



# Unlocking the potential of e-commerce in developing countries

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Launched at



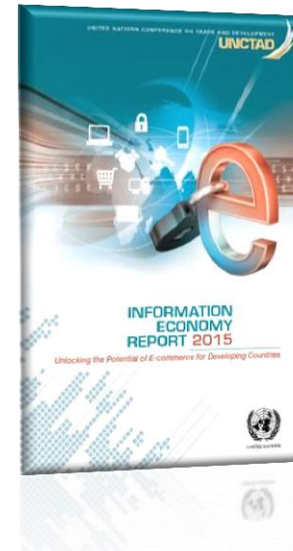
**UNCTAD 14**  
Nairobi, 17–22 July 2016

*“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*

# Origin of E-Trade for All

- Information Economy Report 2015
- Suominen, K. (2014). *Aid for eTrade: Accelerating the E-commerce Revolution in the Developing World*
- FES/UNCTAD workshop (February 2016)
  - Representatives from governments, e-commerce companies and international organizations
  - Produced a ***Call for Action***





# Barriers to e-commerce uptake

*Urgent need for capacity-building and assistance*

- Limited use of the Internet among businesses and consumers
- Lack of awareness
- 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

# Not starting from scratch...

## Key policy areas



# ...but efforts are non-transparent, fragmented and of insufficient scale



## Key policy areas





# Making us Fit for Purpose

- Multi-stakeholder initiative to:
  - raising awareness of e-commerce opportunities and challenges
  - mobilize financial and human resources for address challenges and constraints;
  - enhance transparency and strengthen synergies among partners providing assistance
- Launched in Nairobi, July 2016





E-Commerce  
Strategies

ICT  
Infrastructure

E-Commerce  
Skills



Trade Logistics

Legal  
Frameworks

Payment  
solutions

Access to  
Financing



# Founding partners - at your service



WORLD BANK GROUP



UNITED NATIONS  
UNCTAD



UPU  
UNIVERSAL  
POSTAL  
UNION

WORLD TRADE  
ORGANIZATION



REPUBLIC OF ESTONIA  
E-RESIDENCY



itfc

International  
Islamic Trade  
Finance Corporation



WORLD CUSTOMS ORGANIZATION  
ORGANISATION MONDIALE DES DOUANES



United Nations  
Economic Commission  
for Africa



UNITED NATIONS  
ECONOMIC COMMISSION  
FOR EUROPE



UNITED NATIONS  
الاستقوا  
ESCWA



United Nations  
E S C A P



UNITED NATIONS  
SOCIAL IMPACT FUND





# Business for eTrade Development

*a Private Sector Advisory Council*

KING & SPALDING

Ringier

We inform.  
We entertain.  
We connect.



Burundi Shop





# Link to Agenda 2030

- **E-Trade for All** is a concrete illustration of how to leverage ICTs for the SDGs
- Target 5.b
- Targets 9.1-9.3
- Target 17.11





## Next steps

- Design the eTrade For All Web Portal (September-December 2016)
- 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
- Meeting in Washington DC?
- **E-Commerce Week April 2017:**
  - First Global Meeting of the Partners
  - Meeting of the *Business for eTrade Development*



# More Partners are Joining!



**Save the Date**  
**UNCTAD E-COMMERCE WEEK 2017**  
**24-28 April 2017**  
**Palais des Nations, Geneva**



UNITED NATIONS  
**UNCTAD**