



Measuring cross-border e-commerce

A Joint UNCTAD-UPU-WTO initiative

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Measuring E-Commerce Day
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Why is this important?

- Imminent and inevitable:
 - E-commerce is changing the way international business is done
 - Rapid growth of cross-border data flows
 - Better connectivity → more digitization (4th industrial revolution)
- Better statistics on cross-border e-commerce needed for:
 - Policy making on trade and economic development
 - Trade negotiations (WTO, RTAs)
 - Analyzing impact
 - Analyzing global value chains
 - Business intelligence for the business sector

Measuring cross-border E-Commerce

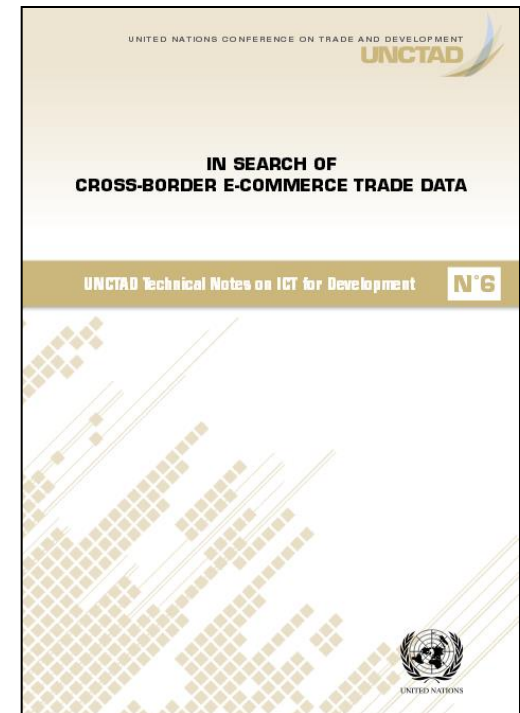
Key players

- International Organizations
 - ITC, ITU, OECD, UNCTAD, UPU, WCO, World Bank, WTO
 - Partnership on Measuring ICT for Development
 - Task Force on International Trade Statistics (TFITS)
- Governments
 - National Statistical Offices, Customs, Ministries of Trade / Commerce, Postal system / national post operators
- Private sector
 - Business associations, consultancy firms, enterprises in e-commerce ecosystem



Preliminary inventory

- UNCTAD Technical Note “In Search of Cross-Border E-Commerce Trade Data”
- Public data:
 - Enterprise, household, consumer, and customs surveys; balance of payments
- Private sector data:
 - Market research, company reports, shipment information, data flows





What do we know?

- Very limited information on cross-border e-commerce
- Data mostly from developed countries and not detailed; some bilateral data
- Survey data unable to distinguish between domestic/international and B2C/B2B e-commerce
- Official statistics mainly from enterprise or household surveys
- Lack of harmonization regarding definitions, scope of goods and services
- Private sector data differ in quality, methodology and transparency



What do we need?

- Inventory of existing data
- Clarity on how data are collected, estimated and collated
- Collaboration among relevant stakeholders
- Data that cover both merchandise and services trade
- An effective conceptual measurement framework that connects with existing frameworks



What would we like to know?

- Type of trade
- Type of e-commerce / transactor
- Mode of delivery
- Disaggregation by firm size
- Mode of order, device/platform
- Type of product
- Mode of payment



A comprehensive
data view

...In a way that allows international benchmarking...
Could this be obtained through supply-side enterprise surveys?



Next steps

- Further multi-stakeholder collaboration
- Continue to raise awareness -- opportunities
 - May 2016, WTO Stakeholder meeting (Private Sector CEOs)
 - September 2016, WTO Public Forum
 - September-October 2016, UPU Ministerial
 - October 2016, Inter-Agency Taskforce on Int'l Trade Statistics
- Methodological collaboration and knowledge sharing :
 - Sharing data catalogs, experiences
 - Agreeing on definitions, survey vehicles, model questions
 - Linking data



THANK YOU!