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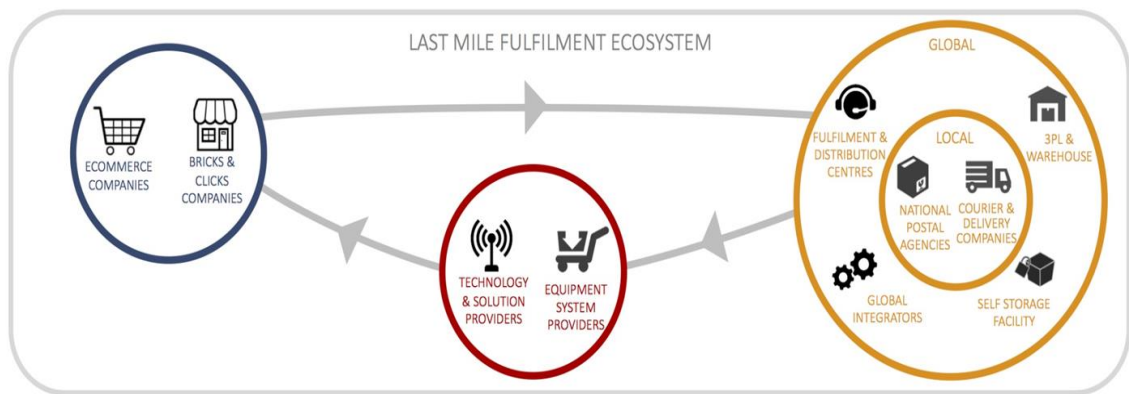
# Last Mile Connectivity in Rwanda- An SME Perspective

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Tidiane Diop  
Trade Logistics Adviser  
International Trade Centre



## Understanding last-mile logistics



Last-mile logistics is the one segment of the shipment flow that **directly interacts with the final customer**, and often the **most challenging** to implement.



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## Project Partners



## Objectives of the Last Mile Logistics Survey

- To obtain reliable information from E-commerce companies & Third party logistics service providers.
- To create a solid foundation on which to organize E-logistics services in Rwanda
- The main focus areas:
  - Infrastructure
    - Transportation
    - Internet
  - Logistics Services

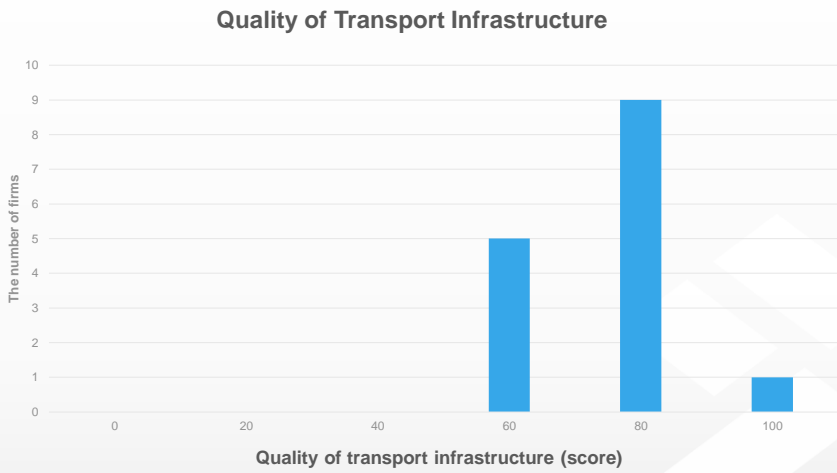
## Rwanda's vision for the logistics sector

The survey examines each phase of parcel shipment in Rwanda; From the ordering process to receipt of the parcel by the customer

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ITC

## Transport infrastructure is high quality

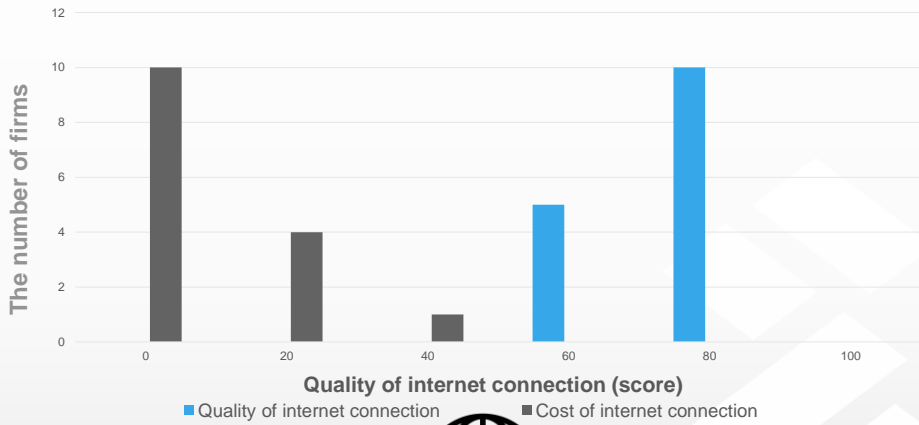


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ITC

## Internet connection is high quality but comes at a high price

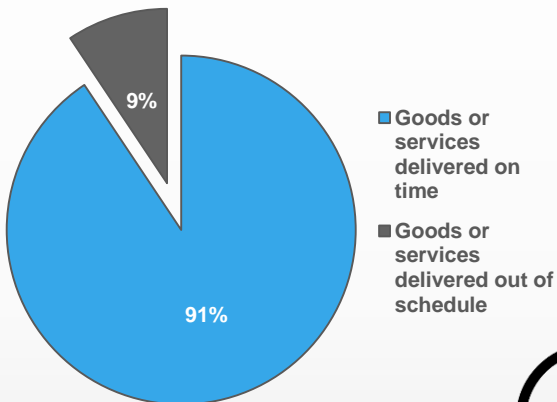
Quality & Price of Internet Infrastructure



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## Delivery services are widely seen as timely

Timely delivery of goods



Main challenges to last mile delivery:

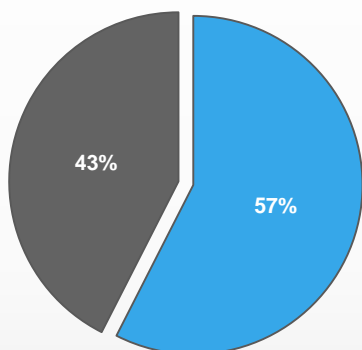
- Lack of accurate addresses
- Lack of network connectivity
- Insufficient distribution hubs



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## Third party logistics services are used by over half

### Third party/regular deliveries



- Deliveries executed using third parties for the last mile
- Regular deliveries



### Opportunities for third party logistics providers:

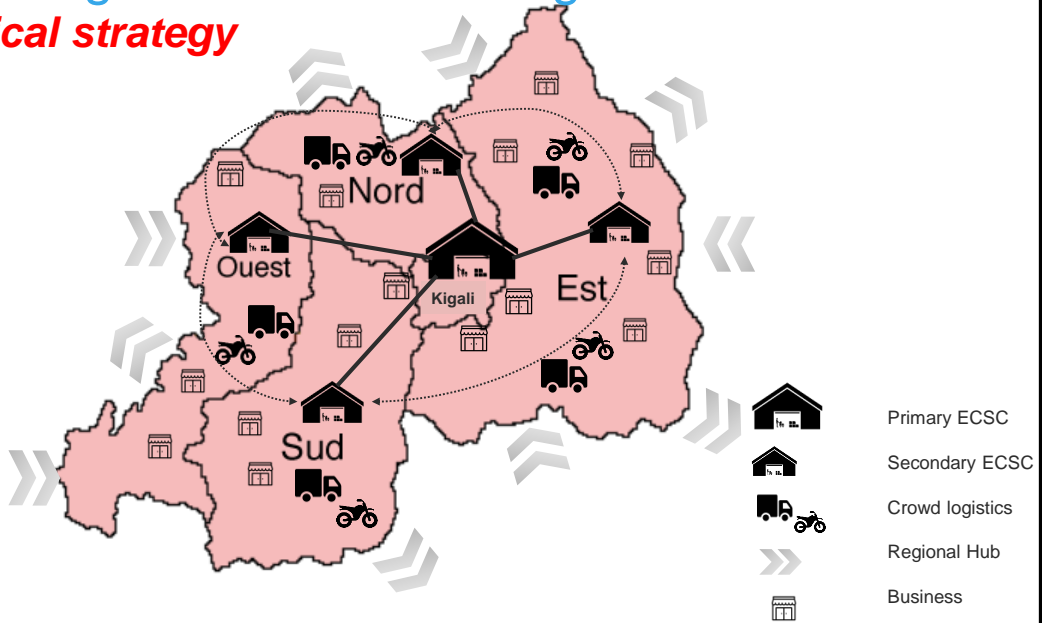
- Optimize their services with ICT
- Increase investment in collaborative logistics & warehouse automation
- Increase delivery services to rural areas

## Recommended actions to improve infrastructure and logistics services

- Establish a national E-logistics Advisory Board & Task Force
- Promote and improve E-logistics business climate in Rwanda
- Improve quality in last-mile connectivity
- Establish a national logistics data program
- Establish a Digital Logistics Marketplace to connect all the stakeholders
- Promote more agile urban logistics solutions
- Increase linkages of E-Commerce Support Centers with more logistics service providers & strengthen their performance

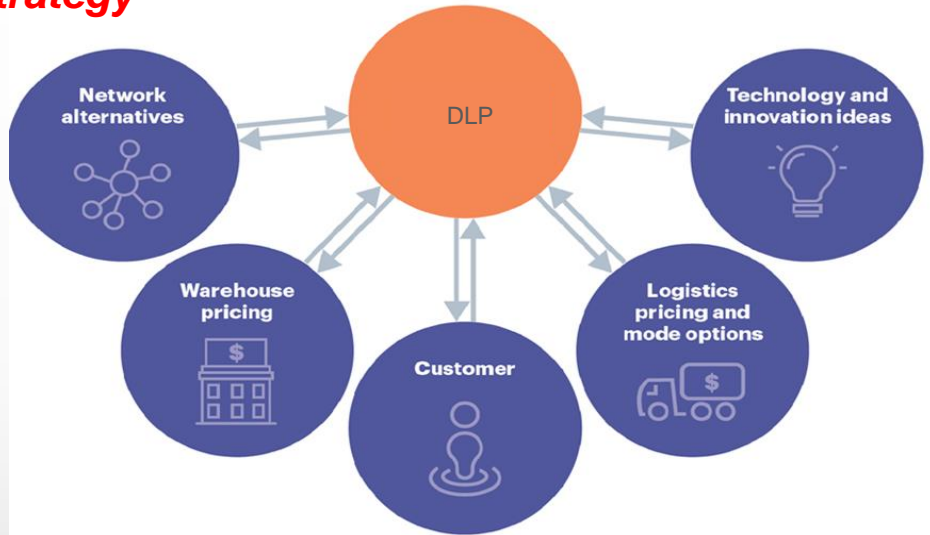
# Transforming Rwanda into a Regional hub

## The physical strategy



# Transforming Rwanda into a Regional hub

## The digital strategy



## Key Take Aways

- ✓ **No one size fits all** – There is a need to adjust interventions based on the ground realities
- ✓ There is **value addition** only when the **Digital and Physical Strategies are aligned**
- ✓ The **views and concerns of the users** can help to **improve the service delivery**
- ✓ The **use and extent of ICT solutions** has to be seen in the context of **ICT infrastructure and technology maturity**
- ✓ This will benefit to **all three project partners – DHL, GIZ and ITC** – to promote improved access to e-commerce in Africa.



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## Thank you !

For further information, comments or questions, please contact:

[diop@intracen.org](mailto:diop@intracen.org)  
[tradefacilitation@intracen.org](mailto:tradefacilitation@intracen.org)



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