Intergovernmental Group of Experts on e-commerce

How to overcome operational constraints that MSMEs in developing countries face when setting up trade online

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Limited availability of online payment solutions

Unreliable and costly logistics services

Awareness and access to appropriate technologies

Lack of business skills e.g. marketing and finance

Limited ability to overcome legal and regulatory barriers

The entry door for micro, small and medium-sized enterprises to global markets
The programme

- Online listing
- Online payments
- Preparing for e-fulfilment
- Online promotion
- Etc.

Training

- Technologies to prepare for the creation of e-commerce platforms with shared access to payments, logistics and marketing solutions

Technologies

- Access to international legal and fiscal support

Advisory

- Partnerships with some of the world's leading logistics, e-commerce and online payments firms

Partners
ITC e-commerce projects

Morocco (2015/2016)
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.

Connect UEMOA (2017-)
Locally-managed B2B online marketplace / directory across 8 countries.

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

Asian LDCs (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 (2017-2019):
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
Rwanda: Enabling the future of e-commerce

Market research to develop an e-commerce strategy in line with the customers’ needs and wants.

Selected enterprises accompanied through e-commerce training, coaching, shared tools and access to improved logistics services.

Logistics strategy is developed, with the support of DHL, to improve logistics services in Rwanda.

Innovative e-commerce support facilities and last mile delivery solutions implemented.
Rwanda: Market research

Stage 1: Market analysis
- Overall Context
- Consumer, retail & E-Commerce understanding
- Research Methodology

Stage 2: Exploratory qualitative research B2C
- Values & personality
- Shopping habits & behaviors in the physical market and online
- Likes & dislikes

Stage 3: Quantitative testing B2C
- Segmentation
- Targeting
- Positioning

Stage 4: Qualitative analysis B2B
- Qualification of B2B product/service offering
Rwanda: E-Commerce training curriculum

- Business management
- E-commerce usability
- Market research for e-commerce
- Product listing
- E-Commerce engineering
- Integrating virtual marketplaces
- Social media and online promotion
- Customer service
- Inventory Management and Logistics
- Online payments, intellectual property and fiscal aspects
Rwanda: Logistics strategy – strategic pillars

- Crowd Logistics
- Digital Logistics Platform (Plug & Play solutions)
- E-Commerce Support Centre (ECSC) (Plug & Play facilities)