

E-commerce and Digital Economy Programme

Year in Review 2024

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Geneva, 2025

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Note: The term “dollars” (\$) refers to United States dollars, unless otherwise indicated.

List of Abbreviations and Acronyms

AIBO	Academy for International Business Officials
BRICS	Intergovernmental organization consisting of Brazil, the Russian Federation, India, China, South Africa, Egypt, Ethiopia, Indonesia, the Islamic Republic of Iran and the United Arab Emirates
CDAB	Core Donor Advisory Board
CSTD	Commission on Science and Technology for Development
DER	Digital Economy Report
ECDE	E-commerce and Digital Economy
ECOWAS	Economic Community of West African States
ERIA	Economic Research Institute for ASEAN and East Asia
GDC	Global Digital Compact
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
G20	Group of Twenty
IATI	International Aid Transparency Initiative
ICT	Information and Communications Technology
IGE	Intergovernmental Group of Experts on E-commerce and the Digital Economy
IMF	International Monetary Fund
ITC	International Trade Centre
LDCs	Least Developed Countries
M&E	Monitoring & Evaluation
OECD	Organisation for Economic Co-operation and Development
PIFS	Pacific Islands Forum Secretariat
PDEP	Pacific Digital Economy Programme
RCO	Resident Coordinator's Office
RPTC	Regular Programme of Technical Cooperation
SDGs	Sustainable Development Goals
SIDS	Small Island Developing States
SMEs	Small and medium-sized enterprises
TG-eCOM	Task Group on Measuring E-commerce Value
UN	United Nations
UNCDF	United Nations Capital Development Fund
UNCITRAL	United Nations Commission on International Trade Law
UNDP	United Nations Development Programme
UNECA	United Nations Economic Commission for Africa
UNECE	United Nations Economic Commission for Europe
UNECLAC	United Nations Economic Commission for Latin America and the Caribbean
UNEP	United Nations Environment Programme
UNESCAP	United Nations Economic and Social Commission for Asia and the Pacific
UNESCAP	United Nations Economic and Social Commission for Western Asia
UNGIS	UN Group on the Information Society
UNSD	United Nations Statistics Division
UPU	Universal Postal Union
WIPO	World Intellectual Property Organization
WSIS	World Summit on the Information Society
WTO	World Trade Organization

Message from Torbjörn Fredriksson, Head, E-commerce and Digital Economy Branch



In 2024, UN Trade and Development (UNCTAD) celebrated its 60th anniversary. Ever since its inception, technology has been an integral

part of the mandate of the organization. At that time, member States had identified that technology and technical know-how were essential preconditions for improving productivity, promoting export growth and advancing development. They also recognized the growing technological gap between developed and developing countries, its implications for trade and development, and for their own prospects for catching up.

While the discussion that took place in the 1960s remains highly relevant today, prime attention has now shifted to digital technologies. Key global debates in 2024 reconfirmed the relevance of the ECDE Programme.

In September, world leaders in New York agreed on the Pact for the Future, which contains the Global Digital Compact (GDC). Commitments in the Compact are well aligned with the mission of the ECDE Programme. They stress, for example, the importance of bridging digital divides, achieving more inclusive and sustainable digital economies, and developing better governance of data. UNCTAD will in the coming years be playing a key role in facilitating the implementation of the GDC.

The *Digital Economy Report 2024* was launched in July, stressing the need to better understand and address the environmental footprint of digitalization. While the power of digital technologies can help to advance inclusive and sustainable development, we also need to mitigate their negative environmental impacts. The report calls for a shift towards a circular digital economy, characterized by responsible consumption and production, renewable energy use and comprehensive e-waste management.

Our work continued to contribute to strengthening the readiness of countries to benefit from the digital economy through new eTrade Readiness Assessments, e-commerce strategies and other forms of assistance. For example, the Government of Trinidad and Tobago entrusted us to prepare an eTrade Readiness Assessment and support the development of its new National E-commerce Strategy. We were also pleased to respond to the request of Indonesia, the first G20 country to benefit from our assistance in this area.

In 2024, the focus on implementation of policy reforms in partner countries intensified. In May, more than 250 experts from 77 countries met over three days at the Intergovernmental Group of Experts on E-commerce and the Digital Economy to discuss and agree on recommendations on how to move from assessments to implementation. This also offered an opportunity to demonstrate the eTrade Reform Tracker, which is now seeing growing demand from partner countries.

We welcomed a new cohort of eTrade for Women Advocates, and together with Ms. Ajaita Shah of India, we delivered our first regional Masterclass for South Asia, in New Delhi. Supported by the Government of China, we also accompanied 31 women digital entrepreneurs from 12 developing countries on a study tour of Beijing and Shanghai's leading digital players. By the end of the year, more than 330 women founders of businesses in the digital economy around the world had joined the eTrade for Women communities.

Another key area of work was the measurement of e-commerce and digital trade. Together with partner organizations, we leveraged the *Handbook on Measuring Digital Trade* in several capacity-building workshops around the world. The newly established Task Group on Measuring the Value of E-commerce led by UNCTAD held four meetings, advancing towards the development of guidelines in this area.

Peering into the future, 2025 will be an important year. It will see the beginning of the implementation of the GDC, where UNCTAD will play a leading role especially in the areas of data governance and building an inclusive digital economy.

The international community will complete the Review of the first 20 years of implementation of the outcomes of the World Summit on the Information Society (WSIS), to which we will contribute. The ECDE Programme will furthermore be supporting the BRICS Presidency and the G20 Presidency in the digital domain. And in October, UNCTAD will hold its 16th Ministerial Conference in Viet Nam, where member States will chart the path forward for the organization and define the priorities of its work in developing countries, and notably in the least developed countries. The digital dimension is set to be re-emphasized.

I am grateful for the trust that member States and our development partners continue to place in the ECDE Programme. The work on shaping an inclusive digital economy is still very much work at an early stage. Working closely with our partners has become more essential than ever for moving the needle in the evolving digital economy towards more favourable development outcomes.

The entire team of the ECDE Programme looks forward to further connecting the dots with you.

Torbjörn Fredriksson

Summary

The E-commerce and Digital Economy (ECDE) Programme provides policymakers and other key stakeholders, notably women digital entrepreneurs, with the knowledge, capacities, and dialogue avenues to take development-led actions towards an inclusive and sustainable digital future for all. Through the Programme, UNCTAD works with government officials and development partners, representatives of civil society and the private sector, to strengthen the readiness of developing countries to harness the opportunities and address the risks presented by digitalization and the rise of e-commerce and digital trade in particular.

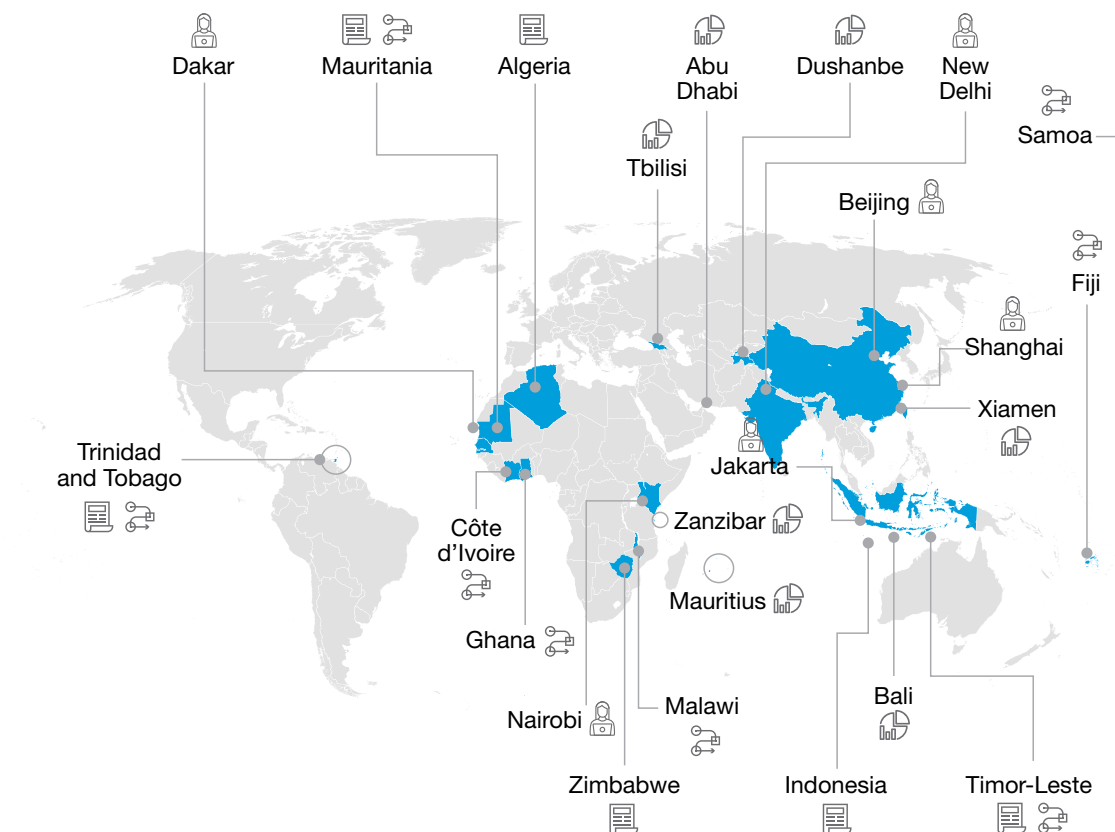
Enhancing understanding

The Digital Economy Report (DER) 2024, titled [“Shaping an environmentally sustainable and inclusive digital future”](#), was launched in July, underscoring the pressing need for sustainable strategies throughout the lifecycle of digitalization. The report calls for a global shift towards a circular digital economy and for bold actions from policymakers, industry leaders, and consumers to mitigate the environmental repercussions of rapid digital transformation, which disproportionately affect developing countries. By the end of 2024, the report had been downloaded over 37,000 times and mentioned in some 260 posts on social media, sparking a wide-reaching discussion

that resonated in high-level fora such as the Second Committee of the United Nations General Assembly in New York and regional events in Geneva, Addis Ababa, Nairobi, Bangkok, New Delhi, and Beijing.

New research and analysis publications included the second edition of the Pacific Digital Economy Report, dedicated to *“Promoting Digital Entrepreneurship and Trade”*, a *“Gap analysis of Cyberlaws in Pacific Small Island Developing States (SIDS)”*, and a policy review of [“Indirect taxation of e-commerce and digital trade: implications for developing countries”](#). Updated digital economy statistics informed a technical note on [“Business e-commerce sales and the role of online platforms”](#).

Map 1 Where we worked in 2024



The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.

Legend:



*Includes capacity-building activities on measurement jointly organized with the IMF, OECD, World Bank, WTO and other parts of the UN.

Source: UNCTAD 2024.

Strengthening capacities

The Programme undertook the 40th eTrade Readiness Assessment (eT Ready) and continued to support developing countries in building their preparedness to benefit from the digital economy through new e-commerce strategies and assistance for their implementation. Two eT Readies were completed in 2024 - for Timor-Leste and Trinidad and Tobago, while work continued in Algeria and Zimbabwe and a new assessment commenced in Indonesia – the first G20 country to benefit from UNCTAD assistance in this area.

Fiji, Samoa, Timor-Leste, Côte d'Ivoire, Ghana, Mauritania, and Trinidad and Tobago were supported to develop national e-commerce strategies/policies, in most cases as a follow-up to an eT Ready. The strategy of Fiji, which builds on the findings of the National E-commerce Assessment (2020) led by the Pacific Islands Forum Secretariat, and which aligns with the Pacific Regional E-commerce Strategy and Roadmap, received Cabinet endorsement in May. The strategy of Côte d'Ivoire, which follows on from the eT Ready completed in 2021 and is aligned with the regional E-commerce Strategy of the Economic Community of West African States (ECOWAS), was endorsed in September.

To further support implementation, an eTrade capacity-building workshop was organized

in May in conjunction with the 7th session of the Intergovernmental Group of Experts (IGE) on E-commerce and the Digital Economy, thus enabling 28 Focal Points (including 8 women) from partner countries and Regional Economic Communities across Africa, Asia and the Pacific, and Latin America and the Caribbean, to participate in both events. An interactive demonstration of the functionalities of the eTrade Reform Tracker triggered official requests for its deployment from Kenya, Mauritania, Fiji and Solomon Islands.

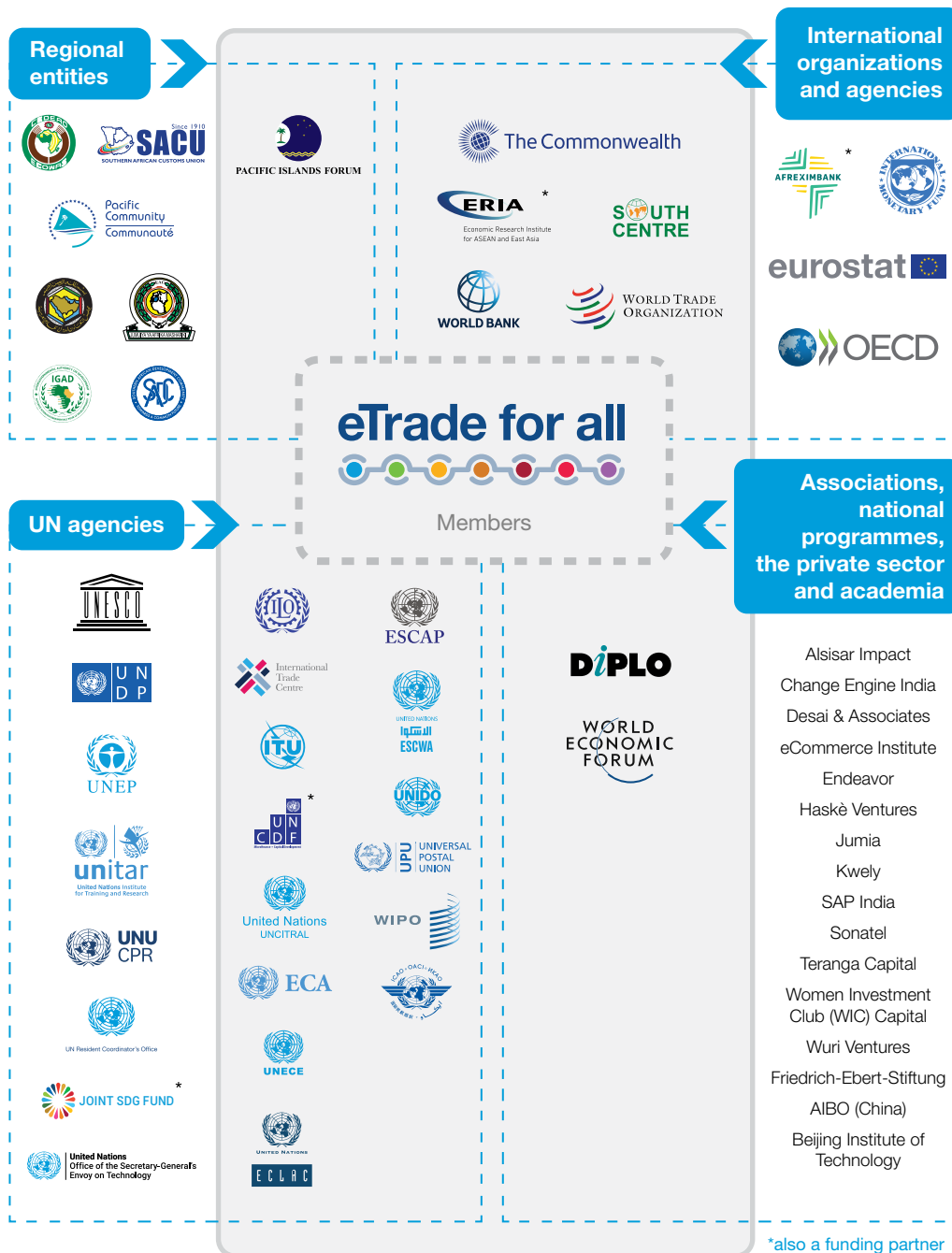
In the area of e-commerce and digital economy measurement, working closely with the IMF, OECD, World Bank, WTO and other parts of the UN, the Programme delivered in-person training to close to 300 participants from National Statistical Offices, Central Banks and other relevant agencies of countries across Africa, Asia, and the Middle East. This represents a three-fold increase in reach compared to 2023, with almost half of participants being women. Online delivery was also used to raise awareness of digital trade concepts and measurement among a wider audience, especially policymakers.

Throughout all technical cooperation and capacity-building activities, the Programme sought to collaborate with other parts of UNCTAD and effectively leverage synergies with *eTrade for all* partners and others.¹

¹ Intra-institutional collaboration took place with TrainForTrade, the Statistics Service, and colleagues working on the topics of trade facilitation and logistics, competition and consumer protection in particular.

ECDE Partners in 2024

Funding partners



Empowering women digital entrepreneurs

The eTrade for Women initiative reached new heights with its expansion into South Asia. By the end of the year, the initiative had supported over 350 women entrepreneurs from 65 countries across Asia, Africa, Latin America and the Caribbean, the Balkans, and the Arab region, to enable them to scale their businesses, drive digitalization in their ecosystems, and foster more inclusive growth.

Key developments included the appointment of five new Advocates and the delivery, in partnership with the Advocates for French-speaking Africa and South Asia, of two in-person Masterclasses that brought together a total of 43 women entrepreneurs from 15 countries. Thirty-one women from 12 countries also benefited from a 10-day study tour on *Empowering Women Entrepreneurs from the Global South in E-commerce and Digital Businesses*, delivered in close collaboration with the Ministry of Commerce of the People's Republic of China, and its Academy for International Business Officials (AIBO).

With the support of the eTrade for Women Community Leaders, more than 30 business, leadership and networking-oriented events were organized, including two in-person regional gatherings in Nairobi and Jakarta. At the global and

regional level, eTrade for Women engaged in 20 policy dialogue events, ensuring that women's perspectives are considered in the formulation of digital economy policies. These included, among others, the 9th Aid-for-Trade Global Review in Geneva, a roundtable discussion during the high-level week of the 79th session of the United Nations General Assembly in New York, the validation workshop for the draft National E-commerce Strategy of Côte d'Ivoire in Abidjan, and consultations on AfCFTA Implementation Strategies in Nairobi.

A new online platform dedicated to Community members was launched, serving as a hub to connect, network, share good practices, access valuable resources, and enroll in the eTrade for Women Academy, which provides self-paced training and learning resources tailored to members' specific challenges and needs. Five courses tackling key topics, such as access to finance and design thinking, were attended by 70 women digital entrepreneurs from the 5 regions where the initiative is active.

A new research study in partnership with ESCP Business School (France) and GIBS Business School – University of Pretoria (South Africa) sought to deepen the understanding of the unique experiences, challenges, and success factors that define the journeys of women digital entrepreneurs in Africa.

ECDE Programme highlights in 2024

MARCH

publication of
eT Ready report
for Mauritania



APRIL

eTrade for Women
Masterclass for
French-speaking Africa;
4th meeting of the Core
Donor Advisory Board



JUNE

UNCTAD@60



MAY

7th session of the IGE
on E-commerce and
the Digital Economy,
eTrade capacity-building
workshop, eTrade for
Women Induction Week



JULY

launch
of the Digital
Economy
Report 2024



AUGUST

launch of
TG-eCOM
online platform



OCTOBER

United Nations
General Assembly
Second
Committee side
event on DER
2024



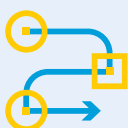
SEPTEMBER

adoption of the Pact for
the Future and the Global
Digital Compact, 20 years
of the Partnership on Measuring
ICT for Development, discussion
of the DER 2024 by the UNCTAD
Trade and Development Board



NOVEMBER

eTrade for Women study
tour in China, joint
UNCTAD-OECD
workshop on
e-commerce
definition and
guidelines



DECEMBER

first eTrade for Women
Masterclass for South Asia;
5th meeting of the Working
Group on Measuring
E-commerce and
the Digital Economy



Building consensus

UNCTAD contributed to the development of the Global Digital Compact (GDC) – a multilateral initiative aimed at fostering an inclusive, secure, and equitable digital environment, adopted by the United Nations General Assembly at its 79th session in September.² UNCTAD will play an active role in implementing the GDC – as a member of the Working Group on Digital Technologies (WGDT), as well as co-lead of the sub-group responsible for Objective 2 of the GDC, which focuses on expanding inclusion in and benefits from the digital economy, and Objective 4, which focuses on advancing responsible, equitable and interoperable data governance approaches.

The 7th session of the IGE on E-commerce and the Digital Economy was held in May in conjunction with the eTrade capacity-building workshop, emphasizing the urgent need for developing countries to build digital readiness amid unabated global crises and rising inequalities. The session delivered as a main outcome a set of agreed policy recommendations that underscored the importance of aligning digital development with the Sustainable Development Goals through the GDC.

The work of the Task Group on Measuring E-commerce Value (TG-eCOM) gathered speed, with the August launch of a members-only online platform that hosts meeting materials and records, as well as an online forum for discussions and tools to enable collaborative work. A joint workshop with the OECD Working Party on Digital Economics, Measurement, and Analysis (WPDEMA) in November provided an opportunity to discuss experiences and challenges related to interpreting and operationalizing the OECD 2009 definition of e-commerce and its supporting guidelines.

Fostering collaboration

eTrade for all partners continued to actively contribute to advancing e-commerce and the digital economy in and for developing countries. A total of 22 partners engaged in various UNCTAD-led activities, including 13 partners supporting eTrade Readiness Assessments, e-commerce strategies and their implementation, 9 contributing to eTrade for Women activities, and 12 involved in research, analysis and measurement. Ten editions of the *eTrade for all* newsletter were released to an audience of some 5,400 subscribers.

² See more at <https://www.un.org/digital-emerging-technologies/global-digital-compact>.

Communications and outreach



5 publications
were released in 2024



>160,000
downloads
of ECDE publications
in 2024³



The Digital Economy
Report 2024 was
covered by more than
300 media outlets
in 15 languages.

Its message was disseminated
on social media in the

10 languages
of UN News



The Programme's X handle,
@ECDEatUNCTAD,
remains the
4th largest account
in UNCTAD, with



8,200+
followers
as of December 2024.

eTrade for all



**The eTrade for all
platform**

attracted more than
50,000 visitors

with approximately
half originating
from developing
countries

10 issues

of the **eTrade for all newsletter**
continued to provide relevant content
to a **growing** audience base.



The newsletter's 'open'
and 'click' rates increased by
17% and 31%
respectively on an annual basis.

³ Covers publications released in 2019-2024.

Evaluation and transparency

An independent evaluation of the Programme began in November, to be completed in early 2025. The evaluation covers the three-year period from 2022 to 2024 and will include an assessment of progress since the previous evaluation as well as strategic recommendations for programme development.⁴

To enhance transparency of activities and results, in December the Programme initiated reporting in the International Aid Transparency Initiative (IATI) data standard. This first set of data published on the IATI registry by the Programme marked the beginning of UNCTAD's journey with IATI.

Looking ahead to 2025 and beyond

The Programme will play an active role in the implementation of the GDC, notably with regard to supporting member States in delivering on the commitments and actions to close digital divides, expand inclusion in and benefits from the digital economy for all, and advance responsible, equitable and interoperable approaches to data governance. This includes support to a dedicated working group to be established under the CSTD, to engage in a comprehensive and inclusive multi-stakeholder dialogue on data governance at all levels as relevant for development.

In the area of e-trade readiness, the Programme's main goals and objectives include new eT Readies (e.g., for Indonesia) and e-commerce strategies (e.g., for Mauritania), as well as sustained support for their implementation. This will include a review of implementation progress as well as the deployment of the eTrade Reform Tracker, starting with Solomon Islands and

Fiji. Other planned activities in the Pacific include assisting Solomon Islands with the development of data privacy and protection legislation, supporting the Fiji Bureau of Statistics in creating a set of digital economy indicators and an accompanying action plan, and organizing a regional workshop on measuring digital trade.

The eTrade for Women initiative will appoint a new Advocate for Latin America and the Caribbean and organize three Masterclasses - in Colombia, Kenya and the Philippines, with the support of the regional Advocates. It will welcome a new cohort of Community Leaders, and the new regional Community for South Asia will pick up speed. Findings from the first research project on the challenges of women digital entrepreneurs in Africa will be released and disseminated widely at the global and regional level.

The 8th session of the IGE on E-commerce and the Digital Economy will be held on 12-14 May 2025 on the topic "Making digitalization work for inclusive and sustainable development". The Programme will also support the Digital Economy Working Group under the South African G20 Presidency and contribute to the discussions on digitalization in trade and development envisaged as part of UNCTAD's sixteenth Ministerial Conference to be held in Viet Nam in October.

The Programme will continue to seek synergies with *eTrade for all* and other partners for joint activities and increased impact. As chair of United Nations Group on the Information Society (UNGIS) in 2025-26, it will also seek to contribute to advancing policy coherence and programme coordination on matters related to information, as well as lend support to the 20-year Review of the outcomes of the World Summit on the Information Society (WSIS+20).

⁴ See https://unctad.org/system/files/official-document/osginf2022d5_en.pdf.

Introduction

The E-commerce and Digital Economy (ECDE) Programme provides policymakers and other key stakeholders, notably women digital entrepreneurs, with the knowledge, capacities, and dialogue avenues to take development-led actions towards an inclusive and sustainable digital future for all. Through the Programme, UNCTAD works with government officials and development partners, representatives of civil society and the private sector, to strengthen the readiness of developing countries to harness the opportunities and address the risks presented by digitalization and the rise of e-commerce and digital trade in particular.

This work in 2024 was made possible primarily by support from five core donors, namely Australia (through the Department of Foreign Affairs and Trade, including for the Pacific Digital Economy Programme (PDEP), jointly implemented with the United Nations Capital Development Fund (UNCDF) and the United Nations Development Programme (UNDP)), Germany (through the Federal Ministry for Economic Cooperation and Development (BMZ) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)), the Netherlands (through the Ministry of Foreign Affairs, Trade and Development Cooperation), Sweden (through the Ministry for Foreign Affairs), and Switzerland (through the State Secretariat

for Economic Affairs). Other funding partners included the European Union and member States through the Joint SDG Fund, Trinidad and Tobago, the Republic of Korea, China, Estonia, the United Kingdom, the African Export-Import Bank (Afreximbank), the China International Development Cooperation Agency (CIDCA), the Economic Research Institute for ASEAN and East Asia (ERIA), and Friedrich-Ebert-Stiftung.

Our work benefited from cross-divisional collaboration within UNCTAD. Key contributors included TrainForTrade, the Statistics Service, and colleagues working on the topics of trade facilitation and logistics, competition and consumer protection in particular. The Digital Economy Report 2024 benefited from valuable input from relevant colleagues across the organization. Our work also featured prominently in the celebrations on the occasion of UNCTAD's 60th anniversary – UNCTAD@60.

Reflecting UNCTAD's renewed branding, we strengthened our strategic approach to communications for enhanced impact. For the first time at UNCTAD, we began reporting in the International Aid Transparency Initiative (IATI) data standard, to enhance the transparency of our activities and results and afford greater visibility to our funding and implementing partners.

Enhancing understanding

Digital Economy Report 2024



The 2024 edition of the Digital Economy Report (DER), titled “**Shaping an environmentally sustainable and inclusive digital future**”, was launched in July, underscoring the pressing need for

sustainable strategies throughout the lifecycle of digitalization. The report explores environmental impacts - from raw material extraction and energy and water consumption at the device production and use stage, to waste generation - highlighting the significant and growing ecological footprint of the digital economy. It further emphasizes that developing countries are

disproportionately negatively affected, often exporting low value-added raw materials and importing high value-added devices, leading to increased digital waste and environmental degradation, while also being the most vulnerable to climate change and least in the position to harness digital technologies for the mitigation of environmental costs.

In response to these challenges, the DER 2024 calls for a global shift towards a circular digital economy. This approach emphasizes designing durable products, promoting responsible consumption, enhancing reuse and recycling practices and adopting sustainable business models. The report calls for bold actions from policymakers, industry leaders, and consumers to mitigate the environmental repercussions of rapid digital transformation.



We must harness the power of digitalization to advance inclusive and sustainable development, while mitigating its negative environmental impacts.

— Rebeca Grynszpan, Secretary-General of UNCTAD



The report's message was disseminated through over 20 outreach events with stakeholders from governments, international organizations, the private sector, civil society and academia. These included the only side event to the Second Committee of the United Nations General Assembly in New York, jointly organized with the UN Environment Programme (UNEP). Further, the DER 2024 was discussed by UNCTAD's Trade and Development Board, with the participation of the UNCTAD Secretary-General, the French Regulation Authority on Electronic Communications, a researcher of the digitalization and environment nexus, and UNEP. Additional events included a joint event with UNECA in Addis Ababa, with UNESCAP in Bangkok, a contribution to UNEP's Digital Day in Nairobi, a national dialogue with policymakers and international organizations in New Delhi, a high-level policy dialogue co-organized with the Beijing Institute of Technology, as well as meetings with the eT Ready Focal Points and eTrade for Women network and courses for UN delegates in Geneva and Pakistan. By the end of 2024, the report had been downloaded over 37,000 times and mentioned in some 260 posts on social media, resulting in close to 180,000 views.

As next steps, the analysis from the DER serves as the basis of the background note for the 2025 meeting of the [Intergovernmental Group of Experts \(IGE\) on E-commerce and the Digital Economy](#), which will explore the topic "Making digitalization work for inclusive and sustainable development".

Digital Economy Report: Pacific Edition #2



The 2024 edition of the Pacific Digital Economy Report, titled *"Promoting Digital Entrepreneurship and Trade"*, explores recent progress, challenges, and opportunities in fostering a resilient and

inclusive digital economy across the region.⁵ Building on the 2022 edition, it highlights the interconnected roles of digital connectivity, entrepreneurship, and trade in enabling Pacific small island developing states (SIDS) to leverage technology for economic resilience, inclusivity, and integration into the global digital landscape. While expanded submarine cables and mobile infrastructure have improved connectivity, high costs and gaps in access persist, particularly in underserved communities. Promising innovations, such as low Earth orbit (LEO) satellite services, offer potential solutions but require coordinated policies and investments to ensure affordable, resilient connectivity.

Entrepreneurship and digital trade have the potential to contribute to the diversification of Pacific economies and address geographic constraints. However, challenges such as limited digital skills, financing, and infrastructure, as well as regulatory inconsistencies, continue to hinder growth. Women entrepreneurs, in particular, face unique barriers, including restricted access to financing and tailored support systems. The report emphasizes the need for targeted investments in skills development, inclusive financing, and cohesive policies to address these barriers. By fostering collaboration among policymakers, stakeholders, and development partners, Pacific SIDS can create an enabling environment that supports sustainable development

⁵ The report was prepared in the framework of the Pacific Digital Economy Programme (PDEP) with the financial support of the European Union.

and ensures equitable participation in the global digital economy.

The report draws on contributions from a diverse range of experts and international organizations, including the International Telecommunication Union (ITU), the Pacific Islands Forum Secretariat (PIFS), Pacific Trade Invest Australia, UNDP, UNCDF, and UN Women. It integrates qualitative data from interviews with businesses and other key stakeholders across Pacific SIDS,

providing context-specific perspectives on opportunities and challenges while addressing persistent data gaps to ensure the report reflects on-the-ground realities.

The report is set to be officially launched in April 2025, hosted by the PIFS in Suva, Fiji. This event will serve as a platform to engage regional and global stakeholders, highlighting the report's findings and fostering collaboration toward advancing the Pacific's digital transformation.

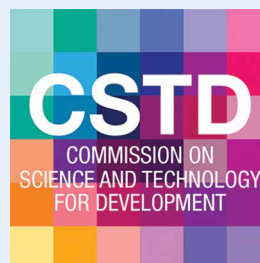


Box 1

Impact of the Digital Economy Report 2021

The [Digital Economy Report 2021](#) highlighted the growing importance of data as a critical resource for sustainable development, emphasizing the need for equitable and inclusive data governance frameworks. ECDE Programme follow-up work in the context of the 6th session of the IGE (2023) and the Group of Twenty (G20), among others, highlighted the disparities in the ability of countries to harness the benefits of the digital economy, particularly in terms of data generation, processing and use. It called for stronger international cooperation to address imbalances and ensure that data governance supports global and national development priorities.

The Global Digital Compact, contained in the Pact for the Future (General Assembly Resolution A/RES/79/1), calls for promoting interoperability of data governance frameworks (para 48). In this context, member States requested the Commission on Science and Technology for Development (CSTD) to establish a dedicated [working group](#) to engage in a comprehensive and inclusive multi-stakeholder dialogue on data governance at all levels as relevant for development. The CSTD is a subsidiary body of the Economic and Social Council and UNCTAD provides secretariat services and substantive support for its work.

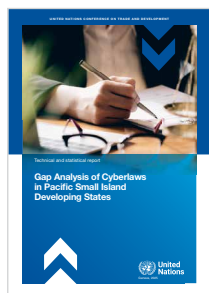


The working group will report on its progress to the 81st session of the General Assembly in 2026 with follow-up recommendations towards equitable and interoperable data governance arrangements, including fundamental principles of data governance for development, proposals to support interoperability between national, regional and international data systems, considerations of sharing the benefits of data as well as options to facilitate safe, secure and trusted data flows.

This initiative represents an important step in operationalizing the recommendations of the Digital Economy Report 2021, ensuring that data governance supports efforts to achieve equitable and sustainable development.

Source: UNCTAD, 2024.

New statistics and other research



UNCTAD finalized a “Gap analysis of Cyberlaws in Pacific Small Island Developing States (SIDS)”, which builds on the foundation laid during a capacity-building workshop held

in 2023. Prepared in the framework of the Pacific Digital Economy Programme (PDEP), the study aims to provide a comprehensive analysis of the current legal landscape for e-commerce and digital trade in the jurisdictions of Cook Islands, the Federated States of Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Timor-Leste, Tonga, Tuvalu, and Vanuatu. It identifies critical legal and regulatory gaps in the following areas: electronic transactions and signatures, consumer protection, data protection and privacy, cybercrime and cybersecurity, intellectual property rights, online content regulation, domain names, online dispute resolution, digital identity, e-payments, and taxation. Noting that no country in the region has established a fully comprehensive legal framework for e-commerce, the study provides policymakers with actionable recommendations tailored to the unique challenges and opportunities faced by these countries. It highlights the pressing need for continued capacity-building efforts and technical assistance to support Pacific SIDS in revising their legal frameworks. Addressing these gaps is essential for enhancing trust in digital trade, attracting investments, and fostering regional and global connectivity, thereby accelerating their digital transformation.



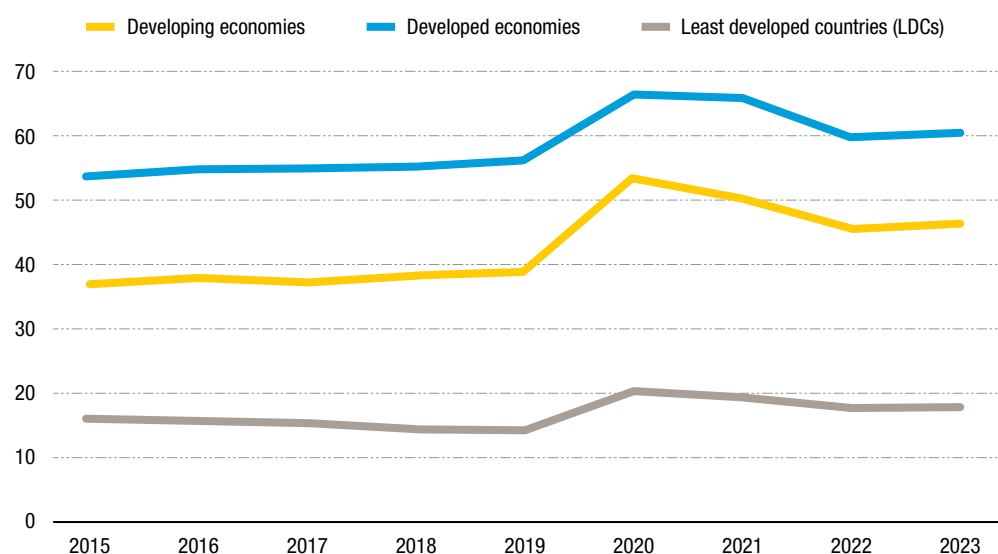
Another research outcome in 2024 was the policy review of “Indirect taxation of e-commerce and digital trade: implications for developing countries”. The review offers valuable insights into

how developing economies can adapt their tax systems to capture revenue from cross-border digital transactions while minimizing compliance burdens on businesses. As digital trade continues to grow, implementing efficient and equitable taxation frameworks is essential to ensuring fiscal sustainability and leveling the playing field for local businesses. The review calls for sustained capacity-building and technical assistance to design and implement effective taxation frameworks that align with international standards. By addressing these challenges, developing countries can strengthen their domestic resource mobilization, promote fair competition, and integrate more effectively into the global digital economy.

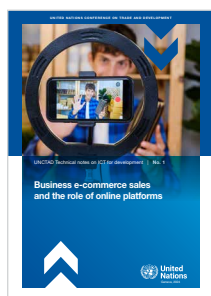
UNCTAD published the results of its 2023 online statistical data collection from a few developing countries, and updated tables on trade in ICT goods and services as well as digitally deliverable services for all countries. In some of these areas, the availability of statistics generally remains limited, pointing to the need for more capacity development in many developing countries.

An analysis of the data indicated strong growth in trade in digitally deliverable services in both developed and developing countries, with developing economies crossing the trillion-dollar mark in their exports of digitally deliverable services in 2023. Nevertheless, while digitally deliverable services accounted for 56% of services exports worldwide, that share was just 20% in least developed countries (LDCs) (Figure 1). Despite a 43% increase between 2015 and 2023 in value terms, their share of global digitally deliverable services steadily declined.

Figure 1
Digitally deliverable services as share of services exports, 2015-2023



Source: UNCTAD, 2024.



The work on digital economy statistics also included the technical note on “[Business e-commerce sales and the role of online platforms](#)”, released in June. Based on data from 43 developed and developing economies,

UNCTAD estimates a 15 per cent increase in e-commerce sales in 2021 over pre-pandemic (2019) levels, with sales estimated to have risen a further 10 per cent - to almost \$27 trillion - in 2022. At the same time, the value of transactions through 37 major Digital intermediary platforms (DIPs) increased by over 55 per cent during the pandemic, reaffirming their growing role in the e-commerce landscape.

Sweden recognises the crucial role of trade, development assistance and the synergies between them, in fostering economic growth, competitiveness and sustainable development in developing countries. Among the challenges to address is bridging the digital divide between countries as well as within them. This requires policy responses and actions in many areas which are well reflected in UNCTAD’s ECDE Programme, to which Sweden is proud to be a core donor.

— Ms. Camilla Mellander, Director General for Trade, Ministry for Foreign Affairs, Sweden





Strengthening capacities

eTrade Readiness Assessments, E-commerce Strategies and sustained implementation support

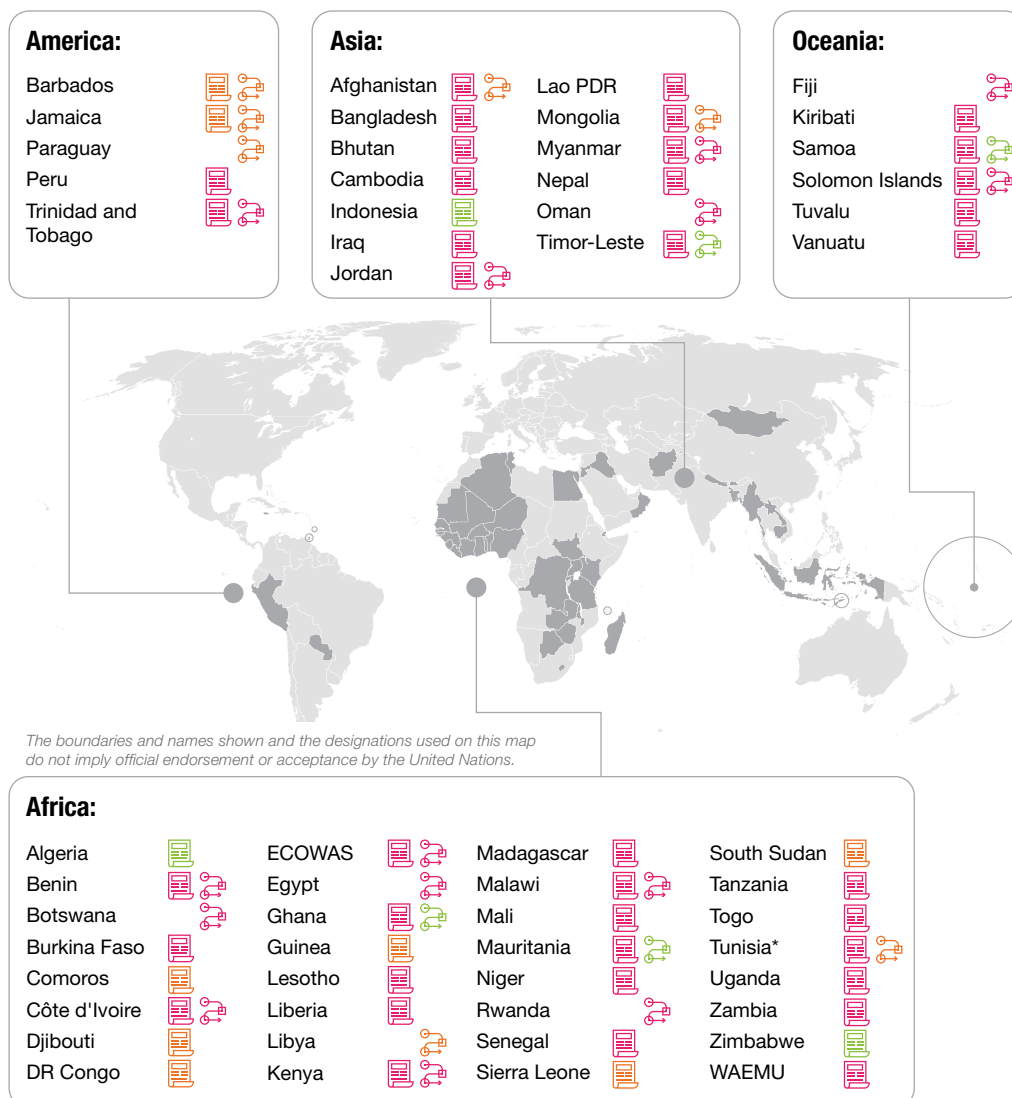
UNCTAD works with developing and least developed countries to conduct assessments of the state-of-play of their e-commerce enabling environment (eTrade Readiness Assessments, a.k.a. eT Readies), develop actions plans to prioritize the implementation of key eT Ready recommendations, and devise e-commerce strategies or policies.

Two eT Readies were completed in 2024 - for Timor-Leste and Trinidad and Tobago, while work continued in Algeria and Zimbabwe and a new assessment commenced in Indonesia – the first G20 country to benefit from UNCTAD assistance in this area. Fiji, Samoa, Timor-Leste, Côte d'Ivoire, Ghana, Mauritania, and Trinidad and Tobago were supported to develop national e-commerce strategies/policies, in most cases as a follow-up to an eT Ready.



Map 2

UNCTAD eT Readies and e-commerce strategies/action plans/policies (as of March 2025)



*An Action Plan has been developed; an E-Commerce Strategy has been requested.

Legend:



eT Ready



E-commerce Strategy/
Action Plan/Policy

Finalized

38

15

In progress

3

4

Requested

8

7

Source: UNCTAD 2025.



In April, UNCTAD supported the organization of the national launch of the eT Ready of **Mauritania**. The eT Ready was conducted in 2023 in close collaboration with

the Ministry of Digital Transformation, Innovation and Modernization of the Administration (MTNIMA), and the report was published in March 2024.⁶ The national launch brought together some 50 participants, including senior government officials, private sector representatives, academics, and representatives of

development partners such as the UN RCO, Embassy of Germany in Mauritania, GIZ and UNDP. One of the immediate outcomes of the report was a request by the Government for UNCTAD to support the development of a National E-commerce Strategy and a revision of the legal framework governing e-commerce in Mauritania. Preparatory work on the strategy included discussions on the institutional setting and mapping of the key national stakeholders to be engaged in the strategy development process, with a view to aligning the vision for e-commerce development with other high-level national development objectives and promoting effective implementation of policy reforms as identified in the eT Ready.

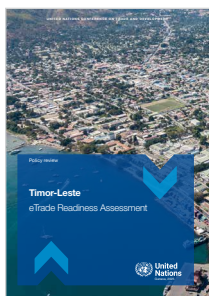


National launch of the eT Ready of Mauritania, in the presence of Mr. Mohamed Abdallahi Ould Louly, Minister of Digital Transformation, Innovation and Modernization of the Administration (MTNIMA); Mr. Mactar Alhousseynou Lam, Minister of Fisheries and Maritime Economy acting as Minister of Trade; Secretary-General of MTNIMA; Ms. Lila Pieters Yahia, UN Resident Coordinator in Mauritania, and Ms. Isabel Hénin, Ambassador of Germany in Mauritania. 16 April 2024, Nouakchott

The eTrade Readiness Assessment has been instrumental in providing a detailed diagnostic of Mauritania's e-commerce ecosystem and identifying key policy recommendations to foster its growth. In line with one of its key recommendations, and with technical assistance from UNCTAD, the Government has initiated the development of a National E-commerce Strategy and implementation plan, along with a robust monitoring and evaluation framework, which will be supported through UNCTAD's eTrade Reform Tracker. As Focal Point, I am honoured to be part of this project team. My sincere appreciation goes to UNCTAD and its partners for their invaluable support in advancing Mauritania's e-commerce potential.

— **Ms. Matchyane Bacar Soueid Ahmed, Chargée de mission, Ministry of Digital Transformation, Innovation and Modernization of the Administration, Islamic Republic of Mauritania**

⁶ The eT Ready and National E-commerce Strategy of Mauritania are carried out with the financial support of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).



The eT Ready of **Timor-Leste** was developed in partnership with the Ministry of Commerce and Industry, in the framework of PDEP.⁷ A workshop held in Dili in July brought together

policymakers, industry leaders, development partners and other relevant stakeholders committed to advancing e-commerce in Timor-Leste and provided an opportunity to review and validate key findings, which will serve as a foundation for the development of a National E-commerce Strategy. The strategy is critical in shaping the country's development trajectory, enabling Timor-Leste to leverage e-commerce opportunities both domestically and internationally. The workshop facilitated discussions on the strategic framework, which is driven by the country's commitment to regional and international integration as evidenced by its recent accession to the WTO (February 2024) and its observer status in ASEAN. As part of the Timor Digital 2023 initiative, which aims to harness digital technologies for economic and human development, the strategy complements other national strategies and policies designed to promote diversification, digital transformation, and regional integration. It is aligned with the country's vision and addresses challenges identified in the eT Ready, providing a roadmap to unlock the potential of e-commerce for the nation's sustainable growth. The strategy is pending further direction from the Government of Timor-Leste on the next steps before being finalized.



The eT Ready of **Trinidad and Tobago** was prepared in close collaboration with the Ministry of Trade and Industry.⁸ The work commenced in early 2024 with extensive desk research and data

collection, including surveys of consumers, the public and private sectors. Multi-stakeholder consultations held in March gathered over 140 stakeholders in focus group discussions on key policy areas, a dedicated session to e-commerce start-ups and incubators and a roundtable with the UN Country Team and resident development partners. A national validation workshop was organized in July, with the participation of the Minister of Trade and Industry and over 70 key stakeholders. Bilateral discussions organized virtually complemented this process, including with a view to integrating the needs and perspectives of specific population groups represented, for example, by the National Center for People with Disabilities and the Alliance for Rural Communities. The eT Ready highlights Trinidad and Tobago's strong commitment to e-commerce development, while suggesting areas for improvement in key policy areas to fully capitalize on the potential of e-commerce. Inputs provided by *eTrade for all* partners, including UNECLAC, ICAO, and UNCITRAL, further enriched the report. Following the validation workshop, the report was finalized for publication in early 2025.

⁷ The eT Ready and National E-commerce Strategy of Timor-Leste were prepared with the financial support of the European Union.

⁸ The eT Ready and E-commerce Strategy of Trinidad and Tobago were prepared with funding from the Government.

Building on the eT Ready and with strategic guidance from the Ministry of Trade and Industry, UNCTAD facilitated the preparation of a draft E-commerce Strategy which was further refined in an inclusive multi-stakeholder process. At a workshop organized in July, stakeholders helped shape the strategy's vision and mission, as well

as its main priority areas. Notably, the strategy features specific measures concerning the participation of women, youth, people in rural areas, and persons with disabilities.⁹ National consultations on the draft text were held virtually in November, with a subsequent validation meeting on 10 December. The strategy was launched in March 2025.



Opening of the eT Ready Validation and E-commerce Strategy Vision Workshop, with H.E. Minister Paula Gopee-Scoon, Minister of Trade and Industry (MTI), Trinidad and Tobago, Ms. Joanna Kazana, UN Resident Coordinator and Ms. Ava Mahabir-Das, Principal Secretary, MTI. 16 July 2024, Port of Spain

It has been an absolute pleasure working with UNCTAD over the past year. Their exceptional support and valuable expertise during Trinidad and Tobago's eTrade Readiness Assessment - and the subsequent development of our E-commerce Strategy — have been very effective. The Ministry of Trade and Industry recognizes UNCTAD's unwavering dedication, efficiency, and professionalism, all of which were essential in developing a consultative, comprehensive, and high-quality Strategy in record time, demonstrating the strength of our partnership. As we move forward with the implementation of our Strategy, we look forward with great enthusiasm to deepening our collaboration to achieve our shared objectives.

— Ms. Candice Lackhansingh, Permanent Secretary, Ministry of Trade and Industry, Trinidad and Tobago



⁹ Dedicated workshops with private sector representatives, government agencies and various associations addressed specific issues. Participants included the Banking Association of Trinidad and Tobago, the Trinidad and Tobago Trade and Business Information Portal, the Port Authority, the Customs and Excise Division, TTPost, the Office of the Attorney General and Ministry of Legal Affairs, and the Ministry of Finance, among others.

In 2024, work continued on the eT Ready of **Algeria**, in close cooperation with the Ministry of Trade and Export Promotion and the UN RCO.¹⁰ Following a kick-off event in September and national multi-stakeholder consultations in November 2023, a draft was prepared in the first half of 2024 and shared with Algerian stakeholders, *eTrade for all* and resident development partners for comments and contributions in June. Written contributions and comments were received from several key national stakeholders, including the Ministry of Finance, the Ministry of Posts and Telecommunications, the Ministry of Foreign Affairs, the Ministry of National Defense, the Ministry of the Interior and Local Communities, the Central Bank, Algeria Posts, the Customs, the High Commission for Digitalization, the National Authority for Personal Data Protection and the National Observatory for Civil Society. Contributions and comments were also provided by *eTrade for all* experts and GlZ. Preliminary findings highlight the significant development of local business e-commerce sales, which were estimated at \$1.9 billion representing 0.8% of Algeria's GDP in 2023. Persistent challenges and areas for improvement include the insufficient digitalization of trade procedures to facilitate international e-commerce, limited access to finance for e-commerce SMEs, and mismatched e-commerce skills. A national workshop for the validation of the eT Ready and its action matrix took place in March 2025, after which a national launch will be organized.

After early preparatory work in 2023, substantive work commenced on the eT Ready of **Zimbabwe** in collaboration with the Ministry of Industry and Commerce (MoIC).¹¹ Multi-stakeholder consultations held in March in Bulawayo and Harare saw the participation of some 130 stakeholders, with high-level participation at the opening session in Harare of both the MoIC and the Ministry of Information Communication Technology, Postal and Courier Services. Bilateral meetings with selected business leaders and online surveys targeting the public and private sectors as well as consumers followed. The overall business climate in Zimbabwe remains fragile and efforts are ongoing to reestablish a more sustainable macroeconomic course; the private sector is open to further embracing digitalization and consumers are looking for safer online transactions to fuel a greater contribution of e-commerce to the country's trade-led growth; the country would also benefit from the development of a national e-commerce strategy outlining priority reforms and measures to foster coordinated governance and a level-playing field in the emerging digital ecosystem. The draft eT Ready report was validated in November during consultations with some 80 participants and incorporating feedback received from national stakeholders and development partners, including *eTrade for all* partners such as ICAO, South Centre, UPU and UNCITRAL. A national launch in Zimbabwe is planned for early 2025, to provide a platform to raise the visibility of the eT Ready and engage with development partners to explore synergies for the implementation of policy recommendations.

¹⁰ The eT Ready of Algeria is conducted with the financial support of Deutsche Gesellschaft für Internationale Zusammenarbeit (GlZ).

¹¹ The eT Ready of Zimbabwe is conducted with the financial support of the Republic of Korea.



Hon. Nqobizitha M. Ndlovu, Minister of Industry and Commerce, Hon. Tatenda Mavetera, Minister of Information Communication Technology, Postal and Courier Services, H.E. Mr. Jae Kyung Park, Ambassador of the Republic of Korea and the representative of the ITU Regional Office for Africa, Ms. Anne Rita Ssemboga, with meeting participants following the opening session of the national consultations for the eT Ready of Zimbabwe. 20 March 2024, Harare

In November, work commenced on the development of an eT Ready of **Indonesia** in cooperation with the Ministry of Foreign Affairs, in a kick-off meeting that was also attended by representatives of the Ministry of National Development Planning, the Ministry of Finance, the Ministry of Trade and the National Research and Innovation Agency (BRIN).¹² The eT Ready will review Indonesia's ecosystem for e-commerce and digital trade focusing on key areas identified in cooperation with the Government, with a view to strengthening innovation, boosting global competitiveness, and fostering a robust and inclusive digital economy. Since November, a series of bilateral meetings with

the Ministry of Foreign Affairs have been held to shape the contents of the report. Several coordination meetings also took place with the UN RCO and the UN Country Team. UNCTAD presented the eT Ready project to the Indonesia Digital Transformation Multi-Stakeholders Partnership, the National University Network in Indonesia (including 16 universities) and the Indonesian Digital Leadership Association among others, with a view to strengthening information exchange with similar initiatives. Next steps will include the finalization of the desk review, the dissemination of tailored surveys and multi-stakeholder consultations in the first half of 2025.



Participants in the hybrid kick-off meeting for the eT Ready of Indonesia, including Mr. Ditya Agung Nurdianto, Director for Trade, Industry, Commodity, and Intellectual Property, Ministry of Foreign Affairs. 12 November 2024, Jakarta

¹² The eT Ready of Indonesia is conducted with the financial support of the Australian Government.

In **Côte d'Ivoire**, a National E-commerce Strategy was developed in partnership with the Ministry of Trade and Industry.¹³ It follows on from the eT Ready published in 2021 and is aligned with the regional E-commerce Strategy of the Economic Community of West African States (ECOWAS), which was adopted by Council of Ministers of ECOWAS in July 2023. Following consultations and a series of bilateral meetings with the E-commerce Directorate, the strategy was validated in June. The Government, through the E-Commerce Directorate and with financial support from GIZ and the EU, has prepared an implementation plan as well as a draft Decree to officialize a National Committee for E-Commerce. Both the strategy and its implementation plan were endorsed in September, thus enabling further discussions regarding follow-up support from development partners including GIZ, the AfDB, UN Women and Trademark Africa.



Dr. Souleymane Diarrassouba, Minister of Trade and Industry of the Republic of Côte d'Ivoire, speaking at the Validation workshop for the implementation plan and the governance and institutional framework of the National E-commerce Strategy. 24 June 2024, Abidjan

The Netherlands recognizes the transformative power of the digital economy in fostering private sector development, trade, and investment. We are therefore proud to support UNCTAD's efforts geared towards strengthening the readiness of many countries to reap the benefits of digitalization and boost e-commerce, including for women. This perfectly aligns with our commitment to contribute to an open, clean and fair international trading system that benefits all.

— Ms. Isabelle van Tol, Head Trade for Development, Ministry of Foreign Affairs, the Netherlands



¹³ The National E-commerce Strategy of Côte d'Ivoire was developed with the financial support of the Kingdom of the Netherlands.

In **Fiji**, a National E-commerce Strategy was developed in partnership with the Ministry of Trade, Co-operatives, Small and Medium Enterprises, and Communications, in the framework of PDEP.¹⁴ It builds on the findings of the National E-commerce Assessment (2020) led by the PIFS and aligns with the Pacific Regional E-commerce Strategy and Roadmap, which was endorsed by the Pacific Forum Trade Ministers in 2021. The strategy identifies short-, medium-, and long-term priorities, focusing on strengthening the business, policy, and regulatory environment necessary for fostering e-commerce and the digital economy. It provides specific recommendations to address existing challenges, barriers, and structural constraints that limit Fiji's e-commerce potential. Following a validation workshop, the strategy received Cabinet endorsement on 21 May and was launched at Suva Civic Centre on 25 February 2025.

In **Samoa**, a National E-commerce Policy is being developed in partnership with the Ministry of Commerce, Industry and Labour, also in the framework of PDEP.¹⁵ The policy's development is a key recommendation of the National E-commerce Strategy (2022). While the strategy sets the overarching direction, the National E-commerce Policy will establish a regulatory framework to create a secure, competitive, and trustworthy digital marketplace for businesses and consumers. It will address critical areas such as data management, consumer protection, intellectual property, and competition. A first multi-stakeholder consultation incorporating diverse perspectives from policymakers, industry leaders, and civil society representatives was held on 19–20 November, aimed to refine the draft policy, ensuring it is inclusive, relevant, and impactful in promoting sustainable e-commerce growth. A review and validation workshop brought together over 50 stakeholders in the first week of February 2025 to review and validate the policy.



Participants in the Samoa National E-commerce Policy Stakeholder Review and Validation Workshop, 5-6 February 2025, Apia

¹⁴ The National E-commerce Strategy of Fiji was developed with the financial support of the Australian Government.

¹⁵ The National E-commerce Policy of Samoa was developed with the financial support of the Australian Government.



Work began to develop a National E-commerce Strategy of Ghana, in collaboration with the

Ministry of Trade and Industry (MTI) and in the framework of a joint programme implemented by UNCDF, UNCTAD and UNDP under the leadership of the UN RCO.¹⁶ Based on the conclusions of the eT Ready published in 2023, the draft strategy was shaped through extensive national consultations, focusing on fostering a robust and inclusive digital commerce ecosystem. The strategy sets out four key goals to drive progress. First, it emphasizes institutional strengthening to develop a clear industrial vision for e-commerce growth, ensuring a coordinated and sustainable approach. Second, it prioritizes building trust to encourage wider e-commerce adoption by addressing security, consumer protection, and transparency concerns. Third, it seeks to support and monitor the e-commerce sector to ensure its resilience. Finally, the strategy underscores the importance of making e-commerce inclusive, bridging gaps in accessibility to ensure no one is left behind in the digital economy. The draft strategy was submitted to the Government in November, with consultations with the newly appointed Government to resume in the second quarter of 2025.

In **Malawi**, a draft eT Ready Action Plan was reviewed and validated by the Ministry of Trade and Industry and other key national stakeholders who will be involved in the implementation of

priority actions.¹⁷ The Action Plan was launched in Lilongwe in March 2025.

Implementation support for e-trade reforms

UNCTAD completed the development of the eTrade Reform Tracker and prepared a roadmap to support the deployment of the tool in a well-sequenced manner and based on a shared understanding of the conditions to put in place for effective delivery. A model License Agreement, available in English and French, was drafted to guide the adoption of the tool by the requesting partner countries and ensure the necessary commitment and accountability of all parties involved. Training materials were also developed, in particular a user guide for partner countries and an operational guide for platform administrators.

An eTrade capacity-building workshop was organized in May in conjunction with the 7th session of the [IGE on E-commerce and the Digital Economy](#), to enable 28 Focal Points (including 8 women) from partner countries and Regional Economic Communities across Africa, Asia and the Pacific, and Latin America and the Caribbean, to participate in both events.¹⁸ The workshop focused on the introduction of the eTrade Reform Tracker and an interactive demonstration of its functionalities, which triggered official requests for its deployment from Kenya, Mauritania, Fiji and Solomon Islands. Discussions are ongoing with interested countries to identify the support and resources needed for effective deployment

¹⁶ The National E-commerce Strategy of Ghana is being developed with the financial support of the European Union and member States through the Joint SDG Fund's Window on Digital Transformation. See more at <https://jointsdgfund.org/article/driving-growth-ghanas-msmes-comprehensive-approach-digital-transformation>.

¹⁷ The Malawi eT Ready Action Plan was developed with the financial support of the Kingdom of the Netherlands.

¹⁸ Participants included 17 Focal Points from Africa and 5 from African Regional Economic Communities (EAC, ECOWAS, IGAD, SACU and SADC), and 6 from Asia, the Pacific, and Latin America and the Caribbean. The participation of Focal Points from African countries was made possible by the financial support of Afreximbank.

of the Tracker in the implementation of their respective national e-commerce strategies and plans, strengthening

stakeholder collaboration, and better aligning national priorities with regional and global e-commerce objectives.¹⁹



An interactive demonstration of the eTrade Reform Tracker during the eTrade capacity-building workshop organized in conjunction with the 7th session of the IGE on E-commerce and the Digital Economy, 9 May 2024, Geneva

Other workshop sessions focused on trade agreements incorporating digital-related provisions and sustainable platforms and e-commerce marketplaces, providing participants with valuable insights, opportunities for experience sharing, and practical knowledge. The event built on the strengths of the *eTrade for all* initiative and the Implementation Support Mechanism

(ISM) by bringing together partners to share information on resources available to countries looking to benefit from the opportunities that the digital economy offers. Among the main messages that emerged from the discussions was that multi-stakeholder partnerships are essential to mobilize political will to drive national efforts to integrate and benefit from the global digital economy.

¹⁹ In the case of Fiji and Solomon Islands, the deployment of the eTrade Reform Tracker will be supported by the Australian Government through the Pacific Digital Economy Programme (PDEP).

The ECDE Programme has produced robust research products, that can help developing countries realize the potential of digitalization and e-commerce for development. Furthermore, tools such as the recently developed eTrade Reform Tracker can also contribute to ensure stronger monitoring of the progress in implementing relevant reforms. As a donor of the ECDE programme, Switzerland is engaged to help developing countries take advantage of digital trade as key driver of the world economy.

— **Ms. Monica Rubiolo, Head of Trade Promotion, Economic Cooperation and Development, State Secretariat for Economic Affairs (SECO), Switzerland**



eTrade Focal Points at the capacity-building workshop organized in conjunction with the 7th session of the IGE on E-commerce and the Digital Economy, 9-10 May 2024, Geneva

Assistance with measuring the digital economy

In 2024, a step-increase was achieved in the numbers of people benefiting from capacity building on measuring the digital economy. Working closely with partners, UNCTAD delivered in-person training to close to 300 participants from National Statistical Offices, Central Banks and other relevant agencies of countries across Africa, Asia, and the Middle East. This represents a three-fold increase in reach compared to 2023, with almost half of participants being women. Activities included:

- A workshop on Measuring E-commerce for Central Asian Countries - with the World Bank;
- Three workshops on Services and Digital Trade Statistics for African and Asian Countries – with the IMF;
- The 5th International Seminar on Big Data for Official Statistics: Measuring the Digital Economy – with the United Nations Statistics Division (UNSD), the UN Global Hub on Big Data and Data Science for Official Statistics, and the National Bureau of Statistics of China as well as the OECD and IMF;
- An international Workshop on Measuring Digital Trade – with UNSD and Bank Indonesia as well as the OECD and IMF; and

- A workshop on Measuring Digital Trade for Arab Countries – with the WTO, IMF and UNESCWA.

The in-person format of these workshops, which are targeted at compilers of trade and economic statistics, maximizes interaction and thereby supports deeper understanding and knowledge transfer. Participant feedback was highly positive while before-and-after testing showed good rates of knowledge improvement.

Online delivery was also used to raise awareness of digital trade concepts and measurement among a wider audience, especially policymakers. Working with UNESCAP and the UN Statistical Institute for Asia Pacific, UNCTAD contributed expertise to two online seminars on measuring digital trade with over 350 participants. The Programme also offered bilateral technical assistance. In 2024, UNCTAD received formal requests from Fiji, Samoa, and Saudi Arabia for support and commenced preparations for working with these countries to establish technical assistance tailored to their widely varying needs.

Empowering women digital entrepreneurs

eTrade for Women: Five Years of Empowering Women Entrepreneurs in the Digital Economy

In 2024, eTrade for Women reached new heights, with its expansion into South Asia, and continued strengthening its efforts to empower women-led digital businesses across other parts of Asia, Africa, Latin America and the Caribbean, the Balkans, and the Arab region. By the end of the year, the initiative had supported over 350 women entrepreneurs from 65 countries and across its 5 regional Communities, to enable them to scale their businesses,

drive digitalization in their ecosystems, and foster more inclusive growth.

Five new eTrade for Women Advocates were appointed, all recognized pioneers in the digital economy and champions of inclusive development. Representing regions across the Global South, they have a proven track record of generating significant social and economic impact through their e-commerce and digital businesses. In their role as UNCTAD Advocates, they work to bring women's voices to the forefront of global policy discussions, advocate for gender-responsive policies, and inspire the next generation of women entrepreneurs.

20²⁴₂₅ ADVOCATES



To equip the new cohort of Advocates with the tools and skills needed for their role, UNCTAD organized a one-week Induction Workshop in Geneva in May, which included engagements with senior UN officials, participation in the 7th session of the [IGE on E-commerce and the Digital Economy](#), and specialized media training. This high-level induction also provided a platform to raise awareness of the Advocates' work on the global stage.

In partnership with the Advocates for French-speaking Africa and South Asia, two in-person Masterclasses

were delivered - in Dakar, Senegal, in April, followed by the first Masterclass for South Asia in New Delhi, India, in December. These empowerment events brought together a total of 43 women entrepreneurs from 15 countries for an intensive four-day programme that included sessions on business scaling, unlocking access to capital, leadership, and breaking down barriers, enhancing their capacity to grow their digital and e-commerce businesses and maximize their positive impact on their communities with industry experts, from the region and beyond.



Participants in the first eTrade for Women Masterclass for South Asia, 2-5 December 2024, New Delhi

To help bridge digital and gender divides, eTrade for Women continued to play a pivotal role in policy dialogue, ensuring that women's perspectives are considered in the formulation of digital economy policies. In 2024, Advocates participated in 13 high-level policy events, including the Feminist Finance Forum hosted by UNESCAP (Bangkok, 7-8 May), the 9th Aid-for-Trade Global Review panel session titled *"From Access to Action: Empowering Women in Digital Trade"*, co-organized by UNCTAD and the Government of Australia (Geneva, 27 June), and a roundtable discussion on *"Seizing the opportunities to*

build an inclusive digital economy" during the high-level week of the 79th session of the United Nations General Assembly (New York, 24 September). At the regional level, eTrade for Women members contributed to seven policy events, such as a workshop to validate the draft National E-commerce Strategy of Côte d'Ivoire (Abidjan, 19-25 June) and consultations on AfCFTA Implementation Strategies (Nairobi, 15-17 January). These engagements reflect the growing recognition of the valuable insights eTrade for Women entrepreneurs can offer in shaping efficient and inclusive digital ecosystems.

Australia is delighted to be a core donor of UNCTAD's E-Commerce and Digital Economy Programme and is pleased to be working with UNCTAD to support countries in our region to achieve their inclusive and sustainable development goals through enhanced access to e-commerce and digital trade. We are particularly proud to be supporting women and micro, small and medium-sized enterprises (MSMEs) to access the benefits of digital trade and e-commerce, and to have helped facilitate the first eTrade for Women Masterclass for South Asia in New Delhi. Empowering women traders and digital entrepreneurs to leverage digital technologies for trade has the potential to unlock new avenues to prosperity for women and girls and to diversify trade in global markets.

— **Mr. James Baxter PSM, Australian Ambassador and Permanent Representative to the WTO, UNCTAD and WIPO**

Building on its gender advocacy and policy work, UNCTAD launched a research study in partnership with two academic institutions: ESCP Business School (France) and GIBS Business School – University of Pretoria (South Africa). This project aims to deepen the understanding of the unique experiences, challenges, and success factors that define the journeys of women digital entrepreneurs. The study is organized around 30 in-depth interviews with eTrade for Women Community members in Africa, as well as a global survey. Preliminary findings will be released in mid-2025, including at the second World Trade Congress on Gender in Geneva.

At the regional level, the initiative consolidated its communities and continued to offer a safe space for more than 350 women digital entrepreneurs at the national and regional level to connect, share experiences, and collaborate. With the support of the 15 Community Leaders (3 for each regional Community), more than 30 business, leadership and networking-oriented events were organized, including 2 in-person regional gatherings in Kenya and Indonesia. The year also saw the adoption of a charter that formalizes the goals and values of the network.

A new online platform dedicated to Community members was launched, serving as a hub to connect, network, share good practices, access valuable resources, and enroll in the eTrade for Women Academy, which provides self-paced training and learning resources tailored to members' specific challenges and needs. Five courses tackling key topics, such as access to finance and design thinking, were attended by 70 women digital entrepreneurs from the 5 regions where the initiative is active.

One of the highlights of the year was the organization, in close collaboration with the Ministry of Commerce of the People's Republic of China, and its Academy for International Business Officials (AIBO) of the first *Workshop on Empowering Women Entrepreneurs from the Global South in E-commerce and Digital Businesses*. This study tour brought together 31 members

from the eTrade for Women Communities, from 12 countries and 4 continents, for a 10-day immersive and customized learning and discovery programme. Participants benefited from knowledge exchange and insight sessions, leadership talks and on-site visits to e-commerce and leading digital enterprises, fostering business connections and gaining a deeper understanding of the Chinese digital landscape. In addition, they had the opportunity to attend the 7th edition of the China International Import Expo (CIIE), the world's largest of its kind.

As eTrade for Women continues to evolve to address the growing and varied challenges of women entrepreneurs in the digital space, it has established itself as a cornerstone of UNCTAD's efforts to create more gender-inclusive digital ecosystems, foster innovation, and promote sustainable economic growth.



Being an entrepreneur is a journey filled with both satisfactions and challenges. It's the excitement of turning an idea into reality, the freedom to create your own path, and the opportunity to inspire others. However, it also comes with unique obstacles, from the gender gap in funding to the added pressures of balancing personal and professional life. On this journey, having supportive and empowering communities is essential. This is where I want to emphasize the invaluable work of eTrade for Women. Through this platform, we have found a space to share experiences, learn from other women entrepreneurs, and access valuable resources that help us grow.

— Ms. Nathalia Garcés Martínez, Founder and CEO, Skilllab,
Colombia – eTrade for Women Community Leader for Latin America
and the Caribbean (2023-2024)





Building consensus

The Global Digital Compact and the Pact for the Future

The Global Digital Compact (GDC) and the Pact for the Future, adopted by the United Nations General Assembly at its 79th session on 20 September 2024, are multilateral initiatives aimed at fostering an inclusive, secure, and equitable digital environment.²⁰ Grounded in the principles of the United Nations Charter and the 2030 Agenda for Sustainable Development, the GDC seeks to address pressing global challenges by bridging digital divides, advancing responsible data governance, and promoting a fair digital economy. It emphasizes multi-stakeholder collaboration to ensure that digital transformation benefits all while upholding sustainable development and human rights.



UNCTAD contributed to the development of the GDC by providing feedback and inputs, leveraging its expertise in supporting the digital economy in developing countries. UNCTAD will also play an active role in implementing the GDC - as a member of the Working Group on Digital Technologies (WGDT), as well as co-lead of the sub-group responsible for Objective 2 of the GDC, which focuses on expanding inclusion in and benefits from the digital economy, and Objective 4, which focuses on advancing responsible, equitable and interoperable data governance approaches. UNCTAD will support the development of the GDC implementation map, a tool designed to monitor progress and ensure accountability across the United Nations system and other stakeholders. The WGDT, with input from UNCTAD, is committed to delivering measurable outcomes, including a High-Level Review of the GDC during the 82nd session of the General Assembly in 2027.

²⁰ See more at <https://www.un.org/digital-emerging-technologies/global-digital-compact>.

Intergovernmental Group of Experts on E-commerce and the Digital Economy

The 7th session of the IGE on E-commerce and the Digital Economy (6-8 May 2024, Geneva) was held in conjunction with the [eTrade capacity-building workshop](#), emphasizing the urgent need for developing countries to build digital readiness amid unabated global crises and rising inequalities. It highlighted the varying impacts of digitalization on countries at different development levels. It noted that while digitalization offers many benefits, challenges like gender inequality, environmental impact, and

data scarcity must be addressed through careful policy formulation. Key actions for impactful implementation include strong governance structures, continuous stakeholder engagement, capacity building, and robust monitoring.

The IGE adopted a set of agreed policy recommendations that underscored the importance of aligning digital development with the Sustainable Development Goals (SDGs) through the GDC and the Pact for the Future. Scaled-up international support and cooperation are essential to leverage global resources and collective action, accelerating digital readiness by addressing disparities in digitalization that impact the SDGs.

*The Intergovernmental Group of Experts on E-commerce and the Digital Economy,
[...]*

- *Encourages the international community and development partners to intensify their collaboration towards bolstering the capacities of countries to design, implement, coordinate and monitor progress on e-commerce enabling reform measures, using tools that are tailored to each country's needs, while ensuring inclusivity and equitable access to benefits for all, including women, youth and vulnerable groups; (agreed)*
- *Encourages UN member States, observers and relevant stakeholders engaged in the consultations on the Global Digital Compact to take into account the recommendations emerging from this meeting in the elaboration of the Compact, to be annexed to the Pact for the Future and adopted at the 2024 UN Summit of the Future; (agreed)*

[...]

Excerpted from the set of policy recommendations agreed at the 7th session of the IGE

Working Group on Measuring E-commerce and the Digital Economy (WG-ECDE)

The 5th meeting of the Working Group (11-12 December 2024, Geneva) once more gathered experts to discuss progress in e-commerce and digital economy measurement by international organizations, the measurement of e-commerce value, non-survey-based measurement of e-commerce and the digital economy, and related capacity building. A total of 105 participants from 38 countries, and 14 international and non-governmental organizations, registered for the meeting, 43% of whom were women.²¹

The meeting, chaired by Singapore, highlighted that despite digitalization and data governance being high on the global agenda, measurement remains challenging in developing countries. A stock-taking exercise by the Partnership on Measuring ICT for Development in 2024 identified many remaining challenges in ICT measurement. For example, data availability of ICT use is still very low in developing countries despite high demand, mostly because there is still very limited funding for regular ICT data collection, either as dedicated ICT surveys or as modules in established surveys. In addition, there is a growing demand for training and technical assistance in measuring e-commerce and the digital economy.

Task Group on Measuring E-commerce Value (TG-eCOM)

The TG-eCOM was established in November 2023 upon the recommendation of the Working Group and endorsement by the IGE, with a view to developing internationally agreed guidelines and recommendations on the value generated through online sales. The group's work gathered speed in 2024, with the August launch of a members-only online platform that hosts meeting materials and records, as well as an online forum for discussions and tools to enable collaborative work.

The TG-eCOM has adopted a continuous process for development of the guidelines and recommendations. Each quarterly meeting facilitates substantive discussion on a given topic bundle from the agreed work plan. Based on points raised during this substantive discussion, the UNCTAD Secretariat produces an initial draft of the associated guidelines and recommendations in time for discussion at the following quarterly meeting (alongside discussion of the next topic bundle). During 2024, initial drafts were completed covering the introduction, user needs for e-commerce value statistics, industry and institutional sector coverage, and on the valuation of e-commerce transactions. These are available online for members to directly edit and comment on. UNCTAD is exploring the development of a web page to share information on the TG-eCOM with external stakeholders. The TG-eCOM was chaired by Singapore in 2024 and will be led by Thailand during 2025.

²¹ The meeting was in-person only due to lack of resources for remote participation, so only an average of 45 participants were present in each session at any given time, with other registered participants accessing the audio stream and audio recordings.

In November, a workshop was held jointly with the OECD Working Party on Digital Economics, Measurement, and Analysis (WPDEMA) to discuss experiences and challenges related to interpreting and operationalizing the OECD 2009 definition of e-commerce and its supporting guidelines. Experts from WPDEMA and TG-eCOM, as well as invited representatives of e-commerce platforms participated.

The workshop concluded that while the definition is robust and adaptable, it could benefit from clearer guidelines on its application. The WPDEMA will revisit the e-commerce definition and related guidelines in the 2025-26 biennium. The joint workshop also highlighted points related specifically to the measurement of e-commerce value, which will be addressed by the TG-eCOM in 2025.



Joint TG-eCOM-WPDEMA workshop on the OECD definition of e-commerce, 15 November 2024, Paris



Fostering collaboration

eTrade for all: connecting the dots

The *eTrade for all* initiative is a global partnership committed to empowering developing countries to better harness the digital transformation for sustainable and inclusive development. Since its inception in 2016 with 15 founding members, the initiative has grown to include 35 international organizations, regional development banks, civil society entities and national agencies as partners with a common vision: connecting the dots for a more inclusive digital economy.



Closely aligned with and guided by the principles of the GDC, particularly principles (f) and (l), the *eTrade for*

all initiative is committed to fostering equitable and meaning inclusion and enhancing partnerships in digital cooperation. Furthermore, the initiative actively supports Objective 1, 21d of the Compact by facilitating multi-stakeholder technical assistance to advance digital transformation in developing countries.

Catalyzer of partnerships

In 2024, *eTrade for all* partners continued to actively contribute to advancing e-commerce and the digital economy in and for developing countries. A total of 22 partners engaged in various UNCTAD-led activities, including 13 partners supporting eTrade Readiness Assessments, e-commerce strategies and their implementation, 9 contributing to eTrade for Women activities, and 12 involved in research, analysis and measurement (Table 1).



Table 1: eTrade for all partners' contributions to UNCTAD-led activities in 2024

Partner	eTrade Readiness	eTrade for Women	Research, analysis and measurement
Commonwealth Secretariat			X
Diplo	X		
ERIA		X	
ICAO	X		
ILO			X
ITC	X	X	X
ITU		X	X
PIF	X		
South Centre	X		
UNCDF	X		
UNCITRAL	X		
UNECA	X		X
UNECE			X
UNECLAC	X		X
UNESCAP		X	X
UNESCWA	X	X	X
UNIDO			X
UPU	X	X	
WBG		X	
WEF			X
WIPO	X	X	
WTO	X	X	X



Several *eTrade for all* partners demonstrated long-term and continued commitment to the initiative's objectives. ERIA continued to support eTrade for Women activities by providing expert and financial support to the Masterclass for South Asia and in-person community gathering in Southeast Asia. WIPO also extended its support to the partnership through specialized learning sessions on intellectual property through the WIPO Academy in the Masterclasses for South Asia and French-speaking Africa. ICAO, ITC, the regional economic commissions, South Centre, UNCDF, UNCITRAL, UPU, and WIPO provided expertise in the peer reviews of the eT Ready reports of Algeria, Mauritania, Timor-Leste, Trinidad and Tobago, and Zimbabwe.

Bridging the knowledge gap

The *eTrade for all* online platform continued to serve as an information hub, offering a curated and regularly updated selection of news, events, courses, podcasts and publications on the digital economy in English, French, and Spanish. In 2024, the platform attracted over 50,000 visitors, with approximately half originating from developing countries. Among the top 25 countries with the

most visitors, 13 were developing countries²². Notably, 56% of visitors were women. 10 editions of the *eTrade for all* newsletter were also released to an audience of close to 5,400 subscribers.

Way forward

The online platform is set for a revamp in 2025, giving it a modernized look, updated functionalities, and narratives aligned with the evolving global digital context. Highlights will include updated partner ID pages, showcasing each partner's mission, vision, core activities, and key projects in e-commerce and the digital economy, as well as e-readiness country profiles offering dynamic, downloadable and sharable country factsheets based on reliable datasets covering the initiative's policy areas.

With partners as the backbone of the initiative, *eTrade for all* will continue to maximize synergies, leverage scarce resources, and combine expertise to bridge digital divides and support developing countries in harnessing the transformative power of the digital economy, including in the implementation of the GDC.

²² By number of visitors: India, China, the Philippines, Nigeria, Mexico, Ethiopia, Kenya, Colombia, Indonesia, Senegal, Pakistan, Benin, and Brazil.

Digital cooperation for development



Like every year, UNCTAD was co-organizer and active participant in the World Summit on the Information Society (WSIS) Forum 2024,

including as co-facilitator with ITC and the UPU of the WSIS action line on e-business. In the frame of the Summit of the Future Action Days, UNCTAD participated in a WSIS/UNGIS side event: “WSIS in Action: Shaping the Future of Digital Cooperation”, co-sponsored by Romania, South Africa, and the United Kingdom.

UNCTAD contributed to the 9th Aid-for-Trade Global Review, co-organizing with Australia a side event “From Access to Action: Empowering Women in Digital Trade”, which identified actionable solutions to turn digitalization into a powerful driver of gender equality in global digital trade. It also took an active part in the WTO Public Forum, where the ECDE Programme contributed to several sessions.

On the occasion of UNCTAD@60, a panel dialogue with thought leaders and decision makers from Saudi Arabia and the United States and moderated by the UN Secretary-General’s Envoy on Technology provided an opportunity to discuss key actions needed to set a course for the digital revolution that works for all people and for the planet.



2024 also marked the 20th anniversary of the Partnership on Measuring ICT for Development, which was founded at UNCTAD XI in Sao Paulo. As part of the Partnership, UNCTAD submitted a report on progress in ICT statistics to the UN Statistical Commission and provided input on the relevance of ICT statistics to the consultation on the Global Digital Compact.

Contributions were also made to the Trade Chapter of the Financing for Sustainable Development Report 2024.

Goals and objectives for 2025 and beyond

The Programme will play an active role in the implementation of the GDC, notably with regard to supporting member States in delivering on the commitments and actions to close digital divides, expand inclusion in and benefits from the digital economy for all, and advance responsible, equitable and interoperable approaches to data governance. This includes support to a dedicated working group to be established under the CSTD, to engage in a comprehensive and inclusive multi-stakeholder dialogue on data governance at all levels as relevant for development. The Programme aims at leveraging the UNCTAD eWeek, its inclusive and multi-stakeholder forum, as a sounding board for GDC implementation, amongst others. A regional edition of the event is planned for 2026.

In the area of e-trade readiness, the Programme's main goals and objectives include new eTrade Readiness Assessments (e.g., for Indonesia) and e-commerce strategies (e.g., for Mauritania), as well as sustained support for their implementation. This will include a review of implementation progress as well as the deployment of the eTrade Reform Tracker, starting with Solomon Islands and Fiji.

The eTrade for Women initiative will continue to contribute to more gender-inclusive digital ecosystems, foster innovation, and promote sustainable economic growth by amplifying the voices of women digital entrepreneurs. In 2025, the initiative will appoint a new Advocate for Latin America and the Caribbean and organize three Masterclasses - in Colombia, Kenya and the Philippines, with the support of the regional Advocates. It will welcome a new cohort of Community Leaders, and the new regional Community for South Asia will pick up speed. Findings from the first research project on the challenges of

women digital entrepreneurs in Africa will be released and disseminated widely at the global and regional level. The initiative will pursue the revamping of its Advisory Board and explore new strategic alliances with foundations and philanthropy outlets.

The Pacific Digital Economy Programme (PDEP) will continue to deliver both country-specific and region-wide capacity-building initiatives, focusing on key areas such as cyberlaw reform, capacity building for national bureaus of statistics, and support for women e-commerce entrepreneurs. Planned activities include assisting Solomon Islands with the development of data privacy and protection legislation, supporting the Fiji Bureau of Statistics in creating a set of digital economy indicators and an accompanying action plan, and organizing a regional workshop on measuring digital trade.

A new technical note will be released, exploring how to break barriers for women's digital entrepreneurship in Africa. Planned statistical database updates include new information on e-commerce and related trade flows. In the area of measuring the digital economy, the Programme will provide technical assistance for the production of statistics in response to country requests and the work on the development of training materials on measuring digital trade will continue. The TG-eCOM is expected to present a first draft of the guidelines on measuring the value of e-commerce.

The 8th session of the IGE on E-commerce and the Digital Economy will be held on 12-14 May 2025 on the topic "Making digitalization work for inclusive and sustainable development". The Programme will organize the 6th meeting of the Working Group on Measuring E-commerce and the Digital Economy, as well as meetings

of the TG-eCOM. It will also support the Digital Economy Working Groups of the G20 and the BRICS under the Presidencies of South Africa and Brazil respectively, as well as contribute to the discussions on digitalization in trade and development envisaged as part of UNCTAD's sixteenth Ministerial Conference to be held in Viet Nam in October.

The Programme will continue to seek synergies with *eTrade for all* and other partners for joint activities and increased impact. As chair of UNGIS in 2025-26, it will also seek to contribute to advancing policy coherence and programme coordination on matters related to information, as well as lend support to the 20-year Review of WSIS implementation (WSIS+20).

Programme management

Human resources

In 2024, the Programme was implemented by a team of 30 staff members, originating from 10 developing and 12 developed countries across all regions. These include 10 staff members funded through UNCTAD's regular budget (RB), 1 on secondment, and 19 funded through extra-budgetary (XB) contributions (including junior professional officers) with contracts of various lengths, as well as 2 interns. Two-thirds of all staff members are women.

The Programme drew on the specific skills and expertise of 23 consultants and 11 individual contractors, 50% of whom are women, 38% represent developing countries and 76% have more than 10 years' experience in their respective fields.

Financial information

ECDE Programme interventions were funded by 12 different partners, for close to \$4.9 million in extra-budgetary funding. About two-thirds of the extra-budgetary resources were provided by 5 core donors – namely Australia, Germany (including both BMZ and GIZ), the Netherlands, Sweden, and Switzerland. Contributions were also received from the European Union and member States through the Joint SDG Fund, the Republic of Korea, China, and three other organizations (Figure 2). Financial and in-kind support was provided by the China International Development Cooperation Agency (CIDCA), the African Export-Import Bank (Afreximbank), the Economic Research Institute for ASEAN and East Asia (ERIA) and Friedrich-Ebert-Stiftung.

The UN's Regular Programme of Technical Cooperation (RPTC) in 2024 covered an estimated \$96,000 of staff personnel costs.

Core Donor Advisory Board



Australian Government

Department of Foreign Affairs and Trade



Ministry of Foreign Affairs of the Netherlands



REGERINGSKANSLIET

Ministry for Foreign Affairs Sweden



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

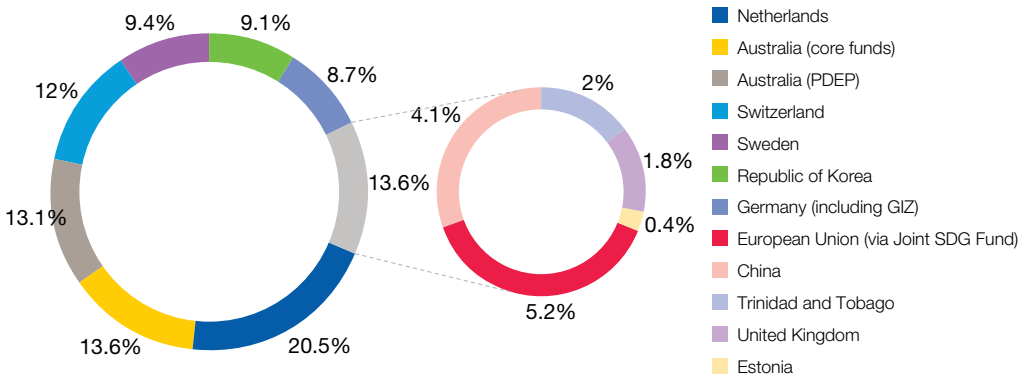
Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

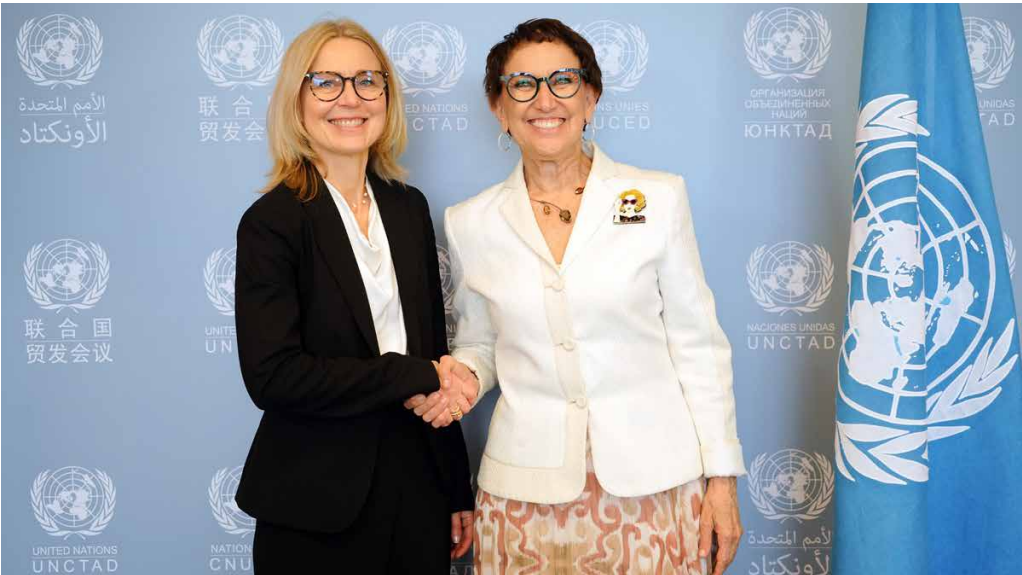
The fourth meeting of the Core Donor Advisory Board (CDAB) was held in May and provided an opportunity to discuss planning for the next ECDE Programme evaluation, among other things. The fifth CDAB meeting is scheduled to take place in the second quarter of 2025.



Figure 2
ECDE Programme funding partners, 2024



Source: UNCTAD. Does not include Afreximbank funding reported in 2023, to be used also in 2024.



Secretary-General Rebeca Grynspan (right), pictured on 6 May at the Palais des Nations, with Ambassador Nina Tornberg, Deputy Permanent Representative of Sweden to the UN office and other international organizations in Geneva

The Programme's total extra-budgetary expenditure in 2024 amounted to just over \$5 million. A breakdown of

obligated extra-budgetary expenditure by programme component and type is provided in Table 2 below.

Table 2: ECDE Programme obligated extra-budgetary expenditure by programme component and type, 2024

2024	Staff personnel (including consultants)	Operating other costs	Travel	Contractual Services	Equipment	Programme support costs	Grand Total
eTrade Readiness	13.91%	0.24%	0.86%	0.83%			15.85%
Pacific Digital Economy Programme	13.11%	0.71%	1.18%	0.76%			15.75%
eTrade for Women	11.93%	0.56%	1.94%	0.21%			14.64%
eTrade for all	10.44%			0.04%	0.07%		10.55%
E-commerce Strategies	8.10%	1.12%	0.94%	0.27%			10.43%
eWeek		4.39%	0.56%	1.88%			6.83%
Management (including M&E)	5.35%	0.04%	0.07%	0.14%			5.59%
Measurement	4.48%	0.01%	0.29%	0.17%			4.95%
Research	2.84%		0.10%	0.65%			3.59%
Intergovernmental Group of Experts			0.44%	0.86%			1.30%
Programme support costs						10.51%	10.51%
Grand Total	70.16%	7.08%	6.38%	5.80%	0.07%	10.51%	100.00%

Source: UNCTAD; ECDE Programme's own analysis.

Communicating for impact

In 2024, the Programme strengthened its strategic approach to communications and outreach to enhance visibility and raise awareness of its objectives and achievements, in line with the organizational communications strategy and plans following the UNCTAD rebranding exercise. These efforts positioned the Programme as the go-to place for support to harnessing the digital transformation for more sustainable and inclusive development outcomes.

Informed by industry best practices and lessons learnt from other international organizations, the Programme diversified its content to engage diverse audiences and better showcase its work. Educational materials featuring facts and figures from flagship publications, collaborative opportunities, and announcements of new initiatives were complemented by dynamic formats such as design visuals, infographics, and short videos. These formats brought to life inspirational stories and behind-the-scenes insights from workshops and events.

Proactive engagement with key partners and other stakeholders strengthened the Programme's reach. Regular posting, active community management, and cross-engagement with other UN agencies further amplified our message. These efforts were underpinned by continuous monitoring of metrics, ensuring that strategies are regularly reviewed and optimized for maximum impact.

Monitoring, evaluation and transparency

An independent evaluation of the ECDE Programme began in November, to be completed in early 2025. The evaluation covers the three-year period from 2022 to 2024 and will include an assessment of progress since the previous evaluation as well as strategic recommendations for programme development.²³

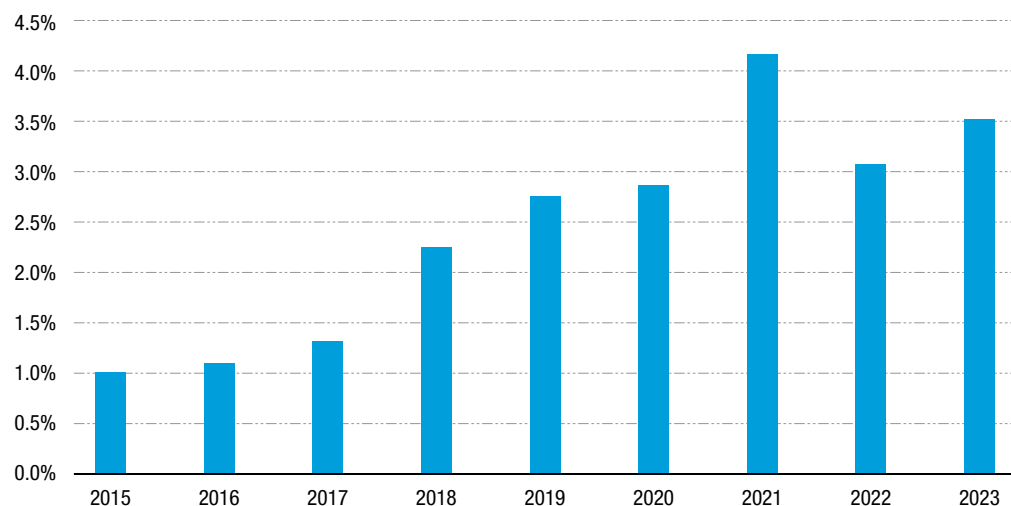
The Programme contributed to the 9th Aid-for-Trade Monitoring and Evaluation Exercise, which included, for the first time, questions on e-commerce and digital trade among the list of donors' and partner countries' priorities. E-commerce and digital trade were highlighted as priority Aid-for-Trade topics by as many as 81% of both the donors and partner countries that participated in the exercise, underscoring the importance of the area in both groups' trade and development strategies. The monitoring exercise found that while participation in the digital economy was identified as a route to better export performance, the digital divide, both with respect to hard and soft infrastructure, remained a limiting factor.²⁴ E-commerce and digital trade were emphasized by Aid-for-Trade stakeholders as sectors requiring future support.

Against this background, new data on Aid-for-Trade revealed that although commitments to the ICT sector in 2023 reached the highest recorded level in absolute terms (close to USD 2.25 billion), their share of total Aid-for-Trade commitments (3.5%) remained below the peak of 4.1% observed in 2021, in the midst of the COVID-19 pandemic (Figure 3).

²³ See https://unctad.org/system/files/official-document/osginf2022d5_en.pdf.

²⁴ See https://www.wto.org/english/res_e/booksp_e/a4tatglance2024_e.pdf.

Figure 3
Share (%) of Aid-for-Trade commitments to the ICT sector, 2015-2023²⁵



Source: UNCTAD, based on data provided by the OECD.

To enhance transparency of activities and results, in December the Programme initiated reporting in the International Aid Transparency Initiative (IATI) data standard. This first set of data published on the IATI registry by the ECDE Programme marked the beginning of UNCTAD's journey with IATI. The data reference activities published by the Programme's funding partners, thereby enhancing network transparency and enabling further analysis.

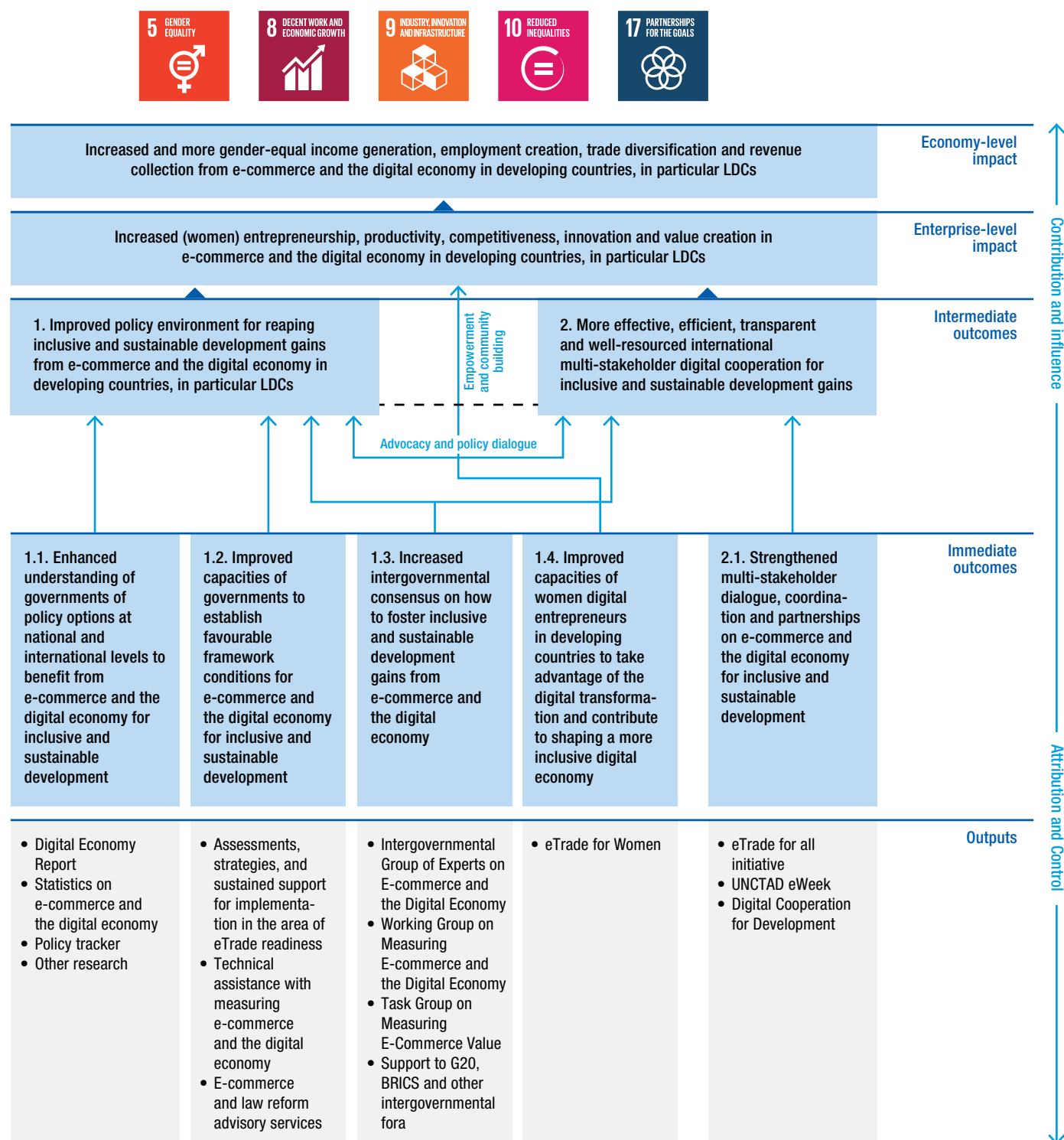


²⁵ Based on OECD CRS purpose codes 22010, 22020 and 22040.



Annexes

Annex 1. ECDE Programme Results Framework



Annex 2. ECDE Programme results indicators, 2024

Expected results	Indicators	Quantitative/ qualitative	Baseline 2024	Target 2027
IMPACT (economy-level) Increased and more gender-equal income generation, employment creation, trade diversification and revenue collection from e-commerce and the digital economy in developing countries, in particular LDCs	Share (%) of digitally deliverable services in total services exports (disaggregated by development status (developed/developing/LDC), and/or special categories (SIDS/LLDCs))	Quant	See table A below	N/A
	Proportion of individuals (age 15+) using a mobile phone or the Internet to buy something online (latest available year, disaggregated by development status (developed/developing/LDC), and/or special categories (SIDS/LLDCs), sex)	Quant	See Table B below ²⁶	N/A
	[ICT 1] Proportion of total business sector workforce involved in the ICT sector (disaggregated by country)	Quant	See Table C below for developing countries ²⁷	N/A
	[ICT 2] Value added in the ICT sector as a percentage of total business sector value added (disaggregated by country)	Quant	See Table C below for developing countries ²⁸	N/A
IMPACT (enterprise-level) Increased (women) entrepreneurship, productivity, competitiveness, innovation and value creation in e-commerce and the digital economy in developing countries, in particular LDCs	[B7] Proportion (%) of businesses receiving orders over the internet (disaggregated by country)	Quant	See Table D below for developing countries ²⁹	N/A
	[B12_idel] Proportion (%) of businesses using the internet for delivering products online (disaggregated by country)	Quant	See Table D below for developing countries ³⁰	N/A
	Impact stories from the eTrade for Women Community	Qual	0	15

²⁶ Based on data from the World Bank's Global Findex Database, 2021 release (latest available).

²⁷ Data are only available for a handful of developing countries. Based on UNCTAD's Survey to National Statistical Offices 2021, 2023 and 2024. If a country reported data in more than one data collection round, only the latest available data are shown. Reference years vary and so does coverage; data are therefore not directly comparable. Only data not older than 5 years (according to the reference year) are shown.

²⁸ Ibid.

²⁹ Ibid.

³⁰ Ibid.

Expected results	Indicators	Quantitative/ qualitative	Baseline 2024	Target 2027
INTERMEDIATE OUTCOME 1: Improved policy environment for reaping inclusive and sustainable development gains from e-commerce and the digital economy in developing countries, in particular LDCs	Share (%) of countries that have adopted laws and regulations related to e-commerce (disaggregated by law area and development status (developing/LDC) ³¹	Quant		
	Developing economies			
	E-transaction		86%	N/A
	Protection of consumers online		75%	N/A
	Privacy and data protection		72%	N/A
	Cybercrime		83%	N/A
	LDCs			
	E-transaction		78%	N/A
	Protection of consumers online		67%	N/A
	Privacy and data protection		53%	N/A
	Cybercrime		69%	N/A
	Number of countries reporting progress in implementing measures recommended by eTrade Readiness Assessments and/or e-commerce strategies and action plans (disaggregated by developing/LDC) and/or special categories (SIDS/LLDCs)	Quant	25 ³²	30 (cumulative)
	Developing economies		25	
	LDCs		22	
	SIDS		11	
	LLDCs		11	
	Evidence of mainstreaming cross-cutting issues (e.g., gender equality, disability inclusion, environmental sustainability) in the implementation of e-trade policy recommendations	Qual	N/A	N/A

³¹ Based on data from the UNCTAD Global Cyberlaw Tracker. Baseline shows 2023 figures, 2024 data forthcoming.

³² Based on the findings of the Fast-tracking implementation of eTrade Readiness Assessments - Third edition.

Expected results	Indicators	Quantitative/ qualitative	Baseline 2024	Target 2027
INTERMEDIATE OUTCOME 1: Improved policy environment for reaping inclusive and sustainable development gains from e-commerce and the digital economy in developing countries, in particular LDCs	Number and share (%) of countries that make data related to e-commerce and the digital economy available for inclusion in UNCTAD's statistical database ³³ (disaggregated by developed /developing/LDC), and/or special categories (SIDS/LLDCs))	Quant		
	<i>Developed economies</i>		44 (85%)	44 (cumulative)
	<i>Developing economies</i>		19 (13%)	25 (cumulative)
	<i>LDCs</i>		1 (2%)	3 (cumulative)
	<i>SIDS</i>		3 (8%)	6 (cumulative)
	<i>LLDCs</i>		2 (6%)	4 (cumulative)
IMMEDIATE OUTCOME 1.1: Enhanced understanding of governments of policy options at national and international levels to benefit from e-commerce and the digital economy for inclusive and sustainable development	Number of publication downloads per year (disaggregated by publication category) ³⁴	Quant	44K	150K
	Digital Economy Report 2024		38K	
	Technical notes		3K	
	eTrade Readiness Assessments		2K	
	Other		2K	
	Evidence of uptake of ECDE research and analysis by member States, international policy fora (e.g., G20, BRICS, etc.) and academia	Qual	N/A	N/A

³³ Countries include both those that responded to UNCTAD's Survey to National Statistical Offices (2021, 2023 and 2024) and those for which data are provided by Eurostat and/or the OECD. Countries providing data older than 5 years (according to the reference year) are excluded.

³⁴ Covers publications released in 2024 or after.

Expected results	Indicators	Quantitative/ qualitative	Baseline 2024	Target 2027
IMMEDIATE OUTCOME 1.1: Enhanced understanding of governments of policy options at national and international levels to benefit from e-commerce and the digital economy for inclusive and sustainable development	Evidence of UNCTAD's work on e-commerce and the digital economy being accorded media (including traditional and social media) coverage in countries at different levels of development	Qual	N/A	N/A
IMMEDIATE OUTCOME 1.2: Improved capacities of governments to establish favorable framework conditions for e-commerce and the digital economy for inclusive and sustainable development	Number of countries engaging in technical cooperation and/or capacity-building activities delivered or co-organized by UNCTAD per year (disaggregated by development status (developing/LDC), and/or special categories (SIDS/LLDCs))	Quant	87 (cumulative) ³⁵	100 (cumulative)
	<i>Developed economies</i>		6	N/A
	<i>Developing - Africa</i>		37	42 (cumulative)
	<i>Developing - Asia and Oceania</i>		42	45 (cumulative)
	<i>Developing - Latin America and the Caribbean</i>		2	7 (cumulative)
	<i>LDCs</i>		28	30 (cumulative)
	<i>SIDS</i>		11	14 (cumulative)
	<i>LLDCs</i>		19	23 (cumulative)
	Evidence of countries engaging in technical cooperation rating UNCTAD's assistance as useful to enhance the government's capacities	Qual	N/A	N/A

³⁵ Includes countries that benefited from joint capacity-building activities in collaboration with various partners (e.g., IMF, OECD, the World Bank, WTO, UNSD and UN regional commissions).

Expected results	Indicators	Quantitative/ qualitative	Baseline 2024	Target 2027
IMMEDIATE OUTCOME 1.2: Improved capacities of governments to establish favorable framework conditions for e-commerce and the digital economy for inclusive and sustainable development	Number of participants benefiting from capacity-building activities delivered or co-organized by UNCTAD per year (disaggregated by activity, sex)	Quant	446 (211 women)	800 (cumulative)
	eTrade Readiness ³⁶		28 (8 women)	100 (cumulative)
	Measurement (including joint activities with partners, in-person as well as online delivery)		418 (203 women)	700 (cumulative)
	Share (%) of participants benefiting from capacity building activities delivered or co-organized by UNCTAD reporting improved capacities per year (disaggregated by activity, sex)	Quant		
	eTrade Readiness ³⁷		100%	90%
	Measurement (including joint activities with partners, in-person as well as online delivery)		97%	90%
IMMEDIATE OUTCOME 1.3: Increased intergovernmental consensus on how to foster inclusive and sustainable development gains from e-commerce and the digital economy	Number of member States participating in IGE sessions	Quant	77	N/A
	Share (%) of member State respondents who agree that the deliberations enabled consensus to be reached on policy recommendations	Quant	95%	90%
	Number of member States participating in WG meetings	Quant	38	N/A
	Share (%) of member State respondents who agree that the meeting provided useful information on the latest methodological guidance	Quant	100%	90%
IMMEDIATE OUTCOME 1.4: Improved capacities of women digital entrepreneurs in developing countries to take advantage of the digital transformation and contribute to shaping a more inclusive digital economy	Number of women digital entrepreneurs participating in eTrade for Women empowerment, community-building and policy-related activities (Masterclasses, workshops, and other training sessions)	Quant	100	700

³⁶ Includes eTrade Readiness Assessments, E-commerce Strategies/Action Plans/Policies, and sustained support for their implementation.

³⁷ Ibid.

Expected results	Indicators	Quantitative/ qualitative	Baseline 2024	Target 2027
IMMEDIATE OUTCOME 1.4: Improved capacities of women digital entrepreneurs in developing countries to take advantage of the digital transformation and contribute to shaping a more inclusive digital economy	Share (%) of women digital entrepreneurs benefiting from eTrade for Women empowerment and community building activities reporting improved capacities to lead, grow their business and/or engage in policy dialogue	Quant and qual	80%	80%
	Number of advocacy actions (participation in high-level events, policy dialogues) undertaken by women digital entrepreneurs from the eTrade for Women network, to change perceptions and raise awareness of the need for greater gender equality in the digital economy	Quant and qual	20	80
INTERMEDIATE OUTCOME 2: More effective, efficient, transparent and well-resourced international multi-stakeholder digital cooperation for inclusive and sustainable development gains	Share (%) of Aid for Trade commitments per year dedicated to the ICT sector (disaggregated by developing/LDC), and/or special categories (SIDS/LLDCs))	Quant	3.5% ³⁸	N/A
	<i>Bilateral commitments</i>		3.3%	
	<i>Developing economies</i>		3.3%	
	<i>LDCs</i>		5.5%	
	<i>SIDS</i>		7.7%	
	<i>LLDCs</i>		6.0%	
	<i>Regional commitments</i>		5.5%	
	<i>Unallocated commitments</i>		3.3%	
IMMEDIATE OUTCOME 2.1: Strengthened multi-stakeholder dialogue, coordination and partnerships on e-commerce and the digital economy for inclusive and sustainable development	Number of UNCTs that report providing support to governments on e-commerce and/or the digital economy	Quant	95 ³⁹	N/A
	Number of eTrade for all partners engaging in joint activities to produce research and analysis, enhance the e-trade readiness of developing countries, empower women in the digital economy per year	Quant	22 (out of 35 partners in 2024)	75% of partners over the period

³⁸ UNCTAD analysis based on data provided by the OECD in March 2025, covering 2023.

³⁹ Based on 2024 data from the United Nations Development Cooperation Office, obtained via IMS C.5.2 – Data & Digital Strategy; C.5.2.1 – Select the areas where the UNCT works [QCPR.2.4.13].

Expected results	Indicators	Quantitative/ qualitative	Baseline 2024	Target 2027
IMMEDIATE OUTCOME 2.1: Strengthened multi-stakeholder dialogue, coordination and partnerships on e-commerce and the digital economy for inclusive and sustainable development	Number of participants in the UNCTAD eWeek (disaggregated by participants' country development status (developed/developing/LDC), sex, type of stakeholders)	Quant	0 (starting 2024)	3,500 (cumulative)
	Number of visitors on the eTrade for all platform per year	Quant	50,000	Baseline + 30%
	Number of subscribers to the eTrade for all newsletter	Quant	5,360	7,000
	eTrade for all newsletter 'open' rate	Quant	29%	30%

Table A: Percentage (%) of digitally deliverable services in total services exports

	Year	Value
Developing economies	2023	46.43
Developed economies	2023	60.59
LDCs (Least developed countries)	2023	17.75
LLDCs (Landlocked developing countries)	2023	21.03
SIDS (Small Island Developing States)	2023	51.5

Source: UNCTADstat 2024

Table B: Proportion of individuals (age 15+) using a mobile phone or the Internet to buy something online (latest available year)

	2021	2021 - women	2021 - men
World	39.0%	38.1%	39.9%
Developed economies	61.6%	61.1%	62.1%
Developing - Africa	6.6%	5.8%	7.5%
Developing - Asia and Oceania	38.1%	38.3%	38.1%
Developing - Latin America and the Caribbean	27.1%	21.7%	32.3%
LDCs	5.8%	5.2%	6.4%
SIDS	26.7%	24.7%	28.8%
LLDCs	7.9%	7.3%	8.6%

Source: World Bank Global Findex Database

Table C: ICT sector core indicators ICT1 and ICT2 (latest available year)

Economy	Variable	Year	Value (%)	Note
Brunei Darus-salam	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2022	3.18	
Colombia	ICT 2: Value added in the ICT sector as a percentage of total business sector value added	2019	3.59	Data include sectors 2670 and 3290.
Costa Rica	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2022	6.06	Data exclude C2620, C2640, C2680.
Ecuador	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2019	4.47	Data refer to the sample and have not been extrapolated to the target population.
Ecuador	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2022	4.86	
Ecuador	ICT 2: Value added in the ICT sector as a percentage of total business sector value added	2022	5.72	
Kenya	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2022	6.76	
Kenya	ICT 2: Value added in the ICT sector as a percentage of total business sector value added	2022	2.38	
Malawi	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2019	1.11	
Malawi	ICT 2: Value added in the ICT sector as a percentage of total business sector value added	2019	7.09	
Malaysia	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2021	8	
Malaysia	ICT 2: Value added in the ICT sector as a percentage of total business sector value added	2021	13.65	
Mauritius	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2023	9.11	Data refer to sectors 4741 - Dealers in computer equipment and 8220 – call centers.
Mauritius	ICT 2: Value added in the ICT sector as a percentage of total business sector value added	2023	7.64	

Economy	Variable	Year	Value (%)	Note
Mexico	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2022	3.06	Data not available for all the requested breakdowns.
Mexico	ICT 2: Value added in the ICT sector as a percentage of total business sector value added	2022	4.03	Base year: 2018. Value added at constant prices.
Singapore	ICT 2: Value added in the ICT sector as a percentage of total business sector value added	2021	21.76	
South Africa	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2020	1.8	
South Africa	ICT 2: Value added in the ICT sector as a percentage of total business sector value added	2020	7.84	
State of Palestine	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2021	1.35	
State of Palestine	ICT 2: Value added in the ICT sector as a percentage of total business sector value added	2021	0	
Tunisia	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2019	5.13	Data not available for certain public enterprises.
Tunisia	ICT 2: Value added in the ICT sector as a percentage of total business sector value added	2019	3.3	Data refer to sectors 2610; 2620; 2630; 2640; 61 and 62 only.
Türkiye	ICT 1: Proportion of total business sector workforce involved in the ICT sector	2019	1.69	
Türkiye	ICT 2: Value added in the ICT sector as a percentage of total business sector value added	2019	4.38	

Source: UNCTADstat 2025

Table D: Core indicators on ICT use in business, all enterprises (latest available year)

Economy	Variable	Year	Value (%)	Note
Dominican Re-public	B7: Proportion of businesses receiving orders over the Internet	2020	25.84	
Dominican Re-public	B12_idel: Proportion of businesses using the Internet for delivering products online	2020	6.61	Data refer to 16+ employees.
Ecuador	B7: Proportion of businesses receiving orders over the Internet	2022	38.7	Data refer to online sales of goods and services.
Ecuador	B12_idel: Proportion of businesses using the Internet for delivering products online	2022	39.21	
Georgia	B7: Proportion of businesses receiving orders over the Internet	2022	3.11	
Indonesia	B12_idel: Proportion of businesses using the Internet for delivering products online	2021	0.79	
Malawi	B12_idel: Proportion of businesses using the Internet for delivering products online	2019	47.89	
Mauritius	B7: Proportion of businesses receiving orders over the Internet	2023	57.04	
Philippines	B7: Proportion of businesses receiving orders over the Internet	2019	4.73	
Philippines	B12_idel: Proportion of businesses using the Internet for delivering products online	2019	17.87	
South Africa	B7: Proportion of businesses receiving orders over the Internet	2021	40.3	Calculated value from breakdowns
State of Palestine	B7: Proportion of businesses receiving orders over the Internet	2021	32.22	
State of Palestine	B12_idel: Proportion of businesses using the Internet for delivering products online	2021	5.73	
Türkiye	B7: Proportion of businesses receiving orders over the Internet	2021	10.67	
United Arab Emirates	B7: Proportion of businesses receiving orders over the Internet	2019	15.45	
United Arab Emirates	B12_idel: Proportion of businesses using the Internet for delivering products online	2019	7.39	

Source: UNCTADstat 2025

Annex 3. List of outstanding requests for assistance, as of March 2025

Country or organization	Title	Request Date	Requesting Institution
Barbados	eTrade Readiness Assessment and a national E-commerce Strategy	21/02/2018	Ministry of Industry, International Business, Commerce & Small Business Development of Barbados
Congo (Democratic Republic of the)	eTrade Readiness Assessment	28/05/2018	Ministry of Foreign Trade of the Democratic Republic of the Congo
Belarus	Analysis of electronic trade regulatory procedures, including electronic transactions & documents exchange, cyber security, customer rights protection in the Net, etc.	27/08/2018	Ministry of Communications and Informatization of the Republic of Belarus
Guinea	eTrade Readiness Assessment	28/12/2018	Ministry of Commerce of the Republic of Guinea
Comoros	eTrade Readiness Assessment	07/02/2019	Ministry of Economy, Investments, in charge of Economic Integration of the Union of the Comoros
Djibouti	eTrade Readiness Assessment	07/02/2019	Ministère de l'Economie et des Finances, en charge de l'Industrie, Republic of Djibouti
Sierra Leone	eTrade Readiness Assessment	12/04/2019	Ministry of Trade and Industry of the Republic of Sierra Leone
Paraguay	E-commerce Strategy	05/07/2019	Ministry of Industry & Commerce, through the Permanent Mission of the Republic of Paraguay
Jamaica	eTrade Readiness Assessment and a national E-commerce Strategy	23/08/2019	Permanent Secretary of the Ministry of Foreign Affairs & Foreign Trade of Jamaica
Kenya	Measuring e-commerce & ICT Satellite Account	29/06/2021	Ministry of Foreign Affairs of the Republic of Kenya, through the Permanent Mission
South Sudan	eTrade Readiness Assessment	24/09/2021	Ministry of Trade and Industry of the Republic of South Sudan

Country or organization	Title	Request Date	Requesting Institution
Panama	Development of the project "Use of ICTs and measuring of electronic commerce as an element of economic statistics"	07/02/2022	Ministry of Commerce and Industry of the Republic of Panama, through the Permanent Mission
Cambodia	Production of sets of data and statistics on digital economy and e-commerce	10/02/2022	Ministry of Commerce of the Kingdom of Cambodia through the Permanent Mission
SACU	Regional E-commerce Framework	20/09/2022	Executive Secretary, SACU
Samoa	Technical assistance for the production of digital economy statistics	27/10/2022	Samoa Bureau of Statistics
Kenya	E-commerce Strategy implementation support	14/08/2023	Ministry of Investments, Trade & Industry, State Department for Trade, Republic of Kenya
Mongolia	E-commerce Strategy and implementation support	17/11/2023	Ministry of Foreign Affairs of Mongolia
Tunisia	E-commerce Strategy of Tunisia	25/01/2024	Ministère du Commerce et Développement des Exportations de la République tunisienne
Kenya	Deployment of the eTrade Reform Tracker	20/06/2024	Ministry of Investments, Trade & Industry, State Department for Trade, Republic of Kenya
Libya	E-commerce Strategy	04/03/2025	Permanent Mission of the State of Libya

Annex 4. List of ECDE Programme key contacts

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