

**Intergovernmental Group of Experts on Consumer Protection  
Law and Policy, First Session**

**Geneva, 17-18 October 2016**

**Contribution  
by  
*Unctad -E-trade for all***



# **E-Trade for All**

**a collaborative initiative to  
*Unlock the Potential of E-commerce for  
Developing Countries***

The Intergovernmental Group of Experts (IGE) on Consumer  
Protection Law and Policy  
Geneva, 17-18 October 2016



## Launched at UNCTAD 14

*We welcome the formal unveiling of the eTrade for All initiative at UNCTAD XIV. It provides a new approach to trade development through electronic exchanges by allowing developing countries to more easily navigate the supply of technical assistance for building capacity in e-commerce readiness and for donors to get a clear picture of programmes that they could fund.*



**Nairobi Azimio**



# E-Commerce, Trade and Development

- Beginning of the digital era
- Goods and services increasingly traded online
- E-commerce is crucial for SMEs (B2B and B2C) to
  - access new markets (domestic and exports)
  - participate in value chains
- Expanding opportunities as a result of:
  - Improved ICT connectivity
  - New e-commerce platforms and solutions
  - Rise of new e-commerce companies in developing countries
- Transformational → both opportunities and challenges

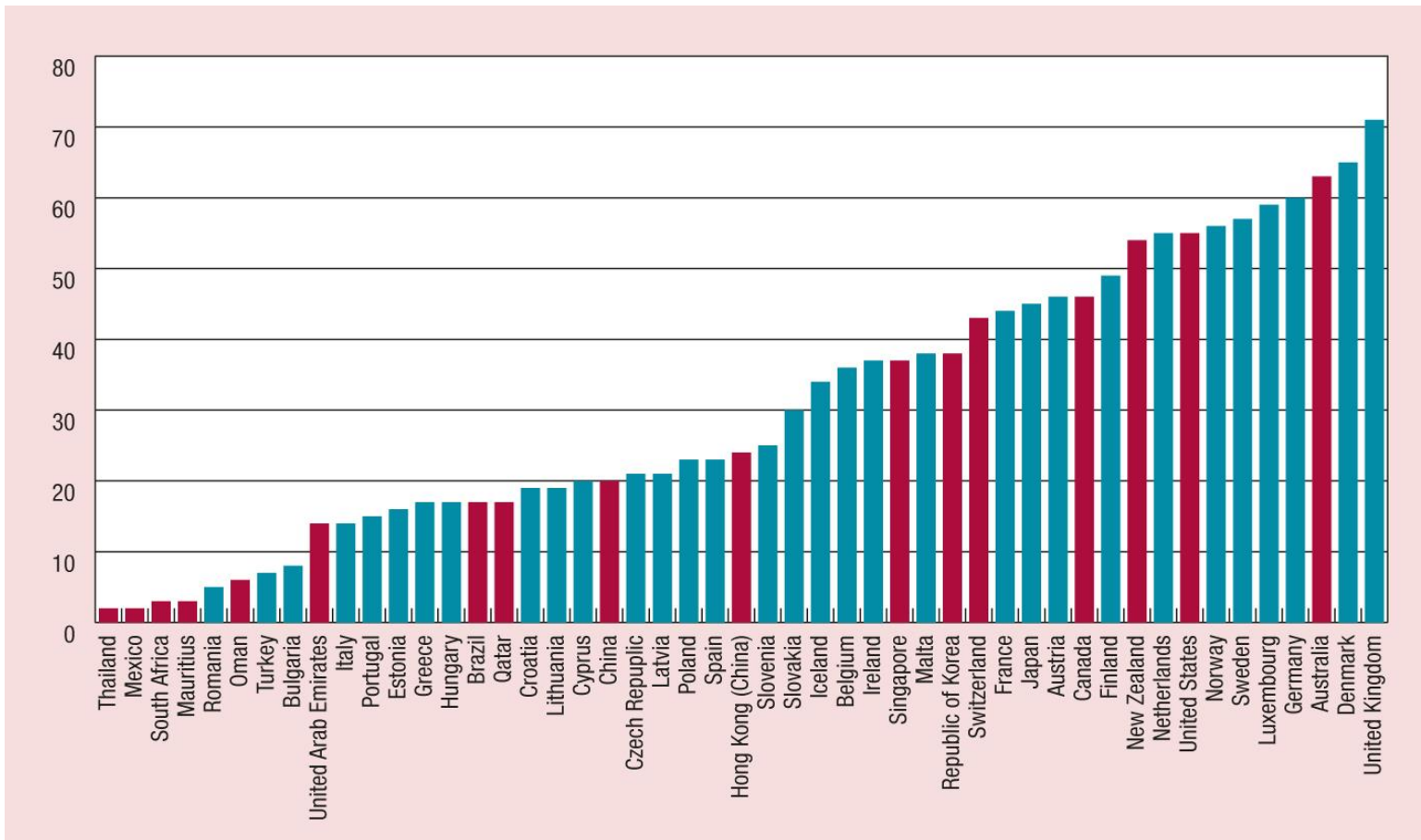
## Global e-commerce is growing rapidly

- New UNCTAD estimates:
  - B2B in 2015: \$20 trillion, up from \$15 trillion in 2013
  - B2C in 2015: \$2.2 trillion, up from \$1.2 trillion in 2013
- Online shoppers in top 10 e-commerce markets: from 600 million (2013) to 850 million (2015)
- Most of this involves domestic sales but cross-border e-commerce is expected to grow fast.



# ...but e-commerce divide is still huge

## *Share of individuals purchasing online 2013*



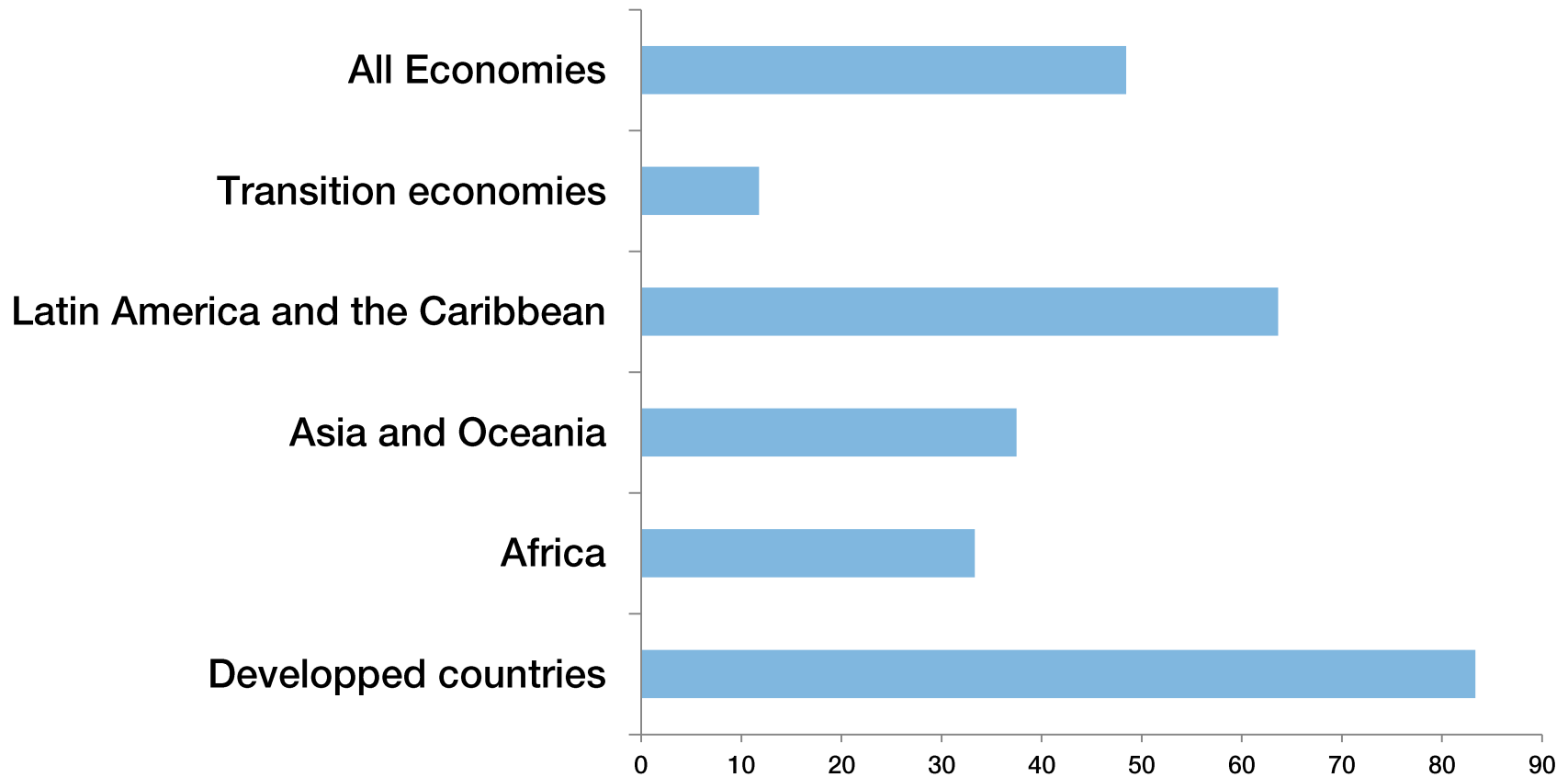
Source: UNCTAD, based on Eurostat, ITU and national data (in red).

# Many barriers to e-commerce uptake

## *Urgent need for capacity-building and assistance*

- Limited use of the Internet among businesses and consumers
- Lack of awareness among governments and regulators
- Concerns about possible adverse effects
- Insufficient access to affordable ICT infrastructure
- Inadequate trade logistics and facilitation
- Lack of security and trust in online transactions
- Inadequate online payment facilities
- Lack of trade finance
- Limited e-commerce skills among enterprises
- Absence of statistical data on e-commerce
- Weak legal and regulatory frameworks

# Global online consumer protection laws 2016 *(Number of countries)*



Source: [unctad.org/cyberlawtracker](http://unctad.org/cyberlawtracker)



## Purpose and scope of E-Trade for All

- Multi-stakeholder initiative among public and private parties who can contribute to achieving significant improvements in the ability of countries to use and benefit from e-commerce, by:
  - raising awareness of countries' unique opportunities, challenges and constraints to e-commerce;
  - mobilizing and rationalizing available financial and human resources for the implementation of projects that would address those challenges and constraints; and
  - strengthening coherence and synergies among partner activities to further the use and gains from e-commerce in developing countries.



## Creating synergies through collaboration

- Developing innovative development solutions to catalyze e-commerce
- Pooling capabilities leveraging each partner's strengths
- Developing joint and complementary initiatives
- Preparing joint studies, surveys and knowledge products
- Drawing on private sector inputs and promoting PPPs
- Sharing data related to e-commerce
- Project evaluation and monitoring to assess “what works”



## Key policy areas





# Founding partners

*from governments and international organizations*



**WORLD BANK GROUP**



UNITED NATIONS  
**UNCTAD**



UPU | **UNIVERSAL  
POSTAL  
UNION**

**WORLD TRADE  
ORGANIZATION**



REPUBLIC OF ESTONIA  
**E-RESIDENCY**



**itfc**

International  
Islamic Trade  
Finance Corporation



WORLD CUSTOMS ORGANIZATION  
ORGANISATION MONDIALE DES DOUANES



UNITED NATIONS  
ECONOMIC COMMISSION  
FOR EUROPE



UNITED NATIONS  
الاستثمار  
**ESCWA**



UNITED NATIONS  
SOCIAL IMPACT FUND



UNITED NATIONS  
**ESCAP**

Economic and Social Commission for Asia and the Pacific



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UNION**



# Business for eTrade Development

## *a Private Sector Advisory Council*

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We entertain.  
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International Council of  
Swedish Industry



## Next steps

- Design the eTrade For All Web Platform
- Collate information on the demand for support for e-commerce-related activities among developing countries
- Collate information on projects and programmes that can support e-commerce development
- **E-Commerce Week 24-28 April 2017 (tbc):**
  - First Global Meeting of the Partners
  - Meeting of the *Business for eTrade Development*
  - Launch of the eTrade For All Web Platform



[unctad.org/etrade-for-all](http://unctad.org/etrade-for-all)  
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