

Promoting and coordinating support for LAC's e-commerce strategies

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NACIONES UNIDAS

CEPAL



A complex context that requires changing the LAC's development model



Economic and institutional instability

- Cascading crisis
- Lower global dynamism
- War processes
- Global trade slowdown
- Reconfiguration of global value chains
- Greater external debt



Structural conditions

- Low productivity levels
- High levels of informality and poverty
- Population aging
- Greater migration flows
- More urbanization and centralization
- Climate crisis and need to minimize emissions and environmental impact



Technological revolution

- Ubiquitous and continuous connectivity
- Acceleration of technological progress
- Greater digitalization of social and economic activities
- Massive data usage
- AI boom
- Greater relevance of cybersecurity and data protection

Digital technologies must be a catalyst to achieve the SDGs

Content

- 1 Digital agendas and e-commerce strategies** in countries and groupings in Latin America and Caribbean
- 2 UN-ECLAC support to help countries and groupings** to help implementing these strategies
- 3 ECLAC coordination with other partners:** eTrade4All and other partners.



There is room to strengthen digital agendas: thematic balance, budget and quantitative goals

Level of development of digital policies, May 2023



Índice 0 0.4 0.8

Thematic intensity of digital agendas, May 2023



National digital agendas focus on digital government

14

Out of 18 countries have a Digital Agenda, but these do not have an explicit budget



AI strategies: need to balance the drive for development, the use of solutions and their regulation

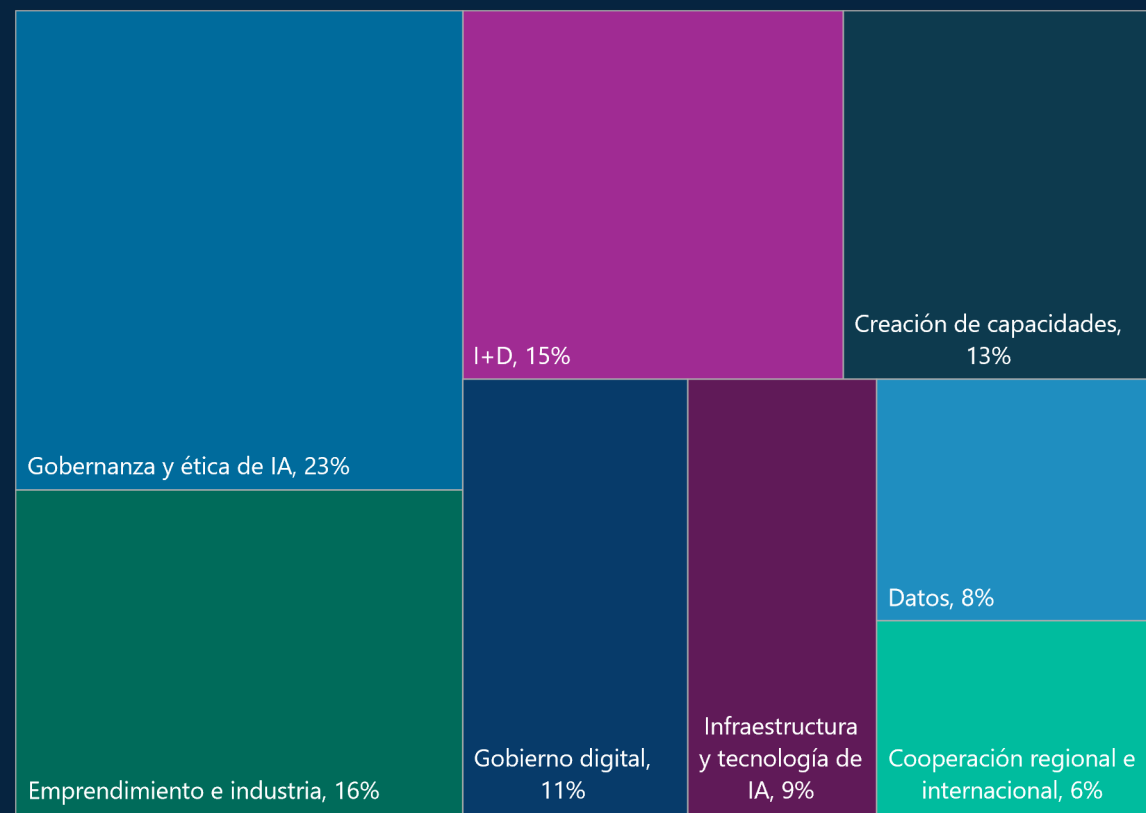
Countries with current AI strategies and year of approval



* In the process of being updated (2024)

Thematic approach to the AI strategies of the countries of the region

Proportion of objectives in each topic



MERCOSUR

Grupo de Agenda Digital del MERCOSUR (GAD) (2017)

ALIANZA DEL PACÍFICO

Mercado Digital Regional (MDR) (Dic-2020)

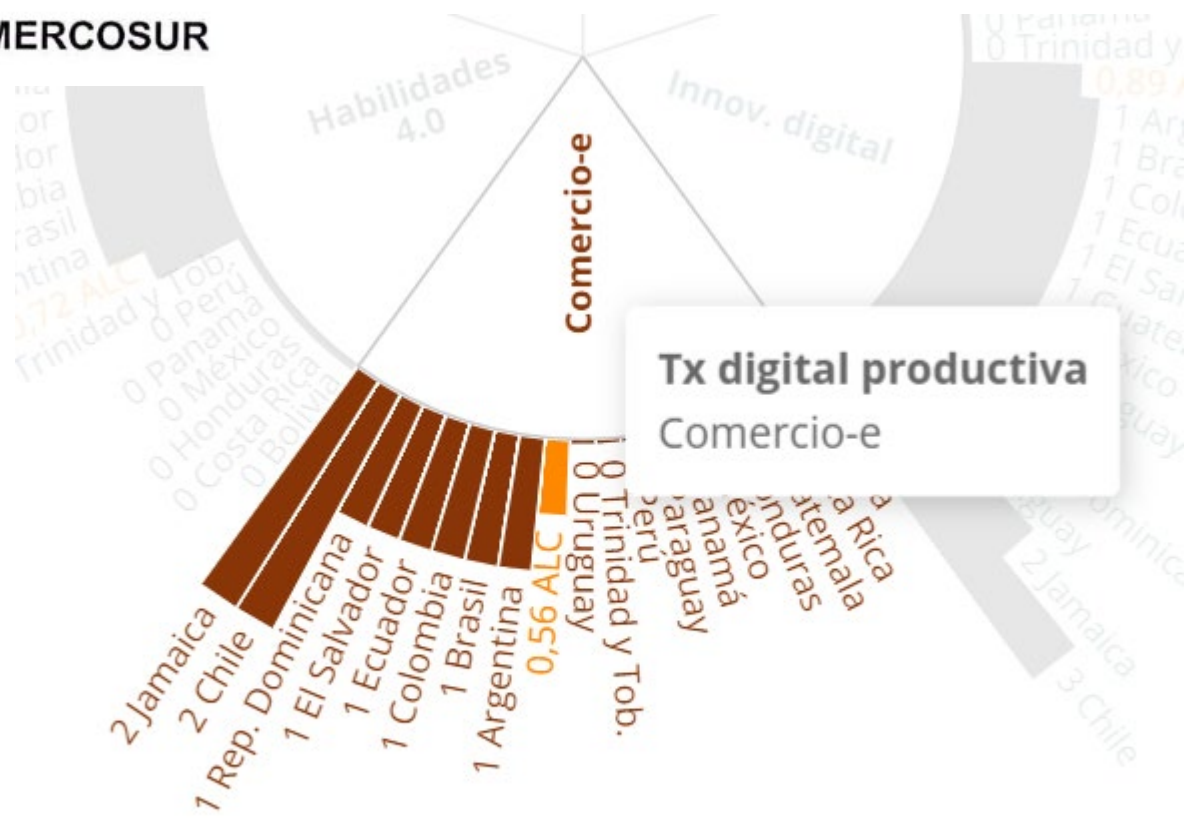
ANDEAN COMMUNITY

Agenda Digital Andina (GAD) (2022)



MERCOSUR/CMC/DEC. N° 15/20

ACUERDO SOBRE COMERCIO ELECTRÓNICO DEL MERCOSUR



eLAC2024 Regional Digital

Agenda:

the need for digitalization that
creates greater social and
economic value



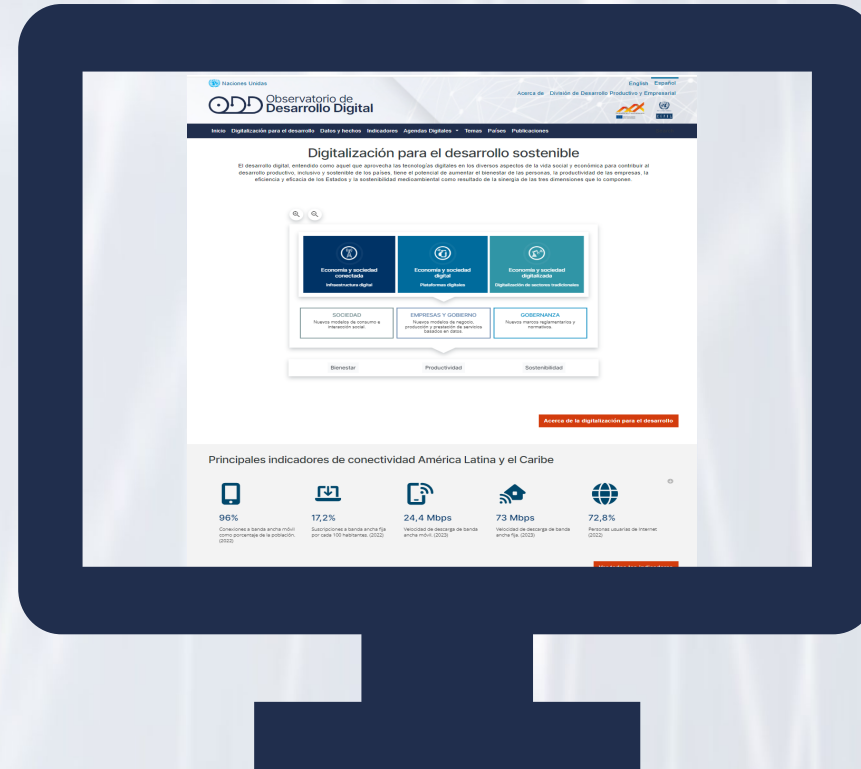
The new eLAC agenda: 10 Critical factors to take advantage of the full potential of digitalization

1. . Boost supply and demand policies to reduce the digital divide, improve the deployment of digital infrastructure according to new generation technologies (5G, data centers, supercomputers, cloud, etc.), and guarantee meaningful **connectivity**.
2. Enhance the **link between digital transformation policies and those of productive development**, both at the national and territorial level, focusing efforts on adopting digital technologies and strengthening the ICT offer in the region.
3. Promote programs digital literacy and workforce capacity-building initiatives, including training in emerging technologies such as AIoT, cybersecurity, etc.
4. Stimulate the **digital entrepreneurship ecosystem**, supporting *startups* and technological SMEs, facilitating access to financing and promoting disruptive innovation.
5. Integrate digital technology into **sustainable development agenda, energy efficiency and climate change**, to promote innovative solutions to address environmental and social challenges.

The new eLAC agenda: 10 Critical factors to take advantage of the full potential of digitalization

6. Improve the **efficiency of public services** through digital platforms, and **promote transparency and citizen participation** through the use of digital technologies.
7. Establish **ethical and regulatory frameworks to regulate the use of AI**, protect data privacy and guarantee transparency in the algorithms used, promoting responsible and secure adoption, **but without stifling its development**.
8. Encourage the **training of AI specialists**, promote the **research and development** of AI-based solutions at the local level, and **enhance the adoption of AI in strategic sectors** (manufacturing, agriculture, public and business services) to improve productivity.
9. Strengthen the **cybersecurity and data governance standards and regulations** to protect critical digital infrastructure and ensure the privacy of personal data online.
10. Articulate and strengthen a **regional position on key issues of digital transformation** and enhance the **cooperation for digital development**.

THE WEBSITE



desarrollodigital.cepal.org/

Latin America and Caribbean Marketplace Explorer



*Dashboard 1:
Key indicators by country and
region*

Coordination

1

With eTrade for All partners

- UNCTAD: eT Ready studies in the region (Peru, Trinidad and Tobago)
- ITC: Latin American and Caribbean Marketplace Explorer (LACME)
- Other partners: DCO, ICAO, IDB, UPU

2

With private stakeholders

- **eCommerce Institute:** participation in eCommerce Days, capacity building

3

With other regional stakeholders

- Network of trade promotion organization (Red Ibero)
- Latin American Association of Service Exporters
- Subregional integration schemes (Andean Community, MS, PA and SICA)

4

With donors

- Europe-LAC Digital Alliance
- GIZ

Thanks / muchas gracias

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