



***Sixth Meeting of the Intergovernmental
Group of Experts on E-commerce and the
Digital Economy***

Geneva, 10–12 May 2023



- ❑ Situation Analysis of Africa Digital Economy & E-Commerce
- ❑ Key Issues Arising From Data and Cross-border Data Flows in the Region
- ❑ AU Perspectives on Data as Strategic Asset for Modern Economy and Society

- ❑ The Global 2020 E-commerce Report indicates that Africa has the lowest share of population (30%) engaged in online shopping. According to World Bank in 2019 ICT goods account for only 0.41% of total goods exported and 5.02 of total goods imported by Africa .
- ❑ 80% of African marketplaces are national marketplaces operating only in a single African country. Of the rest, 14 percent are global players and only 6 percent operate within multiple African countries. Five countries together accounted for 78% of total marketplace traffic in Africa in 2019 while the top 10 accounted for 94%.
- ❑ The main challenges facing African businesses when trading digitally include infrastructure related challenges, unreliable payments, high costs of moving people and goods, lack of information, trust and security concerns as well as varied and overlapping compliance and regulatory issues.

- ❑ Across the continent, countless bytes of data are generated daily from mobile phone transactions, mobile money transactions, online activities, etc. and much of this data is left unstructured or analyzed with Africa able to utilize only a small fraction of such extremely valuable data.
- ❑ As of April 2023, 17 African countries have signed the Malabo Convention with 14 having ratified and deposited out of the 55 African Countries.
- ❑ 34 have Data Protection Laws : South Africa, Algeria, Angola, Benin, Botswana, Burkina-Faso, Cape Verde, Comoros, Republic of Congo, Côte d'Ivoire, Egypt, Eswatini, Gabon, Ghana, Guinea, Equatorial Guinea, Kenya, Lesotho, Madagascar, Mali, Morocco, Mauritius, Mauritania, Niger, Nigeria, Uganda, Rwanda, Sao-Tome and Principe, Senegal, Seychelles, Chad, Togo, Tunisia, Zambia and Zimbabwe
- ❑ 22 had data protection authorities: Algeria, Angola, Benin, Burkina-Faso, Cape Verde, Ivory Coast, Gabon, Ghana, Kenya, Mali, Morocco, Mauritius, Niger, Nigeria, Uganda, Rwanda, Sao - Tome and Principe, Senegal, South Africa, Chad, Tunisia, and Zimbabwe

- ❑ For Africa a huge opportunities can arise from the exponential growth of data and ongoing technological transformation along with the operationalization of African Continental Free Trade Area (AfCFTA) .
- ❑ African countries witness market pressure imposed by Tech Giants trading in global data driven digital markets with international reach, wealth accumulation and increasing political and economic impact which affects domestic economies as it is difficult for small market players to emerge.
- ❑ The daily reported massive data breaches and violation of fundamental rights of Internet users have revealed gaps in the current Business Models for Social Media Platforms and the rules governing the collection of personal data for commercial purposes.
- ❑ The increasing digital interdependence of states and cross border data flows have raised new concerns about divergent legislations , regulatory uncertainties, privacy, ethics, ownership and sovereignty of states over their digital data.

- ❑ A big amount of data is being collected, processed, stored and transmitted outside Africa with no information on how it is used and re-used, African people and countries are not aware about its economic value and are not benefitting from it to build their digital economy.
- ❑ The pace at which African countries are able to introduce and revise data policies and strategies is much slower than the constantly evolving global digital and data trends. It is important to note though that digital maturity and the level of data policy adoption and implementation varies across different member states and there is a need for tailored technical assistance.
- ❑ Digital and technological divide prevents developing countries (LDCs) from making an effective and innovative use of data to support policymaking and decision making processes on issues affecting Africa such as climate change , food and energy security .

- ❑ African Leaders have recognized digitalization as a driver for positive change and critical to the attainment of Agenda 2063 aspirations and UN Sustainable Development Goals by adopting Digital Transformation Strategy for Africa as the master Plan that will guide Africa digital agenda for the upcoming ten year.
- ❑ The AU Interoperability Framework for Digital ID was endorsed by the AU Executive Council during the February 2022 Summit , it sets out a vision that will enable all African citizens to securely access the public and private services they need, when they need them, and independently of their location.
- ❑ The AU Data Policy Framework were endorsed by the AU Summit in February 2022 , provides a mechanism for African countries to maximize data usage and data flows to support data-driven value creation and innovation.

Vision

The Data Policy Framework envisions the transformative potential of data to empower African countries; improve people’s lives; safeguard collective interests; protect (digital) rights; and drive equitable socio-economic development

Scope and Objectives

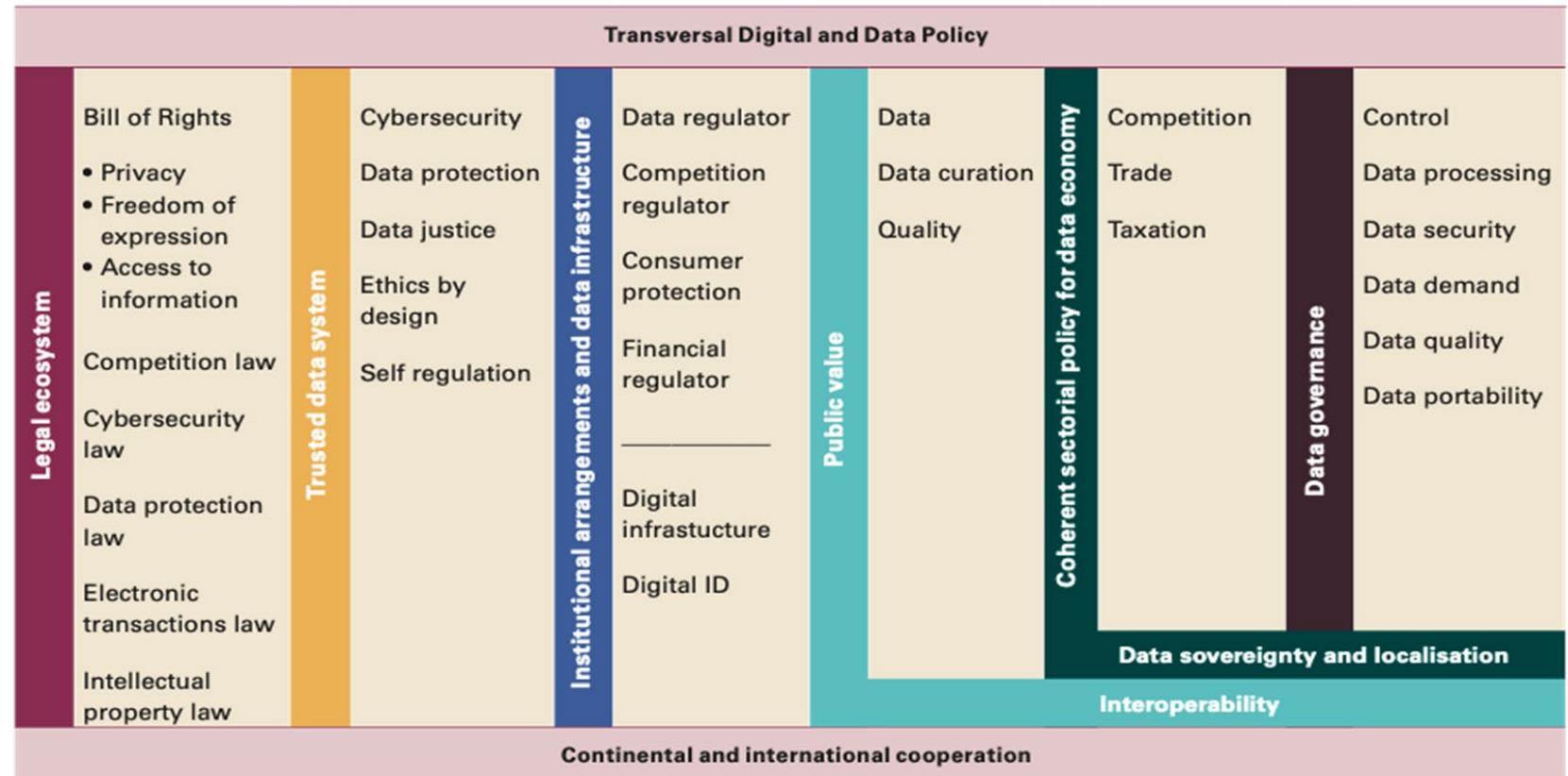
The Framework aims to strengthen national data systems for effective use of data by creating an enabling environment that stimulates innovation, entrepreneurialism to drive the development of data value-driven economies and that facilitates the interoperability of systems and cross border data flows necessary for the realizing of the African single digital market.



□ Guiding Principals :

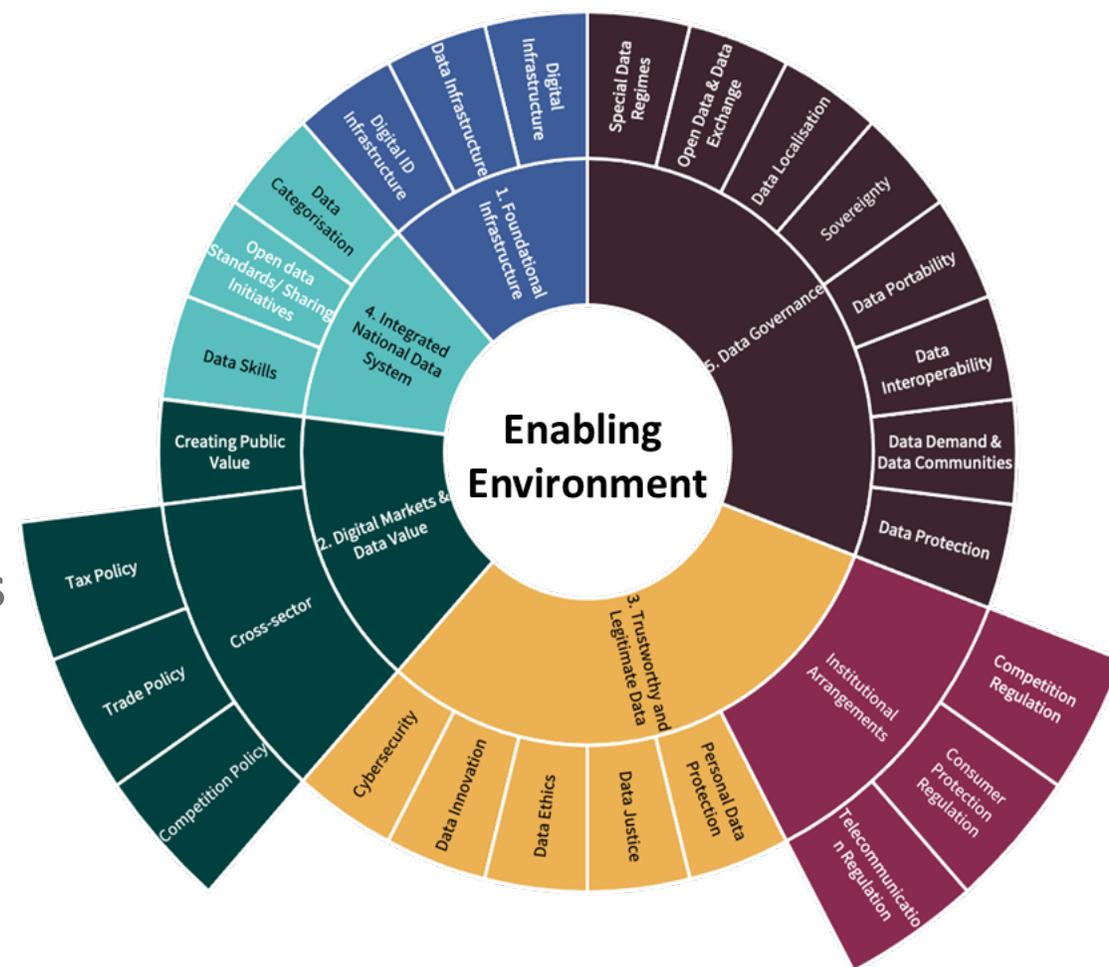
Cooperation Integration, Fairness and inclusiveness , Trust, safety and accountability, Sovereignty, Comprehensive and forward-looking, Integrity and justice.

Enabling Data Policy Framework



Enablers to Drive Value From Data.

- Foundational data infrastructure
- Creating legitimate and trustworthy data systems
- Institutional arrangements for regulation of complex adaptive systems
- Rebalancing the legal ecosystem
- Creating public value
- Coherent sector policies to enhance data value



- Data control
 - Data sovereignty
 - Data localization

- Data processing and protection

- Data access and interoperability

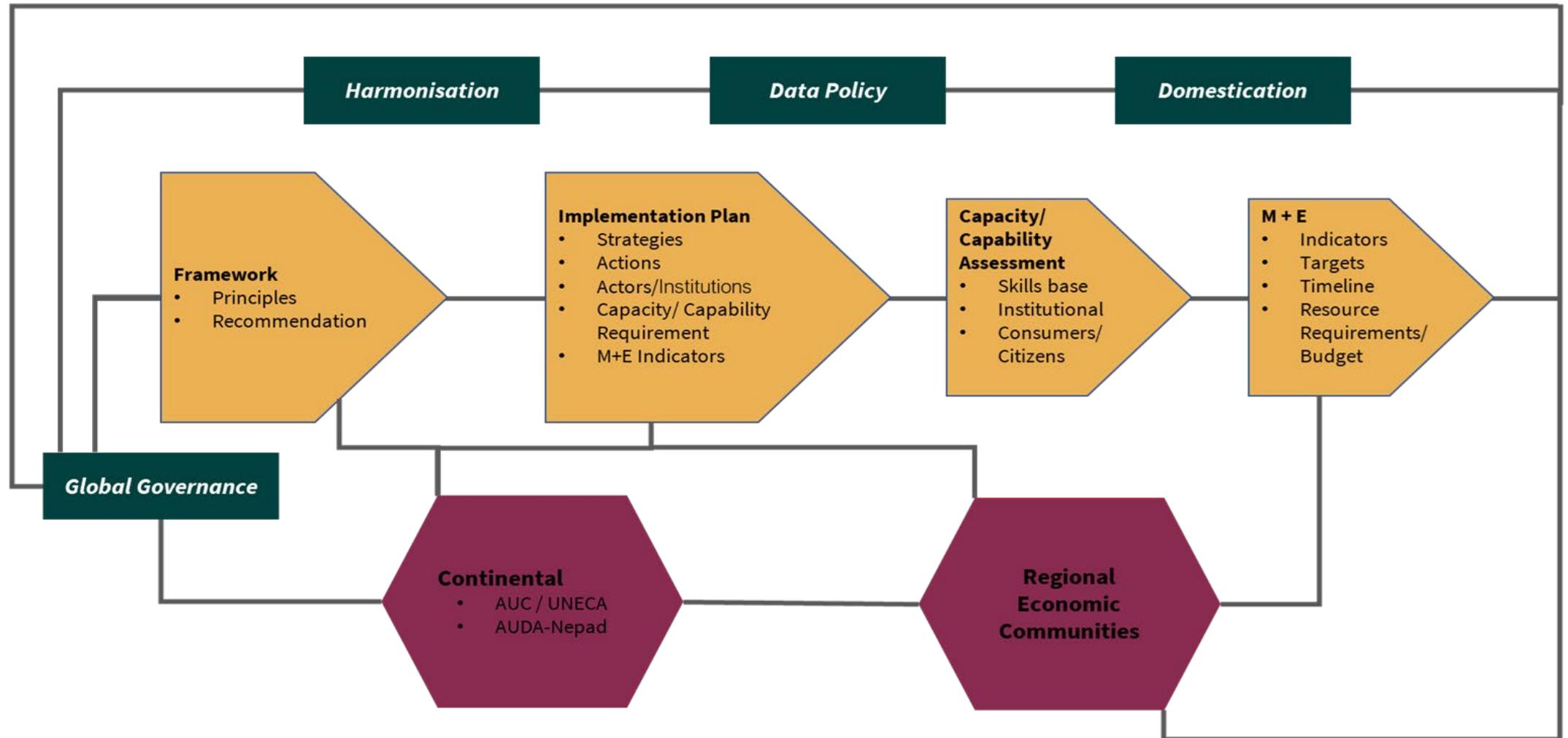
- Data security

- Cross-border data flows

- Data demand

- Data Governance for Sectors and Special Categories of Data

- ❑ Continental data standards
- ❑ Open data portal and other initiatives
- ❑ Continental instruments
 - Cross-border data flow mechanism
- ❑ Continental and regional institutions and associations



- ❑ The adoption of the AU Data Policy shows the commitment of African countries to strengthen their capabilities in this strategic field and also reflects Africa common approach on data and data flows and its willingness to cooperate with other regions.
- ❑ AU efforts to accompany Member States in the digital transformation journey are in line with international best practices and overall objectives of UN Agenda 2030 for sustaining unity, economic growth , social progress and collective prosperity .
- ❑ We strongly advocate for a responsible and efficient use of data as a valuable resource necessary to achieve inclusive and sustainable development . We support international cooperation in digital space with balanced approach that takes into account the realities of all countries and regions across the world to develop a well-functioning data governance environment that ensures equitable access and use of data for a better future to all.

Thank you

Merci

شكرا

Obrigada

Gracias

