

UNCTAD e-Commerce Week

PRIVATE SECTOR VIEWS ON PRIORITIES FOR E-COMMERCE

Business for eTrade Development

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Priorities



E-Commerce for Development

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“E-commerce is the new reality for businesses today, including in developing countries.”

“E-Commerce can be and has been leveraged to support development. ...E-commerce has opened up new opportunities for businesses in developing countries, especially micro, small and medium enterprises (MSMEs), by reducing the cost of doing business, and allowing them to reach a wider market.”

Those who need it most do not understand its value.

Inaction is not an option.

NOT a question whether eTrade and digitization are desirable or not, but how to seize the opportunity... and mitigate risks and concerns.

HE Mukhisa Kituyi

Secretary-General, UNCTAD



Business for eTrade Development



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International Legal Framework of Core E-Commerce Facilitating Services

Platforms

**Telecom
Services**

(CPC
7522+7523)

Payments

**Computer and
Related Services**

(CPC 843+844)

**Electronic Payment
Services**

(CPC 81339)

Parcels

**Wholesale/Retail
Distribution
Services**

(CPC 62+
631+632)

**Courier
Services**

(CPC 7512)

National Regulatory Framework for E-Commerce Facilitation

- Much more than international legal rules and commitments
- National regulatory environments
- Consolidation of best practices
- eTrade for All – platform launch
 - Consolidation of information, resources and solutions
 - **Thank you UNCTAD**

Business for eTrade Development PRIORITIES

- 1. Provide business insight on what drives eCommerce for Development**
- 2. Reinforce significance of legal certainty**
- 3. Assess where countries stand in legal framework – guide future work program**
- 4. Confirm how e-commerce legal framework relates to WTO and international trade regimes**

Business for eTrade Development PRIORITIES

5. Expand business participation from developing countries and LDCs

Business for eTrade Development
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THANK YOU

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