Pan-African e-Commerce Initative (PeCI) —

Boosting African Digital Trade

UNCTAD IGE on E-commerce and the Digital Economy, Geneva, 07.05.2024

PeCI
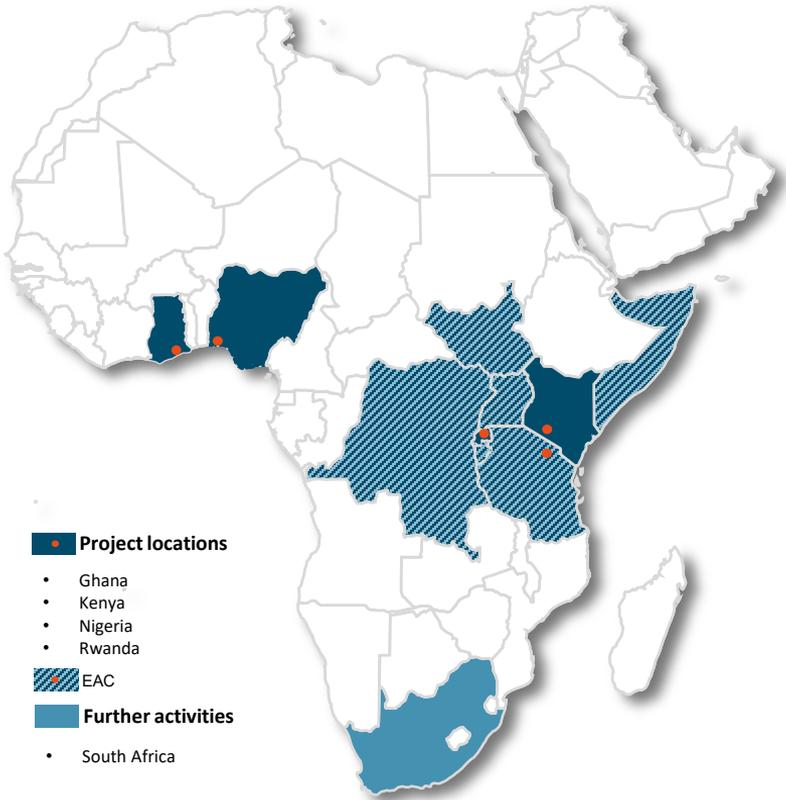PAN-AFRICAN e-COMMERCE INITIATIVE

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Pan-African e-Commerce Initiative at a glance

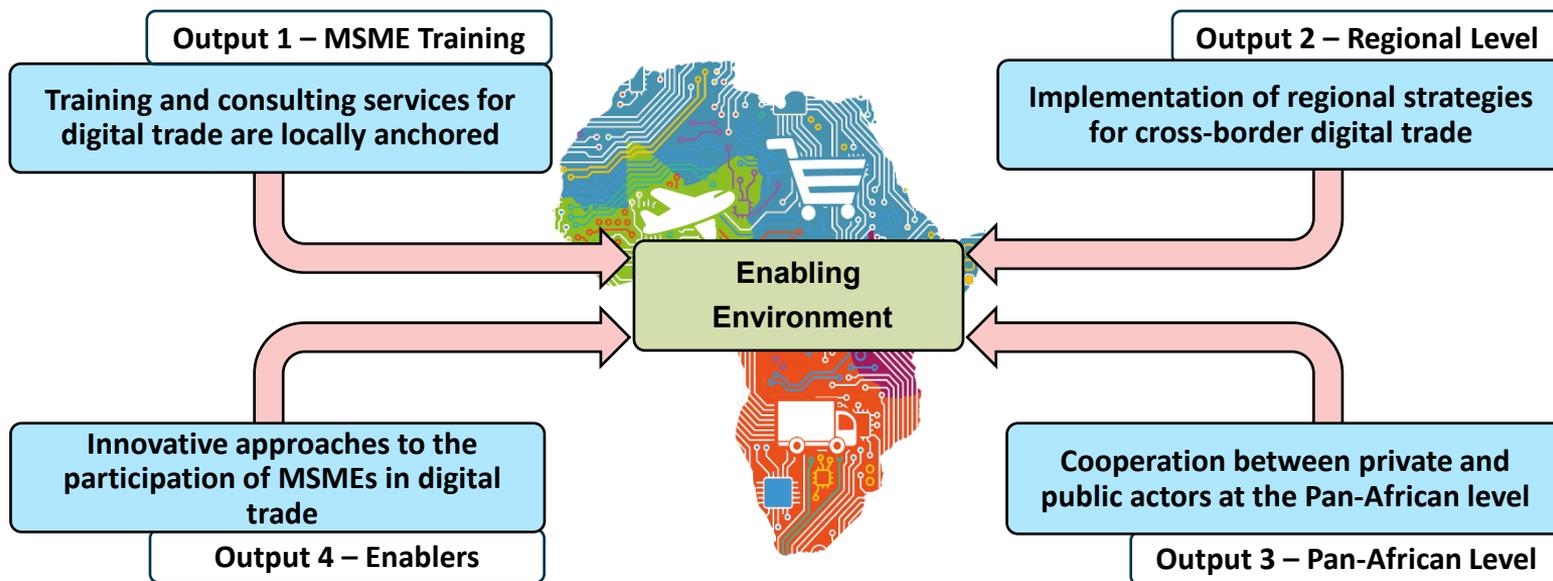|	
Commissioned by	Federal Ministry for Economic Cooperation and Development (BMZ)
Project region	Ghana, Kenya, Nigeria, Rwanda, EAC
Duration	Phase 1: 01/2020 – 12/2022 Phase 2: 01/2023 – 12/2025
Budget	EUR 13.6 million
Political Partners	Ministry of Finance, Ghana
	Ministry of Investments, Trade and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

Theory of Change

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

Enabling Environment

Innovative approaches to the participation of MSMEs in digital trade

Output 4 – Enablers

Cooperation between private and public actors at the Pan-African level

Output 3 – Pan-African Level

Partners and Cooperations

Political partners

Cooperation partners

Implementation partners

Development partnerships with private sector

Pan-African e-Commerce Initiative – *Boosting African Digital Trade*

The e-Commerce Ecosystem

Central diagram: **e-Commerce** surrounded by:
- Trade Facilitation and Logistics
- Legal and Regulatory Framework
- Consumer Protection and Trust
- Data Governance
- Platforms
- e-Payment
- Capacity Development

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

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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

Thank you for your attention