IGE on E-commerce and the Digital Economy

Accelerating inclusive digital commerce

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11am-1pm GMT+2
Superplatforms, selling online, iWorkers


2018 / MSEs are selling online but struggle to grow: Microentrepreneurs have hustles selling goods and services on Facebook, WhatsApp, and Instagram. E-commerce looks more like social commerce.

2019 / iWorkers: Workforce can’t absorb the millions of youths looking for work. Platform-enabled work may be path to livelihoods and formalization.

2020 -2022 / Onboard MSEs into digital commerce: How do we accelerate the growth of the digital commerce ecosystem by digital onboarding of MSEs and workers in the informal sector?
Creating value for the digital commerce ecosystem

Global digital platforms
- Market share
- Digital ecosystem "stickiness"
- Business data

Low-income consumer / buyers
- Wider offering
- Better value for money
- Convenience
- Income generation

Informal MSE / sellers
- Income
- Access to market
- Efficiency

Digital commerce ecosystem
- Digitization
- Formalization
- Standardization
- Regulation
<table>
<thead>
<tr>
<th>Barriers, outcomes, and risks of <strong>global digital platforms</strong></th>
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<tbody>
<tr>
<td><strong>Demand (low-income consumers)</strong></td>
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<tr>
<td><strong>Barriers</strong></td>
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<td>Inclusive products and services in digital commerce and fintech</td>
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<tr>
<td><strong>Interventions</strong></td>
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<tr>
<td><strong>Outcome</strong></td>
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3
Overall, do you think the Coronavirus crisis will adversely affect the financial well-being of yourself, and that of your household? (Wave 3)
Thank you!

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