

UNCTAD E-commerce Week
Aid for eTrade - Unlocking the potential of e-commerce in developing countries

Consultations on a draft call for action

21 April 2016, Geneva

Statement from Bhutan on the Call for Action on Aid for e Trade, Unlocking the potential of e-commerce in developing countries

Thank you Madam Chair,

First of all, I would like to thank UNCTAD for organizing such important forum and giving opportunity to my country to participate in the E- Commerce week. I think my participation in this meeting is very timely since Bhutan has not yet started E-Commerce and there are so many good lessons to learn from the international best practices.

To share with the house on the current situation of my country we are in the process of legalization of Bhutan Information, Communication and Media Act where provisions on E-Commerce, Data Protection and Online Consumer Protection are included. Informal buying and selling of goods and services take place on social media such as Facebook. 74% of the total population of 774,143 avail mobile services while 544,337 of the population have mobile cellular subscription and 251,441 people as of December 2013 have access to internet. Therefore, while we are gearing towards 100% infrastructure requirement we still have a long way to go in terms of kick starting E-Commerce/Trade.

After the enactment of the law, we need to operationalize it and for which we have to come up with implementation strategy and the rules and regulations thereof for which we solicit the technical assistance and support of the donor agencies, international organizations, developed countries, private sector and NGOs present here in this meeting.

Thank you,
Tashi Delek!

Pem Bidha, Bhutan