



International  
Trade  
Centre

TRADE IMPACT  
FOR GOOD

# Understanding into action

E-commerce skills development for Africa's entrepreneurs

UNCTAD E-Commerce Week 2018

Date: 18<sup>th</sup> April 2018



# The growing potential in Africa (2013)

The Internet in Africa today...

**16%**

Internet penetration

**167 million**

Internet users

**51.6 million**

Facebook users

**67 million**

smartphones

**>50%**

Of urban residents are online

**\$18 billion**

Internet contribution to GDP

...and its potential by 2025

**~50%**

Internet penetration

**600 million**

Internet users

**\$300 billion**

Internet contribution to GDP

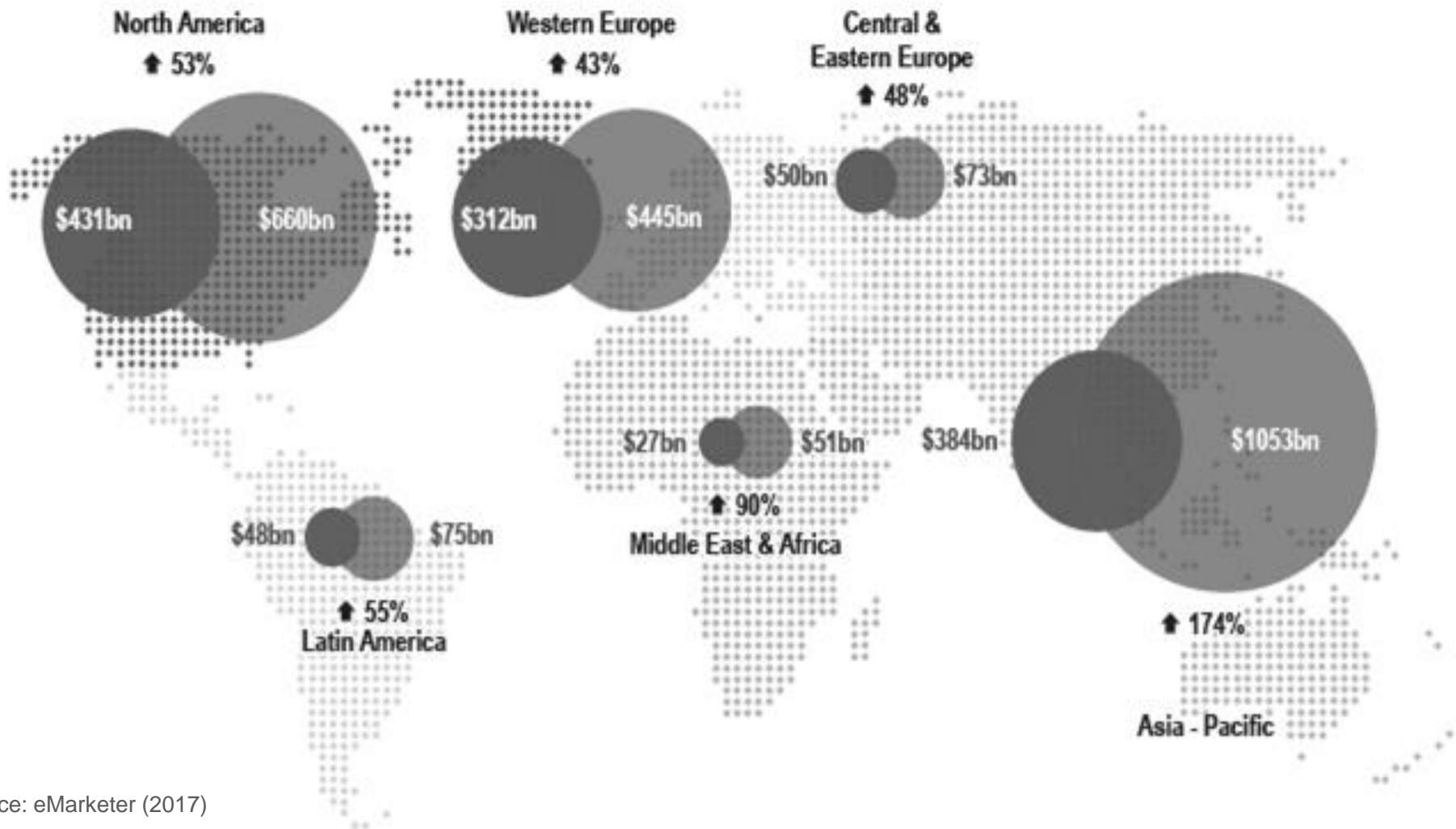
**360 million**

Smartphones

**\$75 billion**

In annual e-commerce sales

# Global B2C e-commerce sales, 2013-2017



Favorable e-policy  
and public incentives

Innovative e-commerce  
business models

Growing mobile  
money market

Growing  
middle class

Developed  
logistics and  
delivery  
services

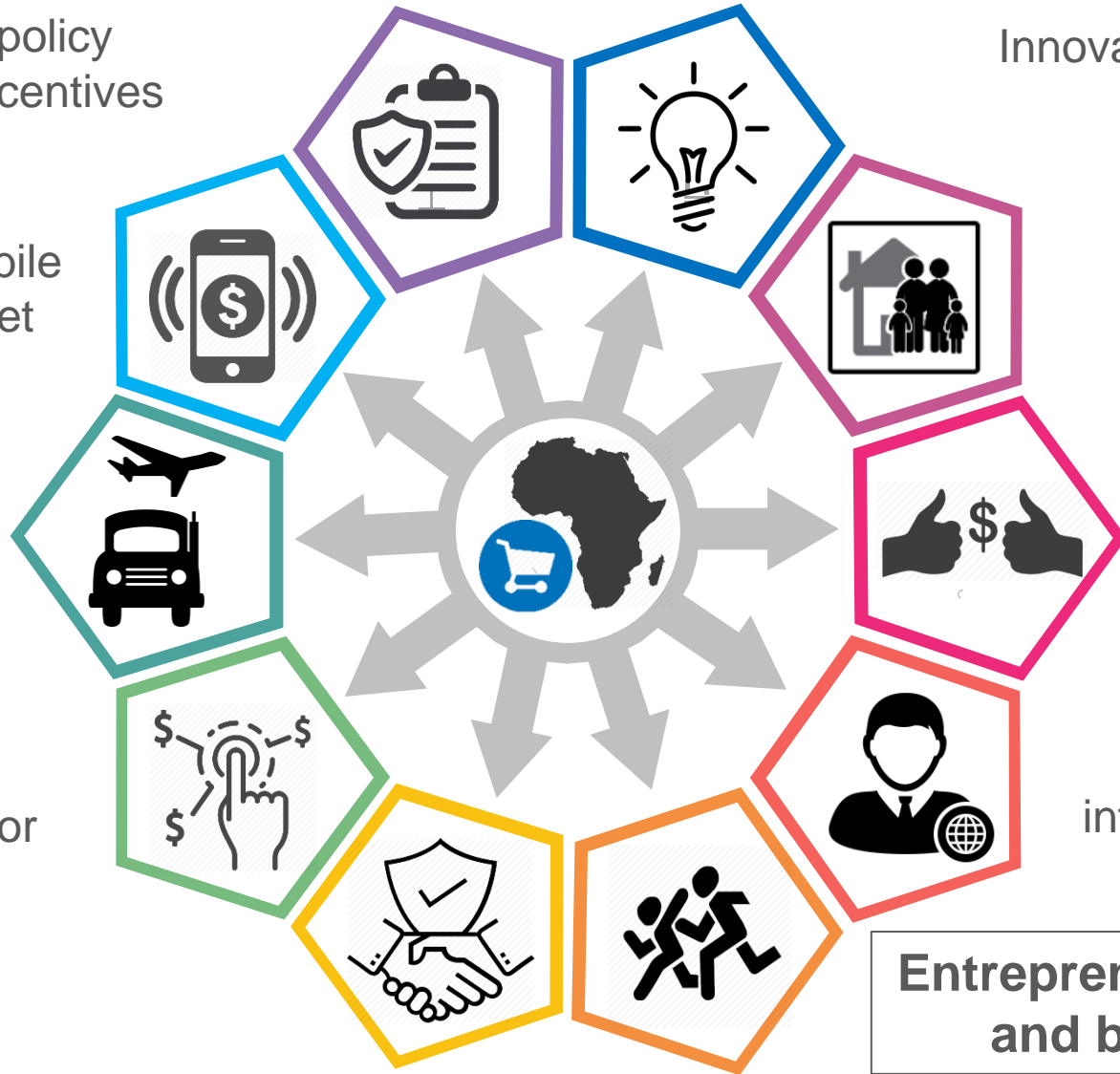
Affordable price  
and adapted  
offer

Booming  
FinTech sector

Africa's booming  
internet penetration

Online trust

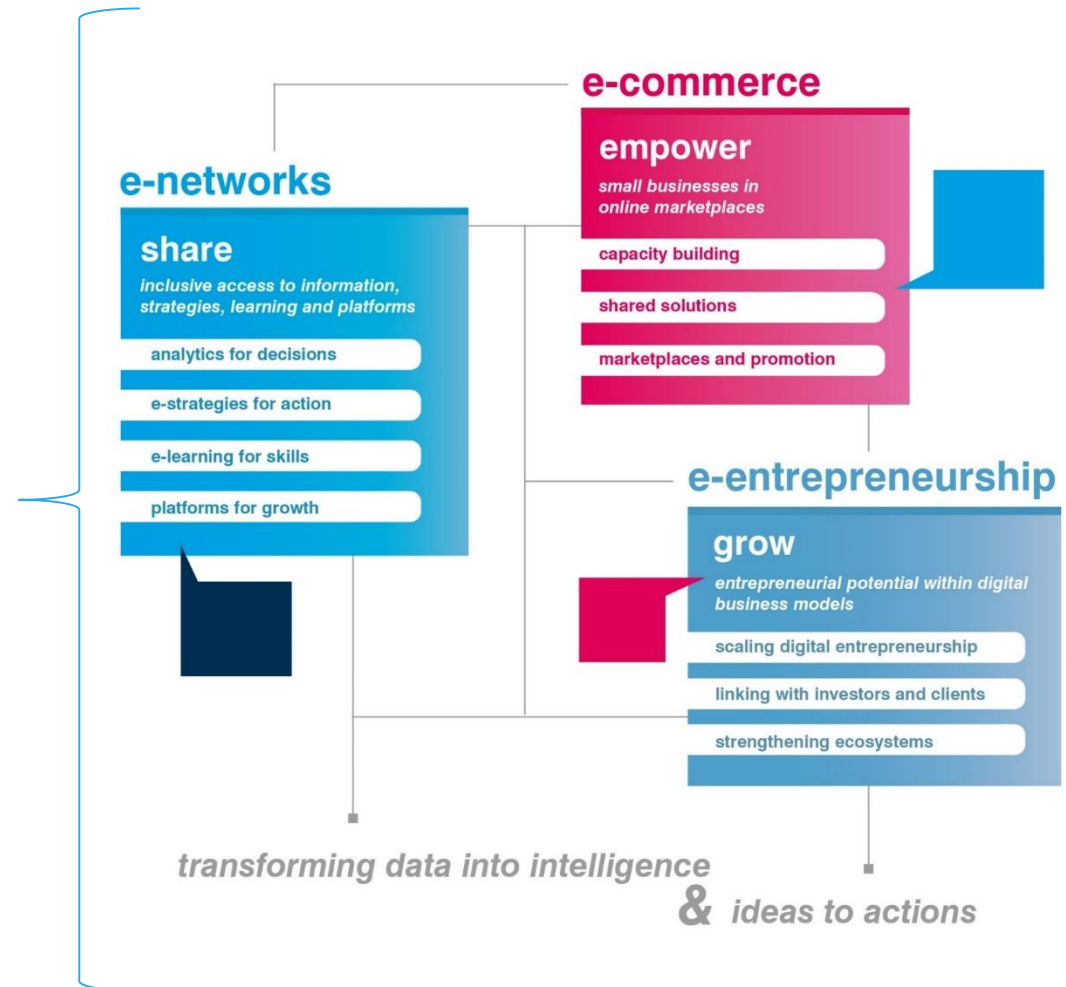
**Entrepreneurs with ICT  
and business skills**



10 key success factors for e-commerce development in Africa

# ITC strategy “e-Trade for impact”

Enhance skills and knowledge among entrepreneurs in developing and least developed countries



# E-commerce skills development



International  
Trade  
Centre

Online and offline training  
modules

Customised technologies  
for learning and practicing

++

ebay™

SIDLEY AUSTIN LLP  
SIDLEY



# ITC e-commerce projects

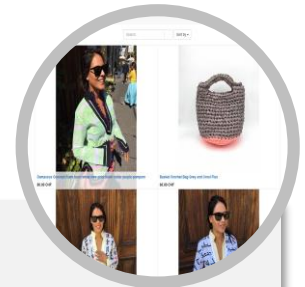
## Morocco (2015/16):

Establishing a formal commercial presence in Europe to enable Moroccan sellers to receive international payments and correctly handle duties and domestic taxes.



## Syria (2017):

Setting up export arrangements for handicrafts from Syria to connect internally displaced women artisans to global markets



## Senegal (2017):

Helping young entrepreneurs in Senegal to reach buyers around the world with the launch of an online platform that will connect with global e-commerce marketplaces



## Rwanda: Enabling the future of e-commerce (2017-)

- Funder: BMZ, Germany
- Jointly implemented with GIZ and support by DHL
- Boost understanding among small firms and service partners in Rwanda of what it takes to succeed in e-commerce
- Enabling access to markets and providing firms the tools and support to do so

## Connect UEMOA (2017-):

Locally-managed B2B online marketplace / directory across 8 countries



# Understanding into Action

e-commerce skills are needed to realize the great potential we describe for Africa. But how do we translate that understanding into action?

Some questions for our panel and audience:

- How do skills for e-commerce differ from those in traditional trade?
- How can SME managers best be prepared and coached to build those skills?
- What role do trade promotion organizations and other institutions play in building these skills?
- Are African organizations prepared to play these roles?
- How do we build and nurture partnerships to achieve scale in skills development?