Ecom@Africa: the UPU initiative to develop e-commerce through the postal network

Maximizing the Value Added of E-Commerce in Africa

18th April 2018

What is Ecom@Africa

What it is:
A concept and an initiative

Leading players:
Governments and Posts

Supportive partners:
Public and/or private entities

Funding:
Participating countries

UPU main role

Facilitate the collaboration between Governments and Posts

Provide assistance to Posts within the development cooperation framework

Enable regional and global implementation of the concept

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Why Ecom@Africa?

Strategic positioning

Position the postal network as a key enabler and facilitator of ecommerce and trade

Operational efficiency

Improve the operational efficiency of the postal network to support ecommerce and trade

Sustainable development

Ensure the sustainable development of all aspects of the postal network and the commercial position of the Post

IMPACT

MSME Development

Employment Creation

Poverty Reduction

Social Inclusion

Revenue Growth

Broad components: focus

Physical component:	Digital component:
- The physical delivery network	- Digital TRUST ecosystem
- Postal products and services	- Cyber Security
- Offline payment	- Branding / Visibilty
ORE	**VMP**

Broad components: focus

	Physical	Digital
	Operational Readiness for E-commerce (ORE)	**Digital Readiness for E-commerce (DRE)**
DOMESTIC	✓ **Domestic delivery features and performance**	✓ **Provide a secure environment for domestic postal e-shops**
INTERNATIONAL	✓ **Increase interconnectivity and interoperability**	✓ **Increase traffic and interconnectivity of different postal e-shops**

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Implementation status

List of countries that have formally expressed interest:

Tunisia

South Africa

Ivory Coast

Djibouti

Morocco

Kenya

Cameroon

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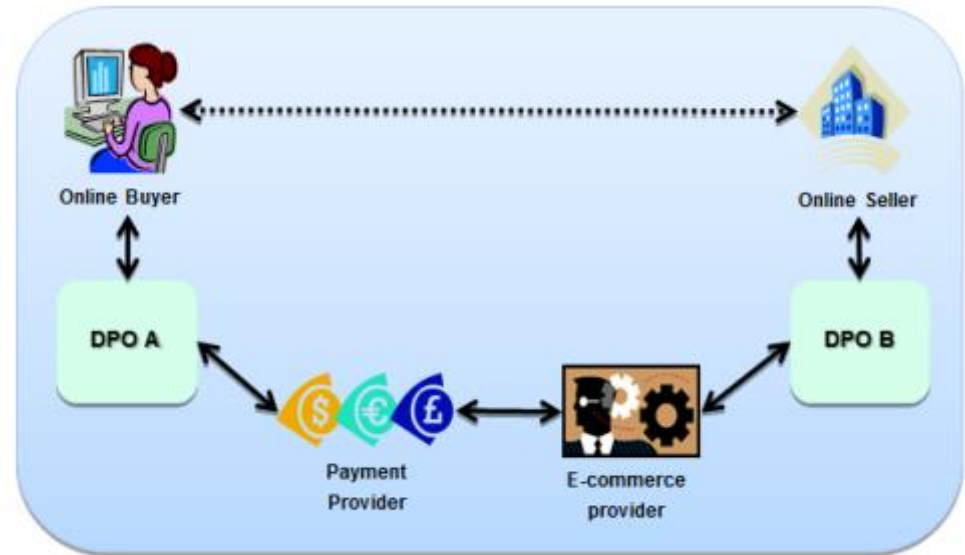
Idea: to enable and facilitate MSMEs in Africa to place their products on the web-shops of certain European e-retailers using the capabilities of UPU designated operators

1. All processing and value creation activities occur in Africa (manufacturing, warehousing, shipping, etc)
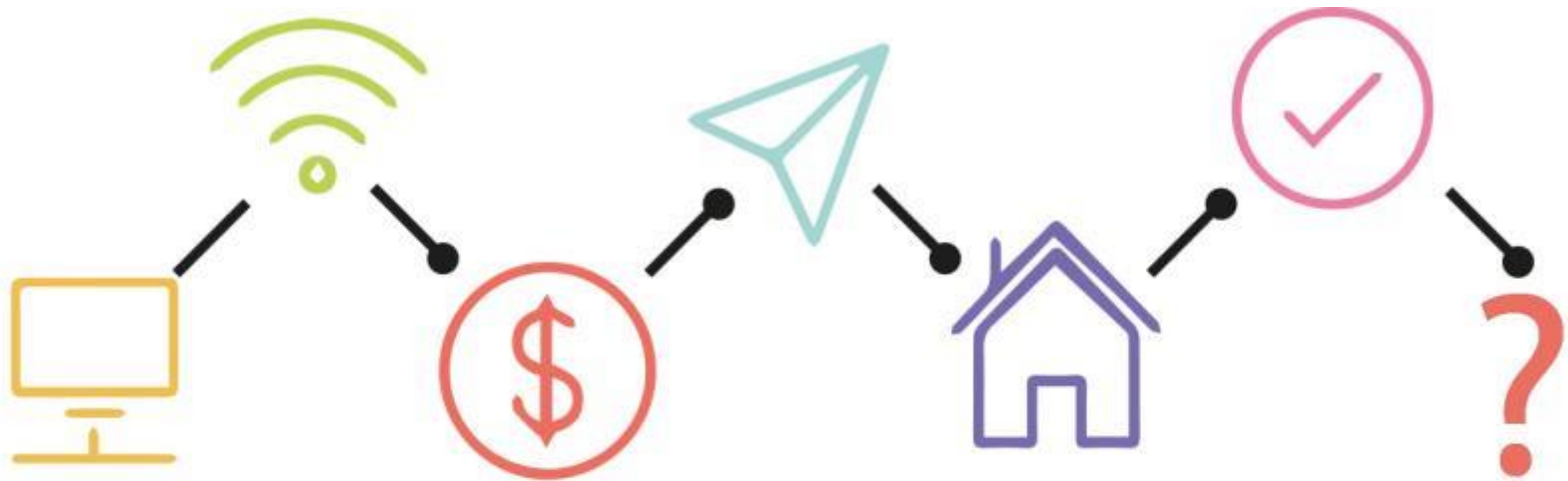

2. Development of ecommerce postal API (Application Programming Interface) services

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Thank You

INTEGRATING POSTS INTO THE WORLD OF E-COMMERCE