



# Compiling Business Sector Survey on ICT in **Palestine**

Working group on measuring e-commerce and the digital economy  
**Fourth meeting**

# Importance of BICT Statistics

Factual basis for assessments, decisions and digital policies formation

Providing opportunity for international and regional comparisons

A base to analyze potential technologies and investment opportunities

Measuring e-commerce and digital trade

# Historical Overview

First round as an attachment with economic surveys



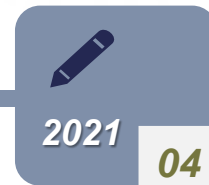
Third round as an attachment with economic surveys  
Computer and internet mainly



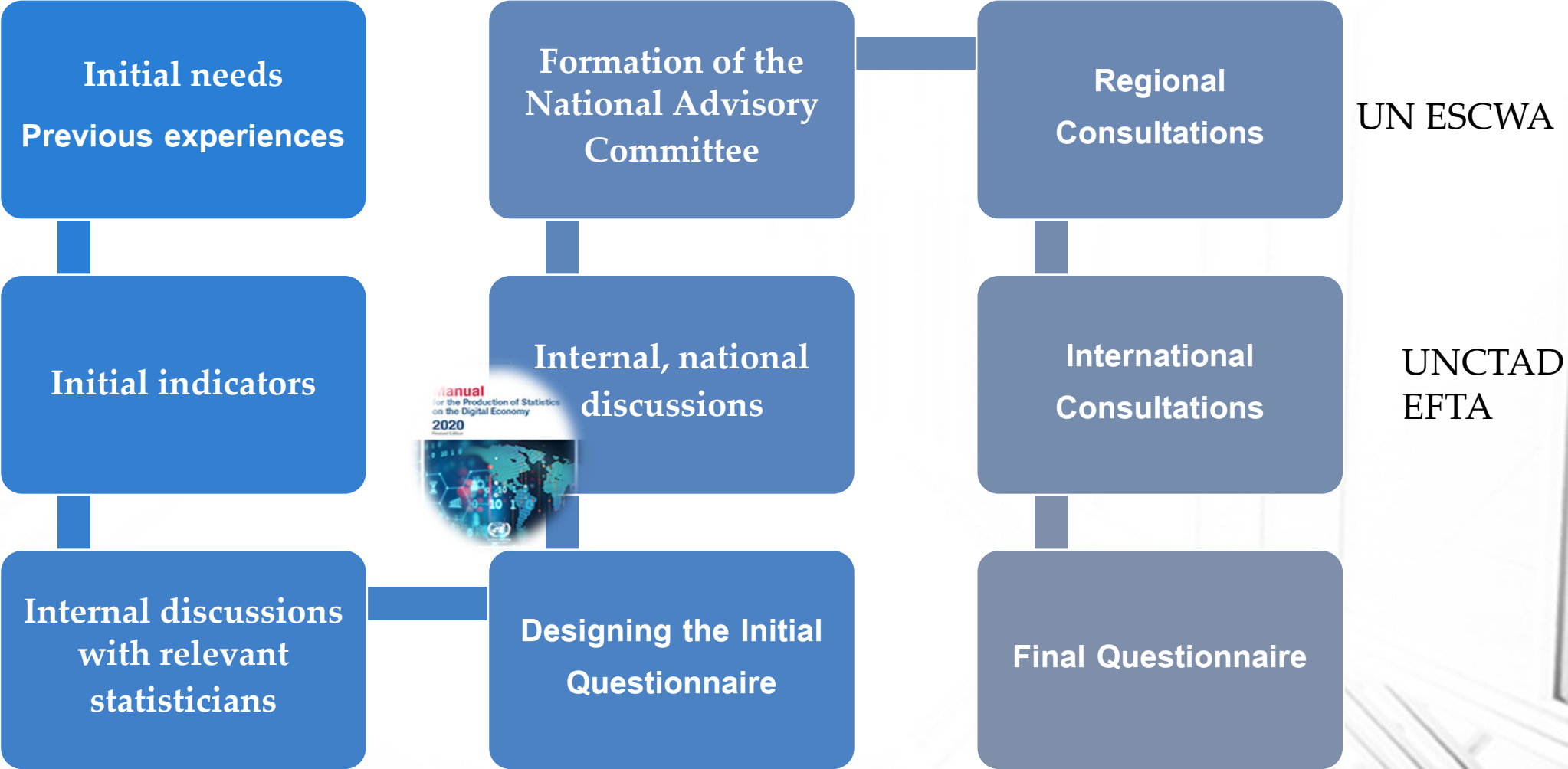
Second round as an attachment with economic surveys



Fourth round as a comprehensive stand-alone survey



# Phases

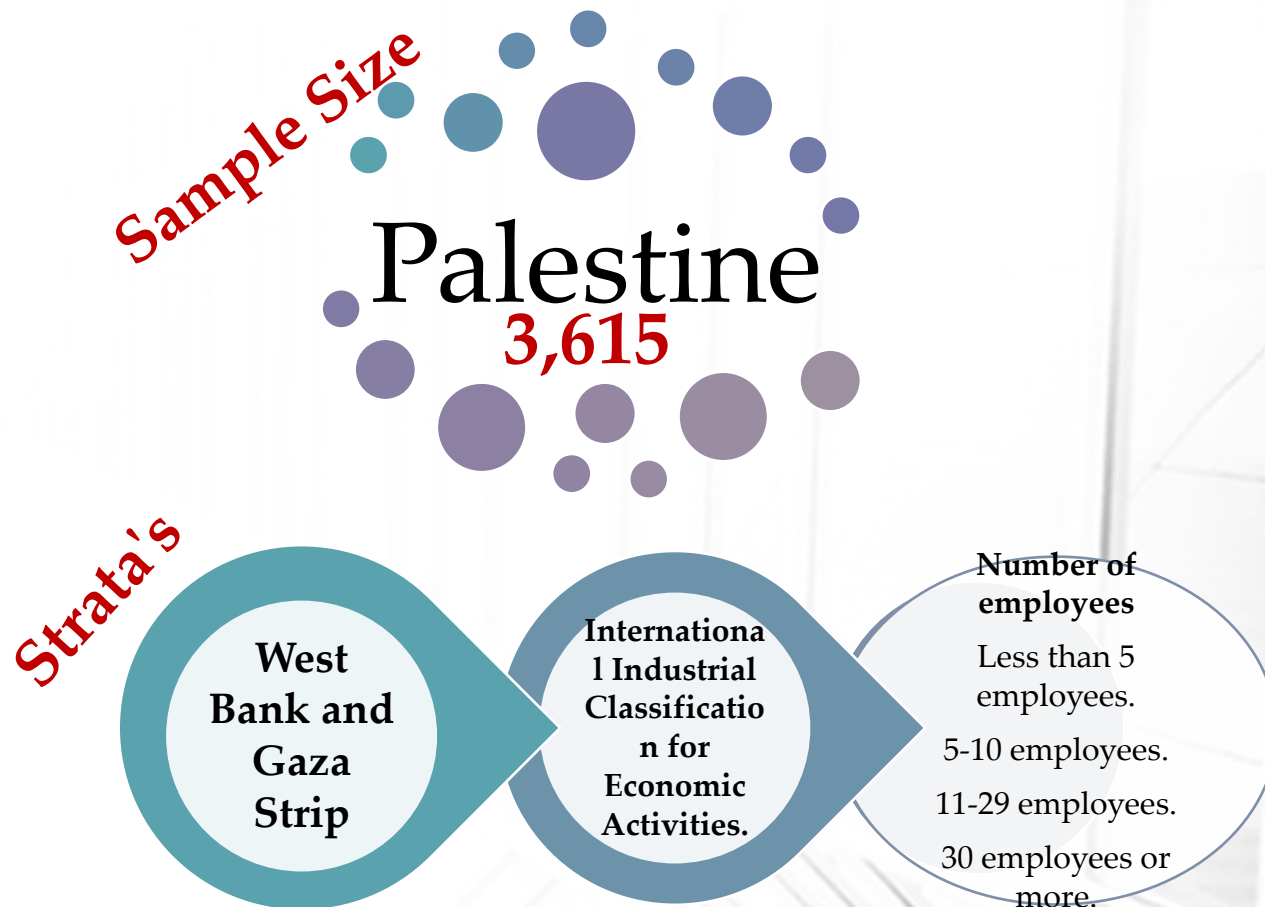


# Sample and Frame

## Target population

Consists of all operating private establishments in the State of Palestine. The sampling frame was a list of all operating private establishments as enumerated in the Establishments Census of 2017.

Response:  
**88.8%**



Data collection process started on **22/03/2022** and was completed on **31/05/2022** in all governorates

# Main Topics

- Using Mobiles and Computers
- Access and use of the Internet
- Security and privacy
- Employment
- Website Use
- Social Media or Professional Networks
- E-commerce
- Use of Cloud Computing Services
- ICT specialist (recruitment, training provided...etc.)
- Resources and expenditure of ICT tools
- Advanced technologies such as (AI, Robotics, Big data analysis, 3D printing and IoT).

# Measuring e-commerce



# Definition and Limitation of the Measurement

In e-commerce sales of goods or services, the order is placed via websites, apps or EDI-type messages by methods specifically designed for the purpose of receiving orders. The payment may be done online or offline.

**E-Commerce does not include orders typed traditionally.**

- WEB sales: the customer places the order on a website or through an app;
- EDI type sales: an EDI-type order message is created from the business system of the customer.



# Module:

- Having web sales via enterprises websites or apps and marketplaces
- Value of the web sales and the percentage out of total sales
- Breakdown of the web sales by enterprises websites or apps, and marketplaces
- Breakdown of the web sales by B2B, B2C and B2G
- Breakdown of the web sales according to customer location
- Payment methods which are mostly used (Cash, Online)
- Connection to warehouses and inventory control, Finance (Accounting), Electronic payment (local or international), Production process or other services
- Reasons for not having web sales: **The nature of products is not suitable for selling via web expectations of low returns or sales, difficulty in connecting and configuring the current systems in the enterprise, security and privacy issues, legal issues, no payment gateway, no credit cards payment service, other**
- EDI web sales
- Web Purchases

**For the next round?**

- **Delivery method (Digital or physical)**
- **Compiling the Module only for large enterprises**

# Some Results

- 41% of the economic enterprises used computers (desktop, laptop) to perform daily work in Palestine.
- 61% of the total economic enterprises used the Internet or had access to the Internet for business purposes.
- According to e-commerce the results indicated that the percentage of economic enterprises in Palestine that had web sales of goods or services via enterprises websites or apps reached 1.5%, 0.1% of the economic enterprises that had web sales via e-commerce marketplaces;
- While 94 % of economic enterprises that had Web Sales of Goods or Services Used Direct payment (cash) in 2021,
- 82% did not have web sales as the nature of products is not suitable for selling via web, 12% no payment gateway
- Percentage of Economic Enterprises in Palestine that Receive Orders for Goods or Services via Social Media or Professional Networks reached 50%.

# Be aware of...

Differences among enterprises  
according to ICT usage intensity

Cost of data collection and  
capacity building

**Latest  
Recommendations**

Quality Assurance and data  
checks

Fieldworkers and data collection  
methods (web app, PC-tablet)



**National needs assessment is crucial when planning to compile surveys.**

**National context is crucial**

**Regional and national consultations were very helpful in developing the survey methodology and tools.**

**It's important to set a roadmap for preparing the survey, questionnaire, methodology, sampling, and training toolkit based on recent related international standards.**



**THANK YOU!**

