Pan-African e-Commerce Initiative (PeCI) –

Boosting African Digital Trade

UNCTAD IGE on E-commerce and the Digital Economy, Geneva, 07.05.2024
## Pan-African e-Commerce Initiative at a glance

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<th><strong>Commissioned by</strong></th>
<th>Federal Ministry for Economic Cooperation and Development (BMZ)</th>
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<td><strong>Project region</strong></td>
<td>Ghana, Kenya, Nigeria, Rwanda, EAC</td>
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| **Duration**        | Phase 1: 01/2020 – 12/2022  
                                 Phase 2: 01/2023 – 12/2025 |
| **Budget**          | EUR 13.6 million |
| **Political Partners** |  
|                     | Ministry of Finance, Ghana  
|                     | Ministry of Investments, Trade and Industry, Kenya  
|                     | Federal Ministry of Industry, Trade and Investment, Nigeria  
|                     | Ministry of Trade and Industry, Rwanda  
|                     | East African Community  |

### Project locations
- Ghana
- Kenya
- Nigeria
- Rwanda
- EAC

### Further activities
- South Africa
**Objective:** The enabling environment for cross-border digital trade is strengthened in selected AfCFTA countries, particularly for MSMEs.

**Output 1 – MSME Training**
Training and consulting services for digital trade are locally anchored

**Output 2 – Regional Level**
Implementation of regional strategies for cross-border digital trade

**Output 3 – Pan-African Level**
Cooperation between private and public actors at the Pan-African level

**Output 4 – Enablers**
Innovative approaches to the participation of MSMEs in digital trade
Partners and Cooperations

Political partners
- MINISTRY OF FINANCE, Government of Ghana
- MITI, Ministry of Trade and Industry
- FEDERAL MINISTRY OF INDUSTRY, TRADE & INVESTMENT, East African Community
- REPUBLIC OF RWANDA, Ministry of Trade and Industry

Cooperation partners
- smart.africa
- UN trade & development

Implementation partners
- ICT CHAMBER
- AGI, Association of Ghana Industries
- KAM, Kenya Association of Manufacturers
- SOCIAL ENTERPRISE GHANA
- KNCCI, Kenya National Chamber of Commerce & Industry
- ZONGOZA

Development partnerships with private sector
- DHL
- tinyDAVID
The e-Commerce Ecosystem

- Trade Facilitation and Logistics
- Legal and Regulatory Framework
- Consumer Protection and Trust
- Data Governance
- Platforms
- e-Payment
- Capacity Development

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Project Activities with East African Community

- Development of regional e-Commerce strategy (adopted in 07/2022)

- Setting up regional working group (e-Commerce engagement platform) (established in 09/2023)

- Support of the implementation process:
  - Development of monitoring and evaluation framework
  - Development of EAC e-Commerce consumer protection regulations
  - Development of an action plan for harmonisation of e-Transactions legislation
Project Activities in Kenya

• E-Trade readiness assessment (published in 06/2022)
• National e-Commerce strategy (launched in 11/2023)

• E-Commerce related activities (ongoing / planned):
  ➢ Support the Postal Corporation of Kenya (PCK) in development of a strategy for e-Commerce
  ➢ Support the development of a national e-Commerce trust seal
  ➢ Support of an anti-counterfeit campaign
  ➢ MSME trainings on e-Commerce
Project Activities in Ghana

• Support of the National Information Technology Agency (NITA) to regulate the e-Commerce sector

• Support the development of a national e-Commerce trust seal

• Support of a cyber-security campaign

• Development partnership with tinyDAVID on green packaging solutions (Snoocode)

• MSME trainings on e-Commerce
Project Activities with Smart Africa

• Support for the blueprint on e-Payments (adopted in 11/2022)
  ➢ Development process of the blueprint
  ➢ Development of pilot project proposals

• Support for the blueprint on e-Commerce
  ➢ Development process of the blueprint (ongoing)

• Support to the Transform Africa Summit 2023