

**UNCTAD E-Commerce Week**  
**Open Consultations on Aid for eTrade**  
**Towards an Action Plan for an Aid for eTrade Programme**  
**21 April 2016**

**Statement by Grouper.mk**

Five years ago I launched Grouper, the e-commerce group buying platform that induced the development of e-commerce in Macedonia. As a startup in a field that was lagging behind in many aspects, I have experienced numerous obstacles and challenges such as: lack of regulatory framework for e-commerce, lack of knowledge and expertise of policy makers and affected institutions, lack of awareness about the benefits of e-commerce for the whole economy, customs administrative burdens, lack of interest of the brick and mortar companies and new entrepreneurs to enter the e-commerce market due to lack of information etc.

I think that the Aid for eTrade initiative will play a key role and make a significant impact in helping developing countries move forward and advance e-commerce.

I consider this initiative as “an umbrella solution” that every country needs and I will be happy if Macedonia is a part of it. This initiative is what the e-commerce needs so that it can flourish and grow worldwide.