

eCommerce Week

16–20 April 2018

Palais des Nations, Geneva



UNITED NATIONS
UNCTAD



Development Dimensions of Digital Platforms



AFRICAN
Performance
Institute
E-COMMERCE & E-GOV



THEME

**MAXIMIZING THE VALUE ADDED OF
E-COMMERCE IN AFRICA**

**WEDNESDAY
18TH APRIL 2018**

**(16:30 - 18:00),
Room XXV**

Geneva, Switzerland

1995:

e-COMMERCE

2015:

E-commerce

87%
OF E-RETAILERS PLAN TO
SPEND MORE ON TECHNOLOGY
IN THE COMING YEAR¹



MORE MOBILE
COMMERCE SALES



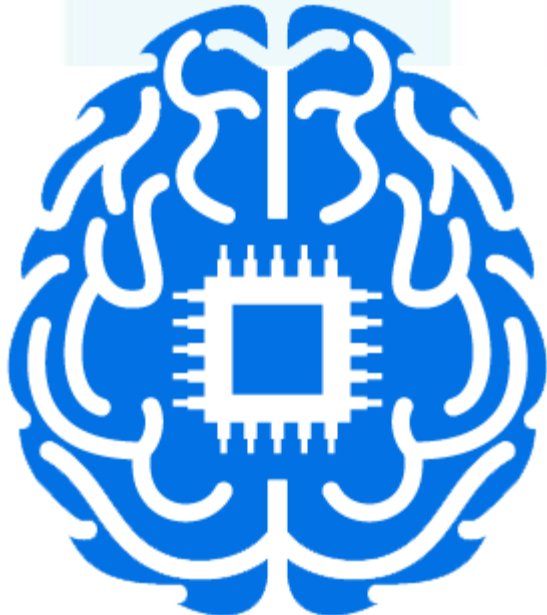
ATTRACT NEW
CUSTOMERS



GAIN SALES
FROM REPEAT
CUSTOMERS



INCREASE
CONVERSION RATES



BIG DATA



to



BIG VALUE

FANTASTIC....



... BUT WHAT IF

TOP SOCIAL MEDIA PLATFORMS FOR YOUR STARTUP BUSINESS



1.59 billion active users



418 million active users



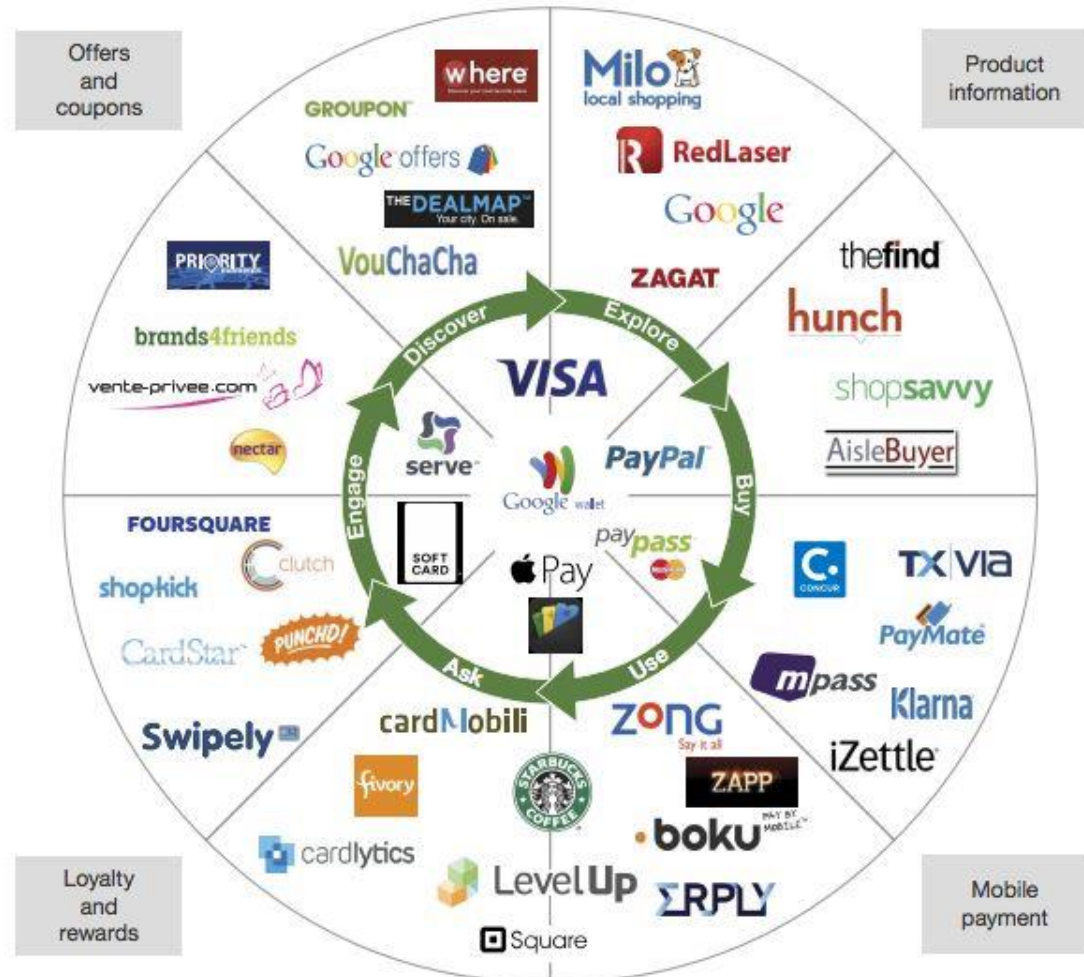
332 million active users



400 million active users



400 million active users



... WHILE



2015:

E-commerce

2035:

E-monopoly?

What would be the best approach ...



...for a durable win win situation?

Make E-commerce possible

Make it domestic & inclusive

Connect it to the world

Capturing the generated value

Why not African Giants?



Ms. Marion Jansen,
Chief Economist, ITC



Frederik Omamo -
UPU



Prof. Jorij Abraham,
Managing Director
Ecommerce Foundation



Chris Folayan, Founder
/ CEO – Mall for Africa



Prosper Bizimungu
Co-founder Burundi
Shop

Organized by



African International E-Commerce Conference (AFRICC)

Senegal - Saly June
13,14,15 - 2019



**“E-COMMERCE: ENABLING AFRICAN
CHAMPIONS”**

