



## **A new multistakeholder initiative to boost global gains from e-trade**

The eTrade for All initiative was launched in Nairobi in July 2016 during the 14th quadrennial Conference of UNCTAD. This global partnership, which addresses the cross-cutting dimensions of e-commerce, seeks to assist developing countries in seizing opportunities offered by e-commerce – a market estimated by UNCTAD to be worth some \$22.1 trillion in 2015.

By providing new opportunities and new markets, online commerce can become a powerful driver of economic growth, inclusive trade and job creation. eTrade for All is a timely and critical undertaking to accelerate e-commerce expansion to promote the achievement of inclusive economic growth and is aligned with the 2030 Agenda for Sustainable Development.



# eTrade for All and the SDGs - Direct impact on:

**8** DECENT WORK AND  
ECONOMIC GROWTH



## TARGET 8.1.

Increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries.

## WHO WE ARE

Effective promotion of e-commerce requires holistic, cross-sectoral and cross-institutional approaches, making collaboration essential. Therefore eTrade for All partners include international organizations, regional development banks and national agencies.

In addition, e-commerce development is conducive to public-private partnerships. To ensure effective public-private dialogue, eTrade for All works in close cooperation with the Business for eTrade Development council, established and managed independently by the private sector.

Current partnering institutions include the African Development Bank, the Enhanced Integrated Framework, E-Residency (Estonia), the International Islamic Trade Finance Corporation, the International Telecommunication Union, the International Trade Centre, the United Nations Conference on Trade and Development, the United Nations Economic Commission for Europe, the United Nations Economic and Social Commission for Asia and the Pacific, the United Nations Economic and Social Commission for Western Asia, the United Nations Social Impact Fund, the Universal Postal Union, the World Bank Group, the World Customs Organization and the World Trade Organization.



Private sector partners currently include the African Alliance for Ecommerce, the Bangladesh Association of Software and Information Services, BiziSol, Burundishop, DHL, eBay, einstituto.org, Fedex, Google, Grasshopper, Impact Enterprises, International Council of Swedish Industry, Kapruka, King and Spalding, Nextrade Group, Paypal, Ringier Africa, Tradekey, UPS, vTex, World Information Technology and Services Alliance and the World SME Forum.

# eTrade for All and the SDGs - Direct impact on:

**17** PARTNERSHIPS  
FOR THE GOALS



## TARGET 17.9.

Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the sustainable development goals, including through North-South, South-South and triangular cooperation.

## WHAT WE DO

Through its knowledge sharing platform currently being developed, eTrade for All will make it easier for developing countries to navigate the supply of technical and financial assistance from partnering institutions. We will work together to raise awareness of opportunities, challenges and potential solutions in their respective activities to leverage e-commerce prospects. They will benefit from the exchange of knowledge and information, and share best practices in respect of e-commerce development. This dedicated platform will at the same time present donors with better information on projects and programmes to potentially fund according to their development priorities.

The initiative will focus on **7 key policy areas** of particular relevance to e-commerce development.



### **E-commerce readiness assessment and strategy formulation**

National assessments are essential to identify strengths and weaknesses in e-commerce readiness, as a basis for formulating relevant policies to harness the power of e-commerce for economic growth and social development.



### **ICT infrastructure and services**

Affordable and reliable ICT infrastructure is of paramount importance to e-commerce. In particular, universal coverage of high-speed broadband, regular upgrading of infrastructures and reduced artificial regulatory barriers should be pursued.



### **Trade logistics and trade facilitation**

An effective and competitive national and international trade environment is vital for achieving effective e-commerce. Effective trade logistics and cross-border facilitation measures are key for the fulfillment of goods-related e-commerce.



### **Payment solutions**

Payment systems are rapidly evolving, opening up new possibilities for consumers and corporate buyers. However, in several countries, cash on delivery remains the preferred option. E-commerce users benefit from an environment where payments can be made safely and easily, using effective solutions involving banking and non-banking operators, with greater interoperability and universal connectivity.



### **Legal and regulatory frameworks**

Security and trust are fundamental for an environment conducive to e-commerce, creating certainty for consumers and businesses alike. Ideally, legal and regulatory frameworks facilitating online trade should strike a balance between trade development and compliance with domestic, regional and international legal instruments. In today's online activities, laws and regulations related to consumer protection, data protection and cybercrime are essential.



### **E-commerce skills development**

In many countries, enterprises as well as policy makers lack capacities and technical skills to harness e-commerce, hampering the uptake of online commerce.



### **Access to financing**

Several economies do not yet provide reliable financing solutions for early stage start-ups and growth-oriented businesses in the e-commerce ecosystem. In order to facilitate the growth of e-commerce and e-trade in developing countries, it is crucial to facilitate the evolution of a robust financial architecture that funds innovation and entrepreneurship at all points across the e-commerce value-chain.

**Contacts:**  
**eTrade 4All@unctad.org**

**eTRADE**   
**FOR ALL**