



# CAPMAS Priorities of measuring digital economy in Egypt

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# Introduction

- The importance of e-commerce increased after appearance of Covid-19 pandemic.
- The Egyptian government is applying digitalization in several governmental sector to monitor the advantage of information and communication technologies (ICTs).



CAPMAS Priorities in measuring digital  
economy in Egypt

E-commerce first trial  
(Census 2017/2018)

inside establishments

# E-commerce first trial (Census 2017/2018)

- It was the first time to conduct economic census using Tablets in Egypt
- It has 12 questionnaires representing all the economic Activities
- The questionnaires contain general data like the establishment name, address, economic activity, legal entity, paid capital ,expenditures revenues and fixed assets.
- Adding e- commerce question for the first time

# E-commerce first trial (Census 2017/2018)

## Economic census questionnaires

1. Mining and quarrying
2. Manufacturing
3. Services
4. Maintenance
5. wholesale and Retail trade
6. Restaurants and coffee shops
7. Transportation and storage for others
8. Education (schools, institutes, faculties)
9. Other educational services
10. Agriculture
11. Building and Constructions
12. Communications

# E-commerce first trial (Census 2017/2018)

It is found that these two questions were not sufficient to measure the contributions of e-commerce in Egypt

## Form No. 2 EC5

### General Data (continued):

12. Does the establishment keep regular Accounts<sup>1</sup>? Yes  1 No  2

13. Commercial Registry Number: ..... Office: ..... Date: --/--/----

14. Industrial Registry Number: ..... Office: ..... Date: --/--/----

15. Is the establishment a member in the Egyptian Industries Union? Yes  1 No  2

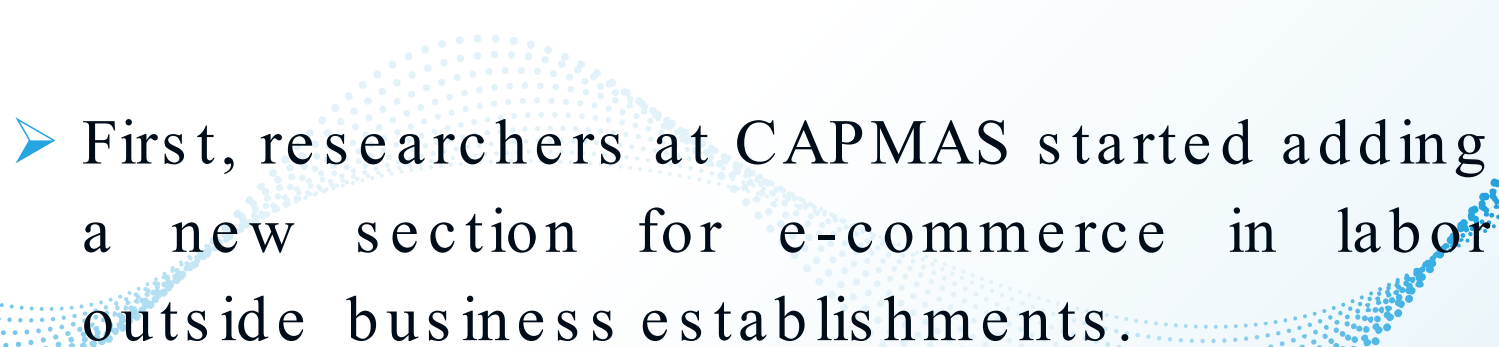
Name of the industrial chamber: ..... Name of Division: .....

Membership number: ..... Date of join: .....

16. Does the establishment use the e-commerce? Yes  1 No  2

17. What is the percentage of e-commerce sales to whole the sales of the est.?  .....%

18. Does the company receive a loan during the year? Yes  1 No  2

- 
- Therefore, CAPMAS prepared to improve the e-commerce questions during the current economic census 2022/2023
  - First, researchers at CAPMAS started adding a new section for e-commerce in labor outside business establishments.



# E-Commerce Definition (ISIC 4)

132. Production units receive orders and transact the sale of goods and services produced by a variety of means, such as by telephone, fax, television or over the Internet. Many countries have chosen to describe as e-commerce any business transaction that transfers the ownership of the goods or service through the Internet or by other electronic means.

# E-Commerce Definition (ISIC 4)

133. There are three stages in the transfer of the ownership of a good or service: (a) the placement of the order, (b) the payment and (c) the delivery of the good or service. E-commerce transactions may be defined to include situations where only the first stage, only the first and second stages, or all three stages are conducted through the Internet or by other electronic means.

The background is a solid blue color. A decorative graphic consisting of multiple parallel, wavy lines of small blue dots is positioned on the right side, extending from the top right towards the bottom right. The dots are arranged in a way that creates a sense of depth and movement, resembling a digital signal or a stylized wave.

# Measuring e-commerce outside establishments

# Measuring e-commerce outside establishments

## labor outside establishment survey

- It is a complementary survey to the economic census
- It can measure the informal sector outside establishments in Egypt
- Sample based on household survey sample
- We have designed 6 specialized questionnaires beside the household questionnaire
- We have conducted 4 quarters in 2022 and now we are in the data processing phase.

**Household  
Questionnaire &  
6 specialized  
Questionnaires**

**Manufacturing**

**Retail and  
wholesale  
trade**


**Food and  
beverage**

**Services and  
maintenance**

**Transport**

**Construction  
and building**

# Outside establishment Transport questionnaire

Examples of jobs, outside establishments, in transportation	Economic Activity
Uber, Taxi driver, DiDi, Indriver microbus, bus, tok tok, motorcycle, carriage 	Land transport of passengers
Transport driver, truck, lorry	land transport of goods
Boat operator, boat, ferry, barge	Water transport of passengers and goods

# Examples of Digital Intermediate Platforms in Transportation



# Sections of the outside establishment questionnaires

**Section (1)**

**Principle Data**

**Section (2)**

**Expenditures  
&  
Revenues**

**Section (3)**

**Fixed Assets**

**Section (4)**

**E-commerce**



# E-commerce section of the outside establishment Transport questionnaire

## Marketing tools

Question No.	Question	Answer
234	What is the marketing tool for your service (Multiple answers are allowed)	<p>Telephone <input type="checkbox"/></p> <p>Social Media <input type="checkbox"/></p> <p>Electronic platforms <input type="checkbox"/></p> <p>Direct contact <input type="checkbox"/></p> <p>Announcement <input type="checkbox"/></p> <p>Public stores <input type="checkbox"/></p> <p>Others (Specify)..... <input type="checkbox"/></p> <p>Individual not responsible for Marketing <input type="checkbox"/></p>

# E- commerce section of the outside establishment Transport questionnaire

Fourth Section: e- commerce

Questionnaire No. (5) Transportation



Question No.	Question	Answer
401	Do you have page on internet or on social media or on platforms?	Yes <input type="checkbox"/> No <input type="checkbox"/>
402	Do you have Mobile program to advertise or to sale your products?	Yes <input type="checkbox"/> No <input type="checkbox"/>
For enumerator : In case of answering with No in both questions 401,402 you should finish the interview		

## E-commerce section of the outside establishment Transport questionnaire

403	What are the uses of web page or social networking sites or electronic platforms or mobile application? (Multiple answer are allowed)	Presentation and marketing of the product (good - service) (1)  Communicate with customers to inquire about the product or Service and Troubleshooting (2)  Receive customer requests (3)  Collecting the value of the product from customers through electronic payment (4)  Communicating with suppliers (vendors) (5)  Others (specify).....(6)
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# E-commerce section of the outside establishment Transport questionnaire

404	What is the percentage of sales / Revenues achieved from the website or Social networking sites, electronic platforms, or mobile software	<input type="text"/> %
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# E-commerce section of the outside establishment Transport questionnaire

e-commerce  
expenditure

Work Expenditure			
Question No.	Question	Last week	Last Month
25	E-Commerce Expenses:		
251	Online platform subscription		
252	Page Design (Facebook - Website - Mobile Application.....etc		
253	content management		
254	Page/Website/Mobile Application Management		
255	Advertisements		
256	Website/App Protection		
257	Shipping/delivery fees		

# E-commerce section of the outside establishment Transport questionnaire

The Designed output  
(Results) tables per  
economic Activity

e-commerce in transport sector	
Economic Activity According to ISIC Rev.4	
No. of employees in Transport Sector	
number of working vehicles	
Proportion of vehicles that uses Mobile application to present their services	
Proportion of vehicles that uses Mobile application or platforms to contact with customers	
Proportion of vehicles that uses Mobile application or platforms to present their services	
Proportion of vehicles that uses Mobile application or platforms to received orders	
Proportion of vehicles that accept the value of service by electronic pay	
Proportion of vehicles that uses mobile application or platform to contact with sellers	
Proportion of expenditure from e-commerce to whole expenditures	
Proportion of Revenues from e-commerce to whole Revenues	

# Cont.: E-commerce output tables

## Excel





# Measuring e-commerce Census 2022/2023



# Census 2022/2023 E-commerce section questionnaire design

## E-commerce during the year

Section (15)

Did the establishment sell a product or provide a service electronically/online (e-commerce)? \*

- Yes
- No (go to section 16)

What is the percentage% of expenses related to the website, social media sites, online platforms, or the mobile applications out of the total expenses? \*

Your answer \_\_\_\_\_

What is the percentage% of sales/revenue generated from the website, social media sites, online platforms, or mobile application out of total revenue? \*

Your answer \_\_\_\_\_

What is the percentage% of export sales/revenues generated from the social media sites, online platforms, or mobile application out of the total e-commerce sales/revenues? \*

Your answer \_\_\_\_\_

Thank you for  
your attention