



WORKING GROUP 2

MEASURING E-COMMERCE AND THE DIGITAL ECONOMY

CAPACITY BUILDING STRATEGY

3-4 MAY 2021

THE TRAINFORTRADE PROGRAMME (TFT)

MISSION: Strengthening Knowledge and Skills for Sustainable Economic Development



GOALS:

- ◆ Encourage development-oriented trade policy to reduce poverty and to promote transparency and good practices
- ◆ Promote digital solutions and innovative thinking to enhance capacities of international trade players
- ◆ Build sustainable networks of knowledge to enhance national ownership, South-South and triangular cooperation

AREAS:

TRAINFORTRADE E-COMMERCE

- ◆ Legal Aspects
- ◆ Best Practices
- ◆ Digital Identity for Trade and Development

TRAINFORTRADE TRADE STATISTICS

- ◆ International Trade in Services
- ◆ International Merchandise Trade

TRAINFORTRADE PORT MANAGEMENT PROGRAMME (PMP)

- ◆ Supports port communities' quest for efficient and competitive port management services to increase trade flows and foster sustainable economic development

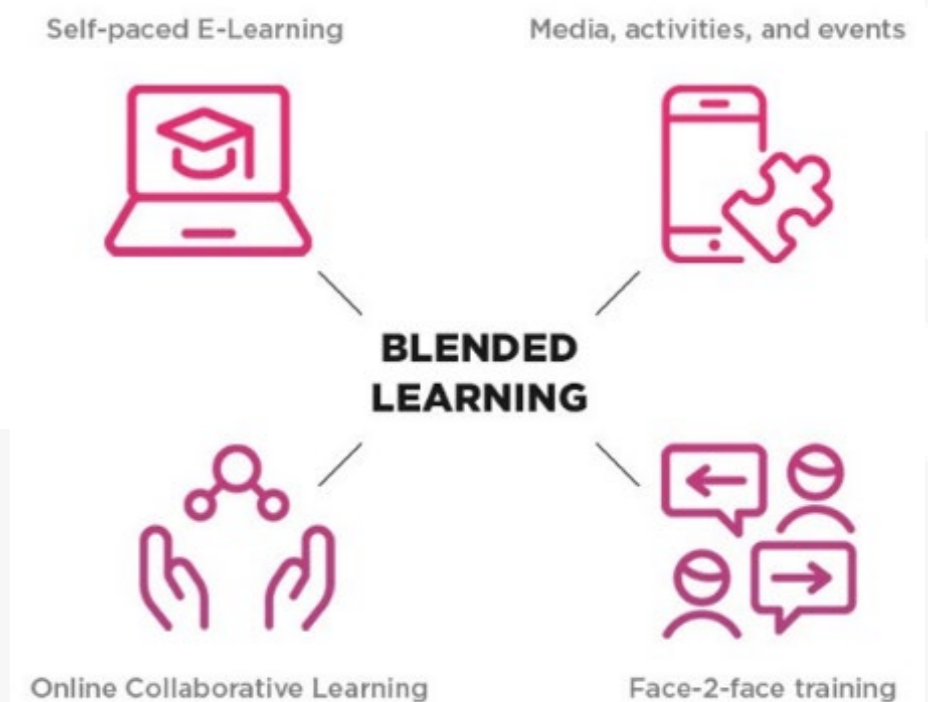


TRAINFORTRADE METHODOLOGY FOR KNOWLEDGE DEVELOPMENT

- ◆ Learning and Content Management System (LCMS)
- ◆ Blended learning
- ◆ Open source
- ◆ Outreach
- ◆ Flexibility
- ◆ Multiplier effect
- ◆ Reduced cost
- ◆ Languages
- ◆ Networking



- 📄 [User guide - How to use the platform](#) 446.5KB PDF document
- 📄 [Course description](#) 924.6KB PDF document
- 📄 [Aide-memoire](#) 1.1MB PDF document
- 📄 [Overview and Objectives \(video 3'15"\)](#)
- 📄 [Agenda](#) 893.9KB PDF document



4 Platforms:



<https://tft.unctad.org>

<https://tft-reg.unctad.org>

<https://learn.unctad.org>

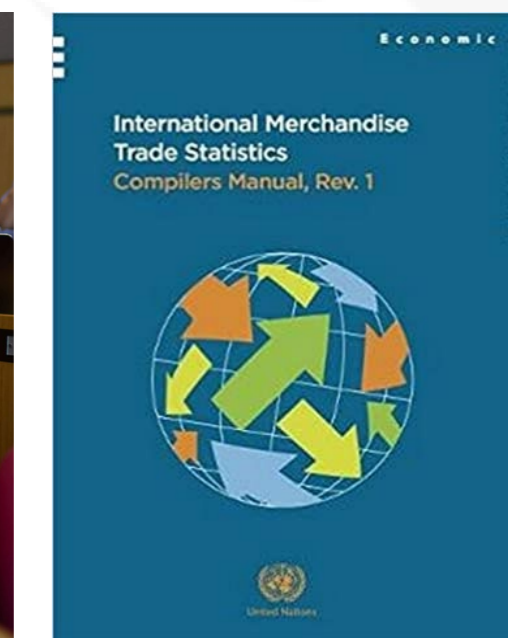
<https://pps.unctad.org>



E-COMMERCE AND TRADE STATISTICS THEMATIC

CURRENT

- ◆ LEGAL ASPECTS OF E-COMMERCE (LAEC) ENG FRE SPA
- ◆ BEST PRACTICES OF E-COMMERCE (BPEC) ENG FRE SPA
- ◆ DIGITAL IDENTITY FOR TRADE AND DEVELOPMENT (DITD) ENG
- ◆ INTERNATIONAL TRADE IN SERVICES STATISTICS (SITS) ENG FRE
- ◆ INTERNATIONAL MERCHANDISE TRADE STATISTICS (IMTS) ENG FRE



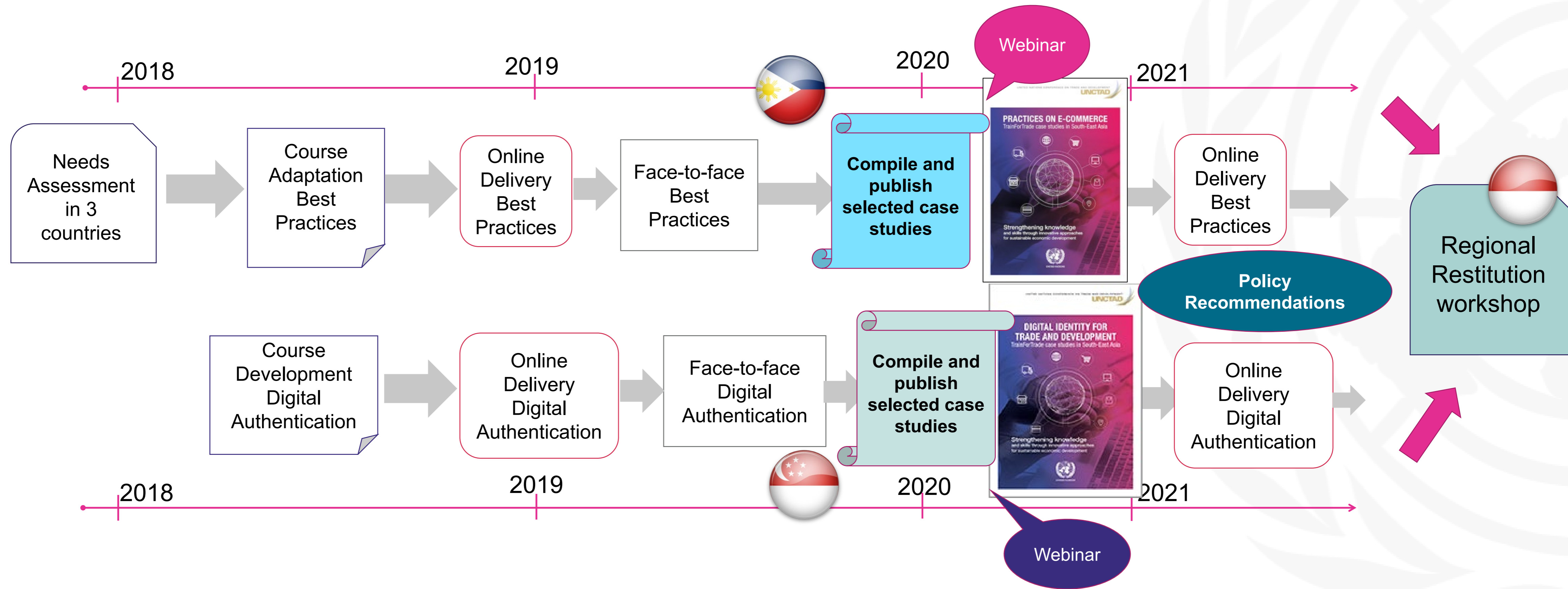
E-COMMERCE AND TRADE STATISTICS THEMATICS

UNDER DEVELOPMENT

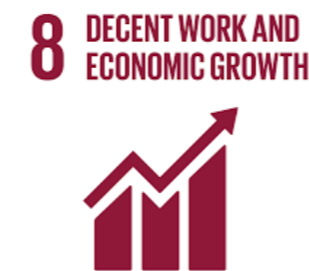
- ◆ MEASURING E-COMMERCE AND THE DIGITAL ECONOMY
- ◆ E-COMMERCE GENERAL COURSE



UN DEVELOPMENT ACCOUNT 11: LEAPFROGGING SKILLS DEVELOPMENT IN E-COMMERCE IN SOUTH-EAST ASIA IN THE FRAMEWORK OF THE 2030 DEVELOPMENT AGENDA



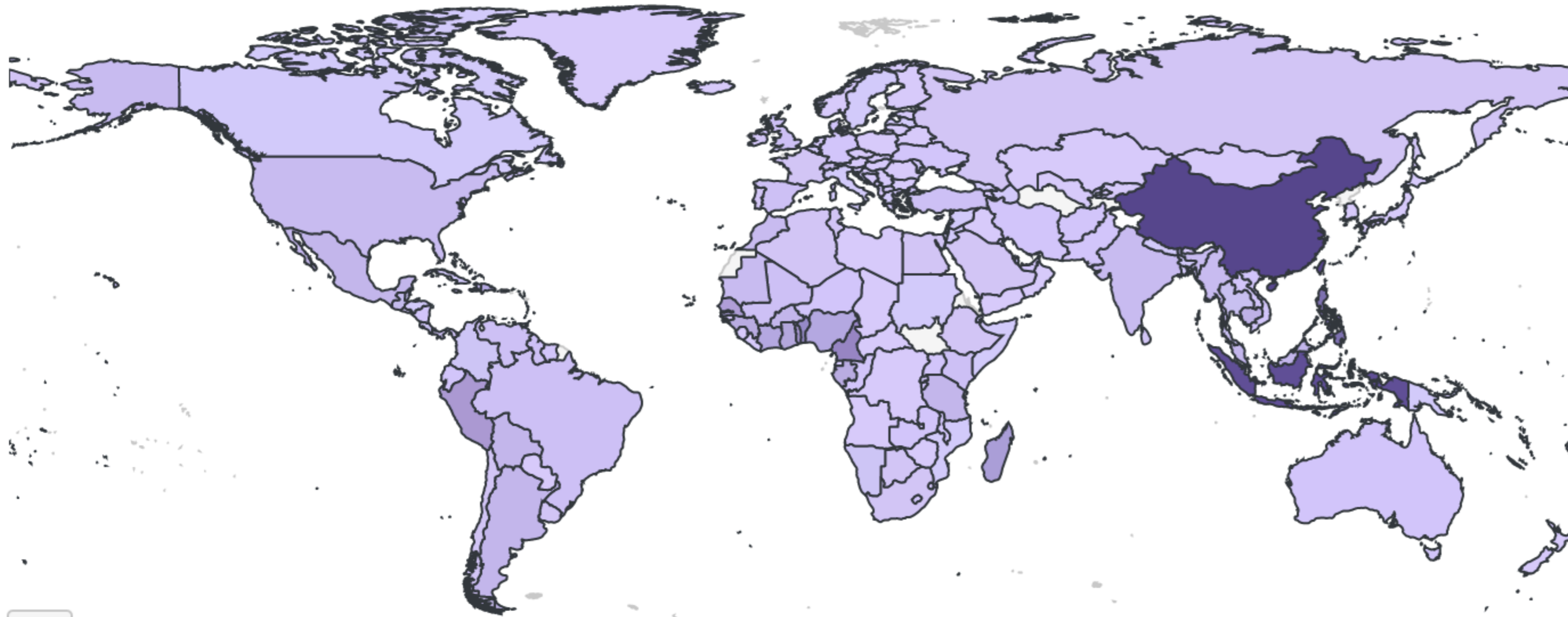
<https://tft.unctad.org/projects/trainfortrade-project-in-south-east-asia/>



WORLDWIDE IMPACT OF TRAINFORTRADE CAPACITY BUILDING

Residency country

Total: 10890 participation(s)



Nb. of countries	
202	
862	China
810	Indonesia
585	Philippines
436	Cameroon
415	Benin
347	Togo
309	Peru
281	Madagascar
275	Senegal
233	Ghana
227	Côte d'Ivoire
224	Dominican Republic
215	Nigeria
201	Guinea
193	Gabon
159	Cambodia
141	Malaysia
140	Argentina
135	United Republic of Tanzania

◆ 202 countries & areas

◆ Audience 10-1'000

◆ >10'000 participations

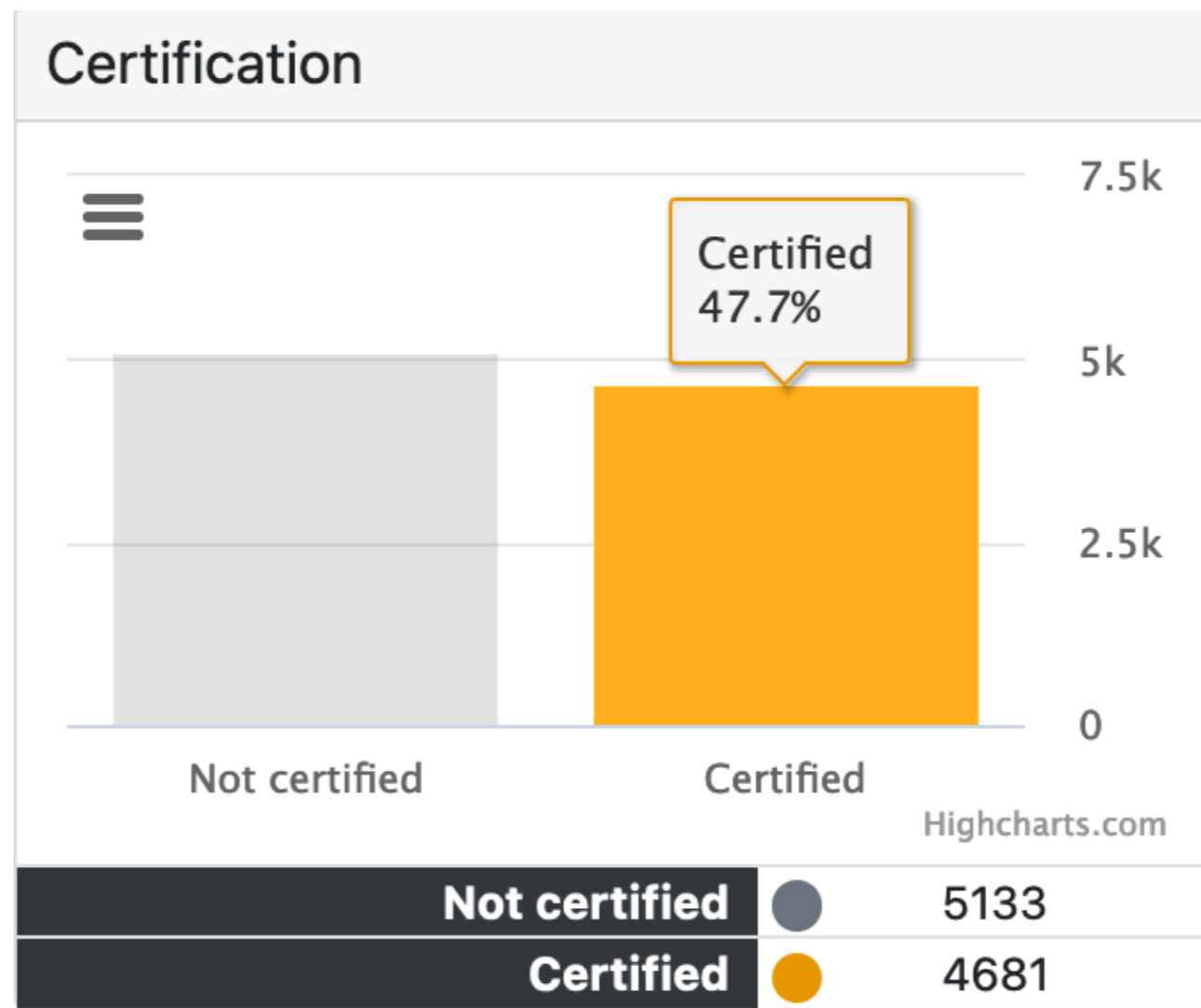
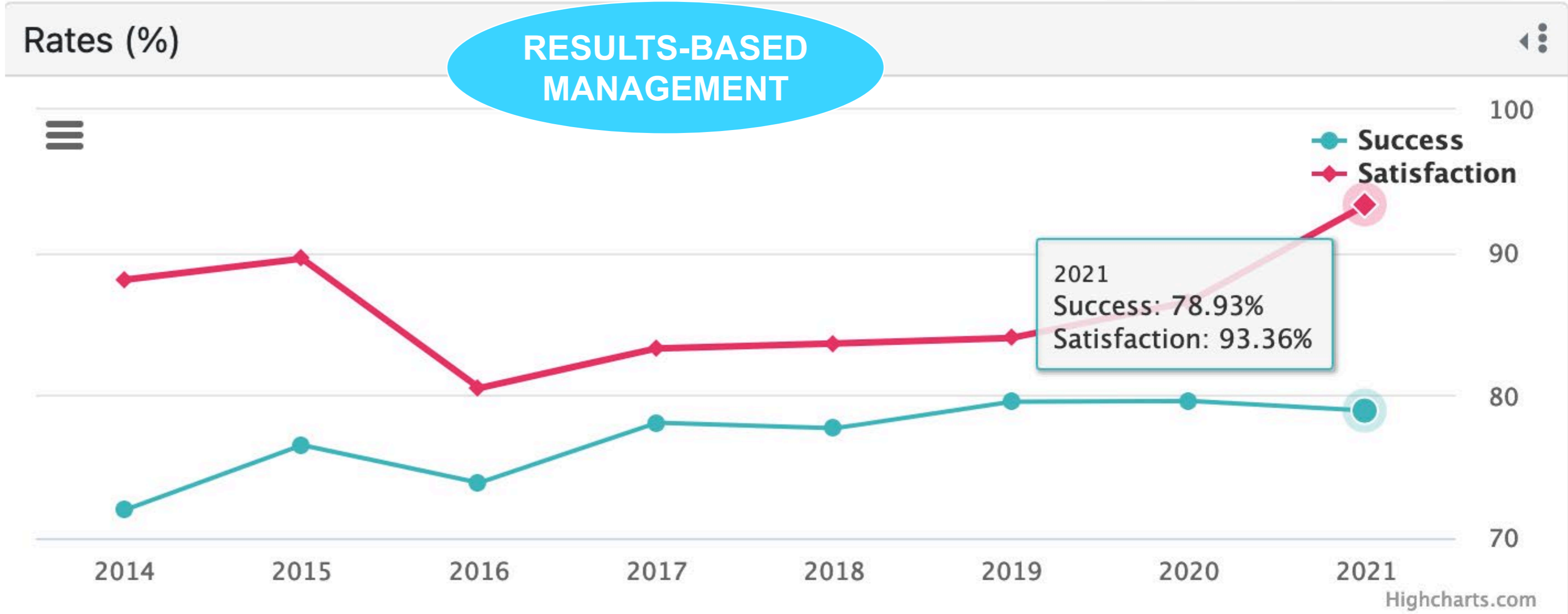
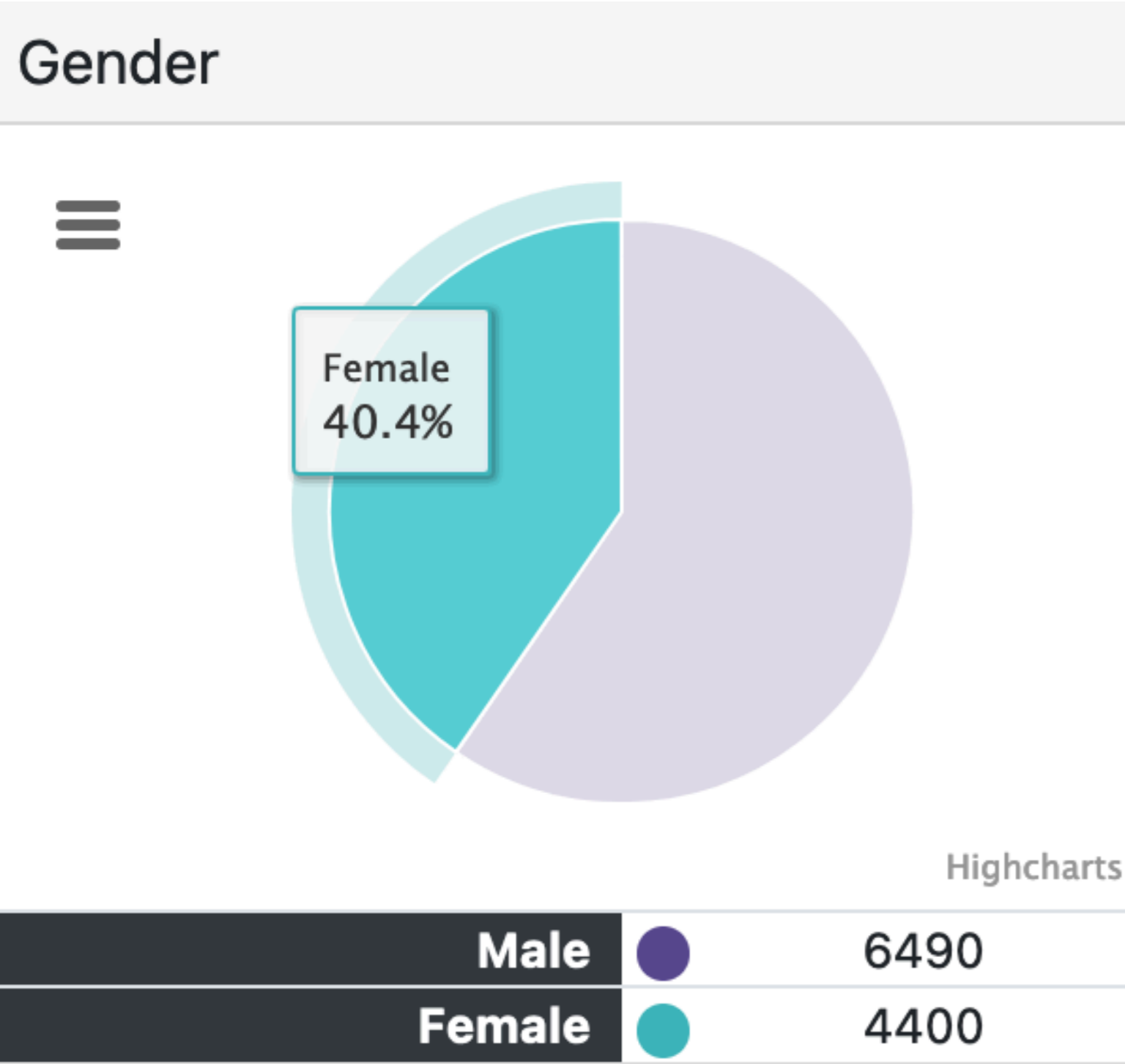
◆ 3 components (EC, TS, PM)

◆ 260 events

Highcharts.com



WORLDWIDE IMPACT OF TRAINFORTRADE CAPACITY BUILDING



- Target Population:**
- Government Officials
 - Ministries
 - Policy Makers
 - Statistical Offices
 - Central Banks
 - Lawyers, Academia, NGOs
 - E-C service providers





LEAVING NO ONE BEHIND

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<http://tft.unctad.org>



Strengthening knowledge

and skills through innovative approaches for sustainable economic development