egypt facts

Demographics & Skills

Items	Unit	value
Population	Million	90 million
Population in rural areas	Million	51.6
Individual from 15<45	%	50 (57% rural)
Proportion of individuals use computer from 15<45 years old	%	90
Proportion of individuals use internet from 15<45 years old	%	70

Education

% of enrollment in Primary education is higher in rural areas compared to urban areas in general. (with no difference from gender) however it is less in rural in secondary education

Note: exception exists in few governorates




Egypt facts

Economic structure

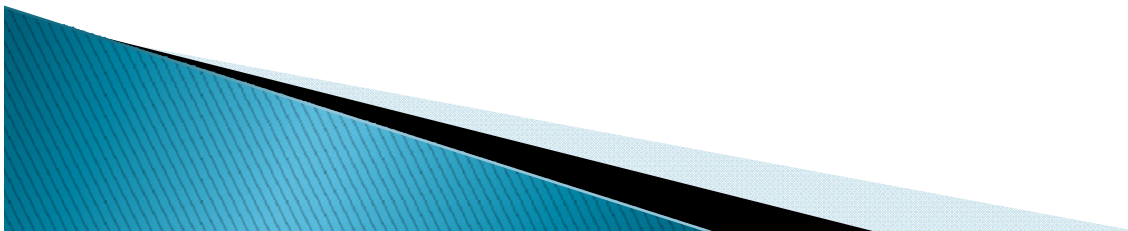
Items	Unit	value
Agriculture & fisheries % to GDP	%	17
% of workers in agriculture sector	%	30
Industry contribution to GDP	%	17
Trade	%	19

Items	Unit	value
Micro & small enterprises	%	85
Medium enterprises	%	10
Large enterprises	%	5
No of savings accounts in post	Million	23



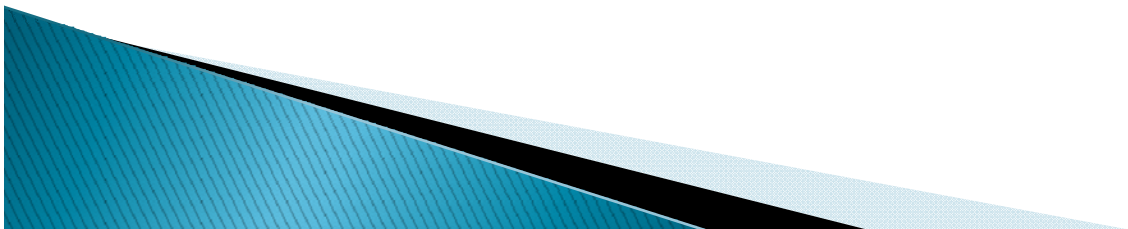
Opportunities

- ▶ Reach (regional and global markets)
- ▶ Equity (the distribution of benefits throughout the society; rural & remote areas)
- ▶ Efficiency or ratio of output to cost (use of information to improve agriculture yields)
- ▶ Effectiveness through improving the quality of products and services
- ▶ Transform informal to formal sector
- ▶ Increase exports then foreign currency



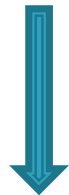
Challenges

- ▶ Legislation and related issues
- ▶ Electronic payments penetration
- ▶ Logistics
- ▶ Skilled young people
- ▶ Culture
- ▶ Infrastructure development (BB)
- ▶ Access to finance
- ▶ Tax and customs
- ▶ Security & trust

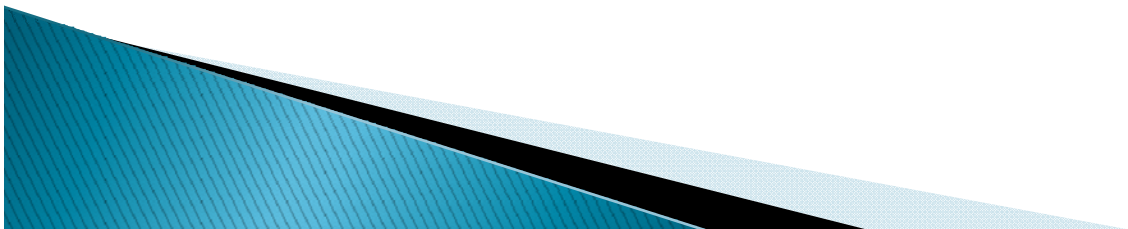


EGYPT–UNCTAD collaboration in ICT

- ▶ ICT policy Review in 2011
- ▶ Development of a National E-commerce Strategy 2015–2016
 - Aims to establish short, medium and long-term targets and policy recommendations for implementation



Egypt to perform above its potential



THANK U
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