E-Trade for All

a collaborative initiative to
Unlock the Potential of E-commerce for Developing Countries

Octopus Conference 2016
Strasbourg, 16-18 November 2016

Launched at UNCTAD 14

"We welcome the formal unveiling of the eTrade for All initiative at UNCTAD XIV. It provides a new approach to trade development through electronic exchanges by allowing developing countries to more easily navigate the supply of technical assistance for building capacity in e-commerce readiness and for donors to get a clear picture of programmes that they could fund."   Nairobi Azimio

UNCTAD 14
Nairobi, 17–22 July 2016

eTRADE
FOR ALL

E-Commerce, Trade and Development

- Beginning of the digital era

- Goods and services increasingly traded online

- E-commerce is crucial for SMEs (B2B and B2C) to
  - access new markets (domestic and exports)
  - participate in value chains

- Expanding opportunities as a result of:
  - Improved ICT connectivity
  - New e-commerce platforms and solutions
  - Rise of new e-commerce companies in developing countries

- Transformational → both opportunities and challenges

Global e-commerce is growing rapidly so the cyber risks

- New UNCTAD estimates:
  - B2B in 2015: $20 trillion, up from $15 trillion in 2013
  - B2C in 2015: $2.2 trillion, up from $1.2 trillion in 2013
- Online shoppers in top 10 e-commerce markets: from 600 million (2013) to 850 million (2015)
- Most of this involves domestic sales but cross-border e-commerce is expected to grow fast.
- Recent survey across 24 countries: a majority of global citizens (79%) believe that cyber criminals contribute to increasing concerns about online privacy

Source: UNCTAD, IPSOS, Center for International Governance and Innovation (CIGI), 2016

Many barriers to e-commerce uptake
Urgent need for capacity-building and assistance

- Limited use of the Internet among businesses and consumers
- Lack of awareness among governments and regulators
- Concerns about possible adverse effects
- Insufficient access to affordable ICT infrastructure
- Inadequate trade logistics and facilitation
- **Lack of security and trust in online transactions**
- Inadequate online payment facilities
- Lack of trade finance
- Limited e-commerce skills among enterprises
- Absence of statistical data on e-commerce
- Weak legal and regulatory frameworks

Advances in global e-commerce legislation
But capacity building is still an issue
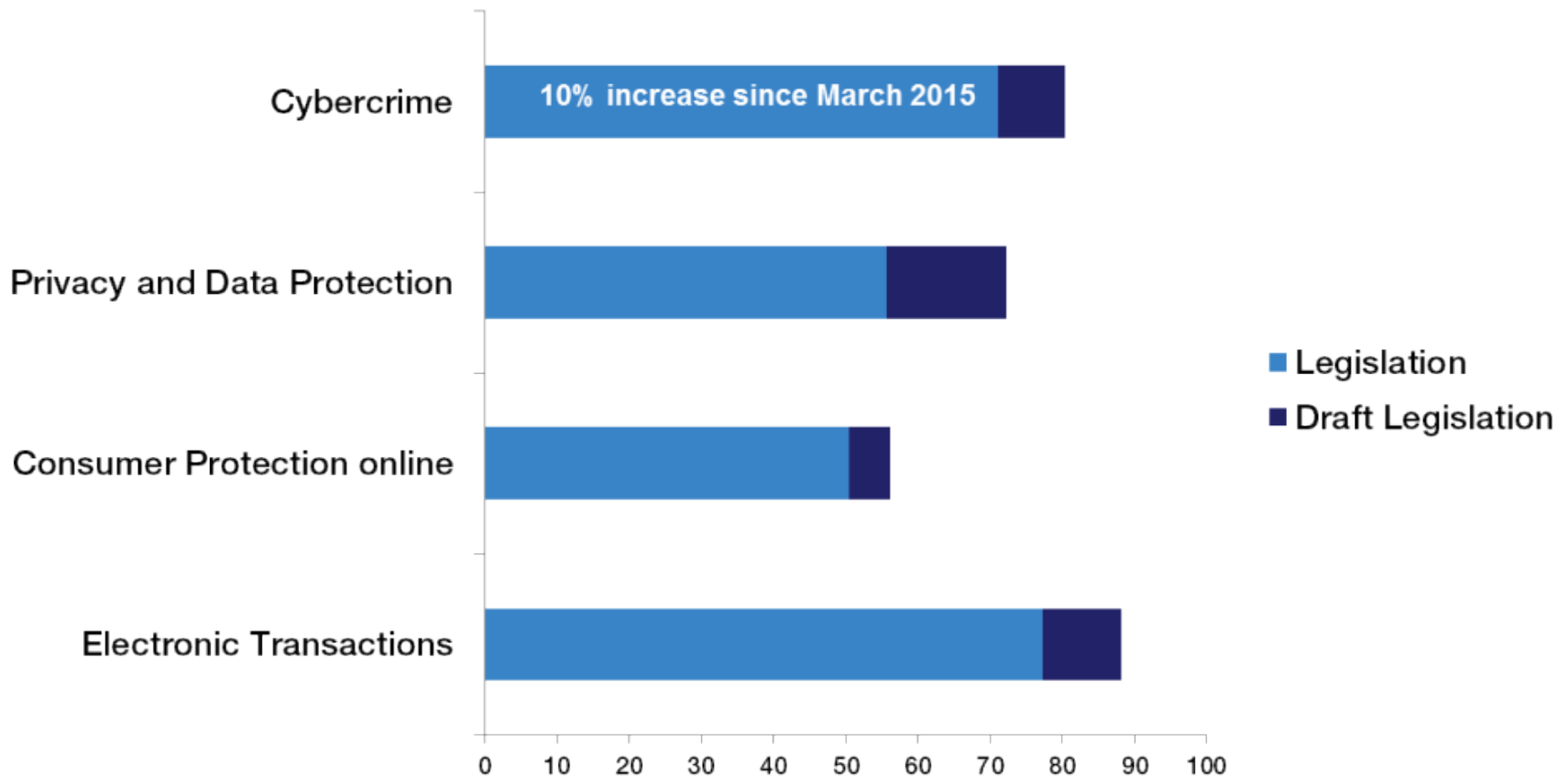
Source: unctad.org/cyberlawtracker (2016)

Purpose and scope of E-Trade for All

- Multi-stakeholder initiative among public and private parties who can contribute to achieving significant improvements in the ability of countries to use and benefit from e-commerce, by:

  - raising awareness of countries' unique opportunities, challenges and constraints to e-commerce;

  - mobilizing and rationalizing available financial and human resources for the implementation of projects that would address those challenges and constraints; and

  - strengthening coherence and synergies among partner activities to further the use and gains from e-commerce in developing countries.

Creating synergies through collaboration

- Developing innovative development solutions to catalyze e-commerce

- Pooling capabilities leveraging each partner's strengths

- Developing joint and complementary initiatives

- Preparing joint studies, surveys and knowledge products

- Drawing on private sector inputs and promoting PPPs

- Sharing data related to e-commerce

- Project evaluation and monitoring to assess "what works"

eTrade For All seven key policy areas

1 E-COMMERCE STRATEGIES

2 ITC INFRASTRUCTURE

3 PAYMENT SOLUTIONS

4 TRADE LOGISTICS

5 E-COMMERCE SKILLS

6 LEGAL FRAMEWORKS

7 ACCESS TO FINANCING

Legal frameworks

E-TRANSACTIONS	UNCITRAL, UNCTAD, others
DATA PROTECTION	UNCTAD, others
CYBERCRIME	WB Cybercrime Toolkit project, UNCTAD, (UNODC, Council of Europe), others
CYBERSECURITY	ITU National Cybersecurity Strategy (and partners), UNCTAD, (OAS), others
CONSUMERS PROTECTION	UNCTAD, (US TFC, ICPEN, Consumers International), others
IDENTITY MANAGEMENT	E-Residency, others
INTELLECTUAL PROPERTY	UNCTAD, (WIPO)

Founding partners

Business for eTrade Development
a Private Sector Advisory Council

Next steps

- Design the eTrade For All Web Platform
- Collate information on the demand for support for e-commerce-related activities among developing countries
- Collate information on projects and programmes that can support e-commerce development
- **E-Commerce Week 24-28 April 2017** :
    - First Global Meeting of the Partners
    - Meeting of the *Business for eTrade Development*
    - Launch of the eTrade For All Web Platform

How to join us?

unctad.org/etrade-for-all
eTrade4All@unctad.org