



International  
Trade  
Centre

EXPORT IMPACT  
FOR GOOD

# Linking SMEs to the world of e-commerce

Lessons from the field

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MIKTA Workshop on Electronic Commerce

WTO Room W

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# Stuck outside the shop window



# Consensus for action



# About the barriers



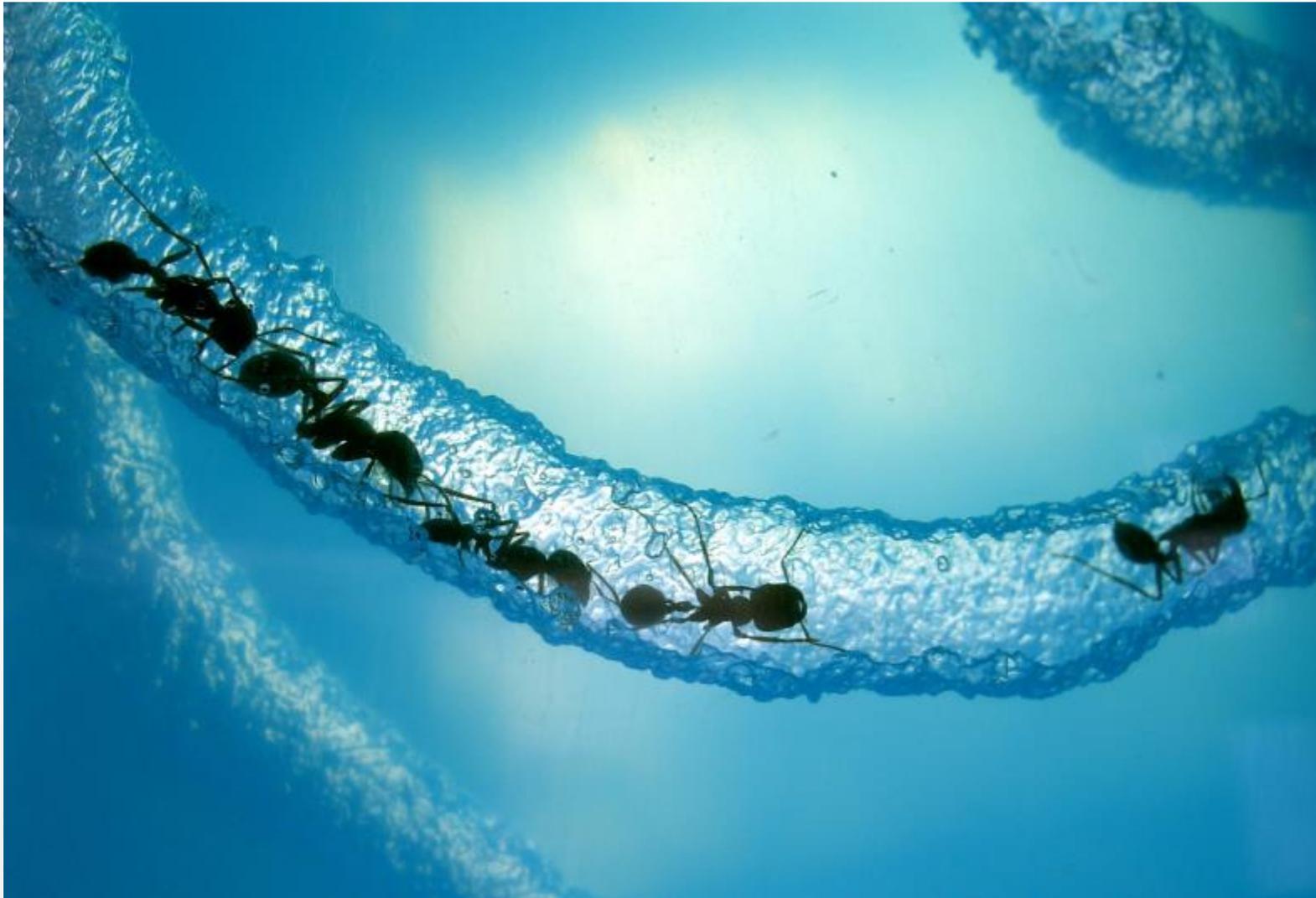
# Angry Birds



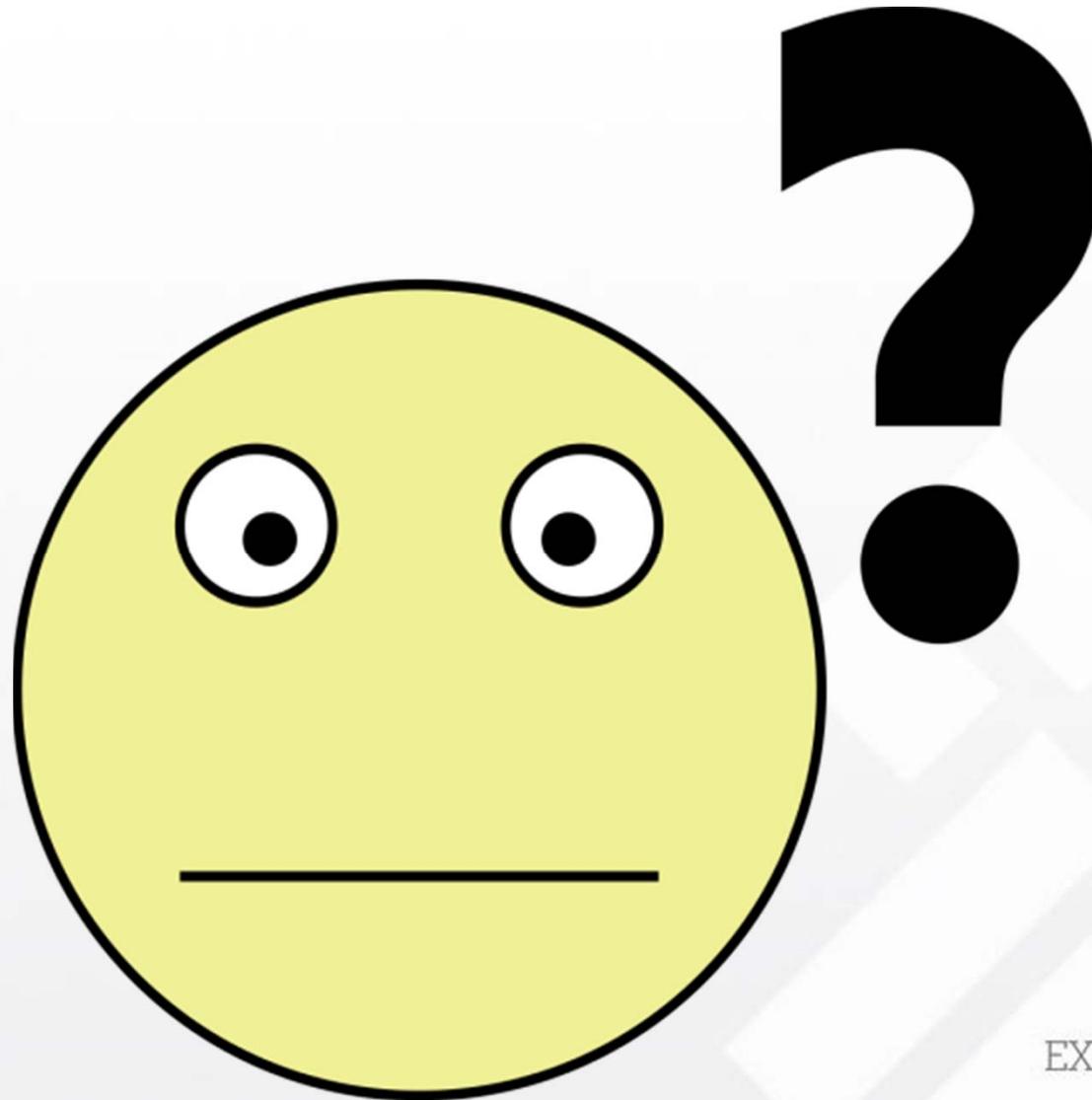
# My sister, who lives in Paris



# United, we are stronger



**We have never heard of you**



# The e-Commerce Caravan

Building the bridge between the physical and digital worlds



# Physical catalog

- The products are available for physical interaction and purchase



# Digital Catalog

- Interactive touch screen totems for browsing/buying products



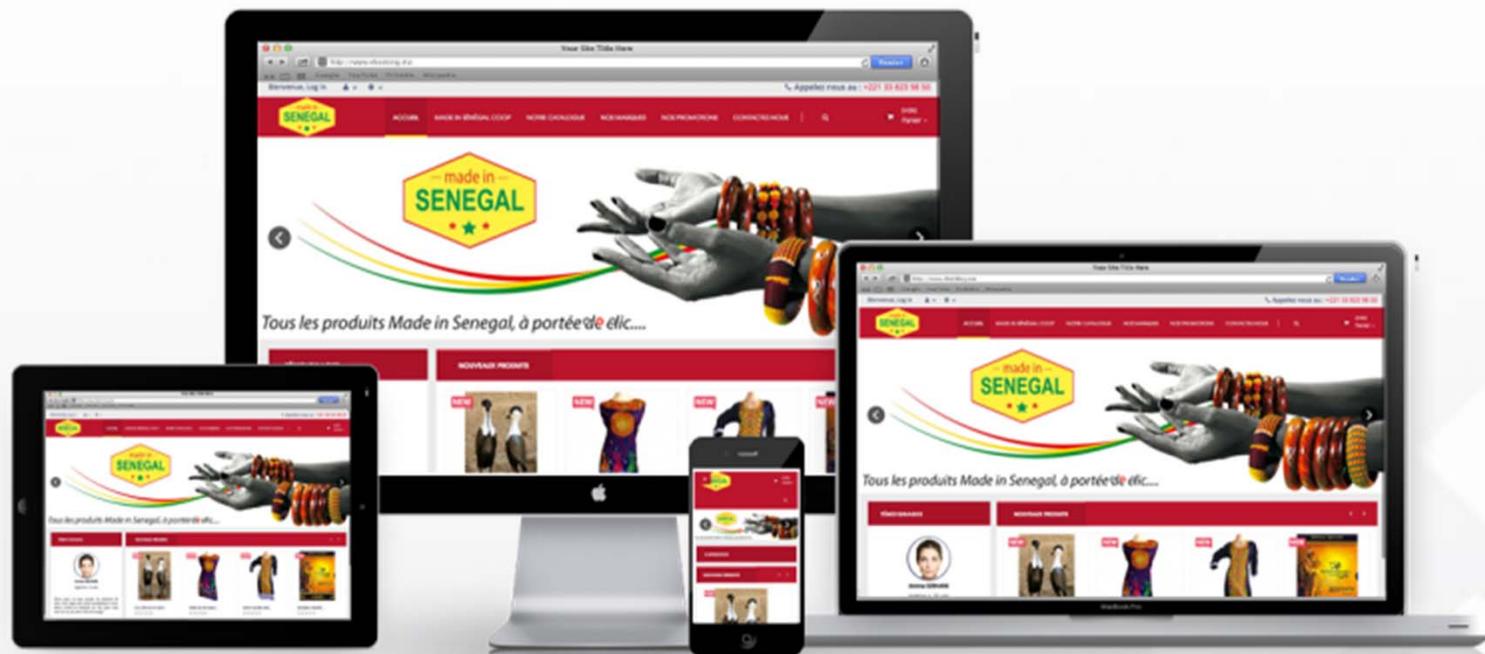
# ePayments & POS

- Orders can be paid in cash or using cards & wireless payments tools





# A new strategic initiative for ITC: the “eSolutions Programme”



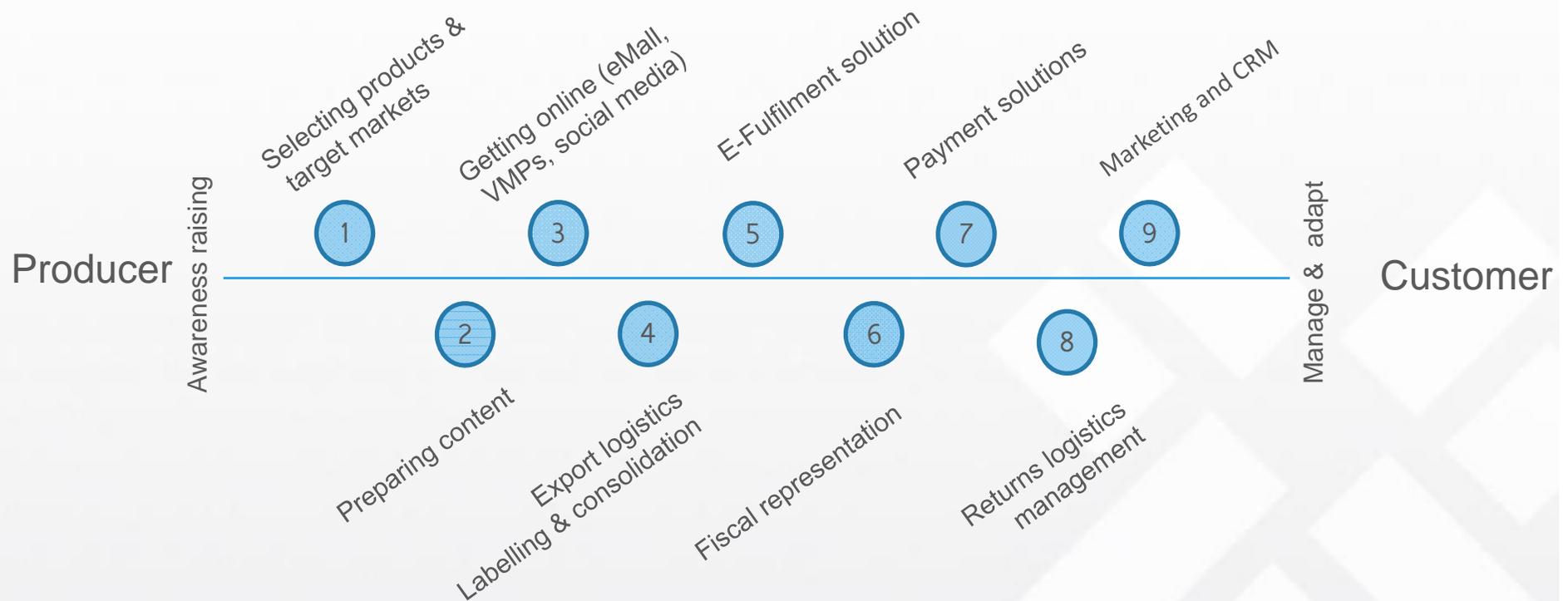
# Appendix



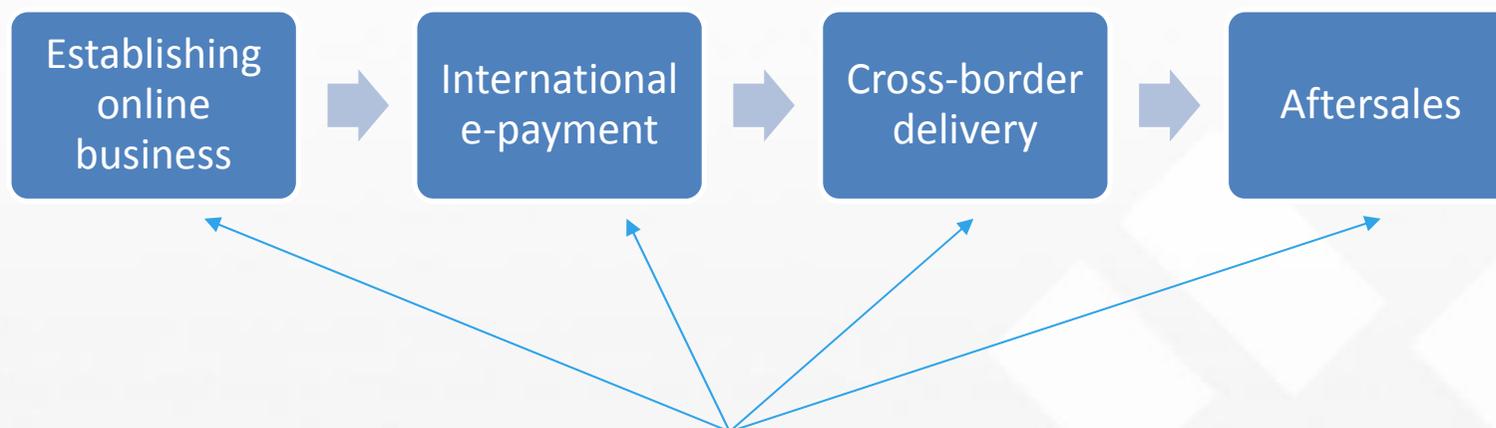
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# The traditional barriers

SMEs in developing and least developed countries do understand the potential of developing their exports through electronic channels. However they encounter great barriers at different levels of the transaction cycle.

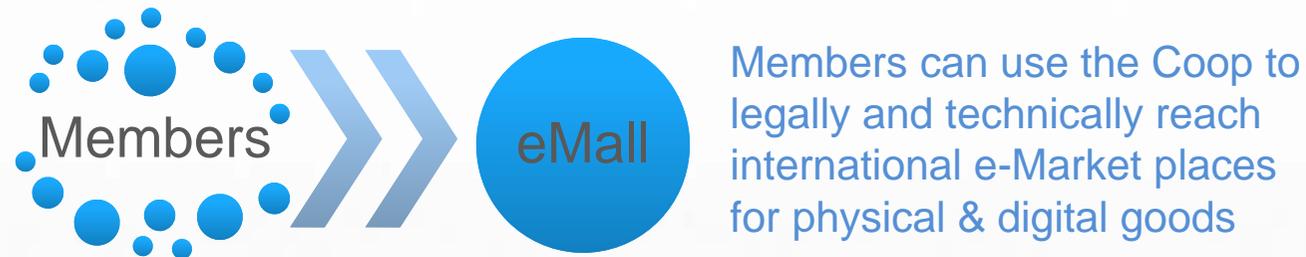


## The “e-commerce chain”



# Replication on Marketplaces

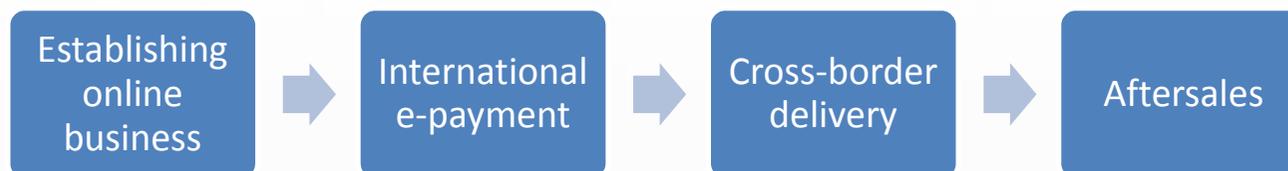
## Mutualizing access to eMarket Places



## Bringing SMEs onto the e-commerce highway: examples of elements on the checklists

| Checklist: e-commerce stage    | Establishing online business      | International e-payment                     | Cross-border delivery                                               | aftersales                                                           |
|--------------------------------|-----------------------------------|---------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------------------|
| Firm-level capabilities        | ✓ Technical knowledge and skills  | ➤ Sign up for encryption solutions          | ➤ Effective warehouse organization (handling multiple small orders) | ➤ Deal directly with customers abroad                                |
| Immediate business environment | ✓ Access to e-commerce platforms  | ✓ Access to third-party e-payment providers | ✓ Access to postal and express delivery services                    | ✓ Mechanisms for recognizing validity of transaction-related records |
| National environment           | ✓ E-signature and e-contract laws | ✓ Cross-border flow of foreign exchange     | ✓ Effective customs                                                 | ✓ Effective consumer protection                                      |

# The e-commerce chain: many things need to be in place for it to function (4 checklists)

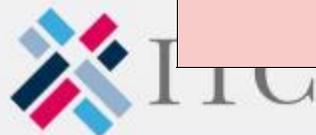


| Checklist: Establishing online business |                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Firm-level capabilities                 | <ul style="list-style-type: none"> <li>✓ Device to connect to Internet</li> <li>✓ Technical knowledge and skills</li> <li>✓ Business knowledge and skills</li> <li>✓ Language skills</li> <li>✓ Ability to create a secure online presence</li> </ul>                                                                                                                                                  |
| Immediate business environment          | <ul style="list-style-type: none"> <li>✓ Affordable access to Internet</li> <li>✓ Access to registration as vendors on online e-commerce platforms</li> <li>✓ Access to skilled labour market</li> </ul>                                                                                                                                                                                               |
| National environment                    | <ul style="list-style-type: none"> <li>✓ Simple business registration process with the local authorities</li> <li>✓ Easy intellectual property (IP) registration and policies addressing IP infringement</li> <li>✓ Solid ICT and electricity infrastructure</li> <li>✓ Successful implementation of e-signatures and e-contracts laws</li> <li>✓ National strategies for e-commerce growth</li> </ul> |

| Checklist: International e-payment |                                                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Firm-level capabilities            | <ul style="list-style-type: none"> <li>✓ Bank account and online banking</li> <li>✓ Sign-up for encryption solutions, e.g. SSL certificate</li> <li>✓ Knowledge of e-payment solutions</li> </ul>                                                                                                                                                                                                         |
| Immediate business environment     | <ul style="list-style-type: none"> <li>✓ Availability of third-party e-payment services provider</li> <li>✓ Links between third-party e-payment services provider and local banks to enable local withdrawals</li> </ul>                                                                                                                                                                                  |
| National environment               | <ul style="list-style-type: none"> <li>✓ Functional financial market in line with international standards</li> <li>✓ Foreign exchange system allowing free convertibility of currency and regulations on the free flow of currency (current account)</li> <li>✓ Adoption of internationally recognized standards</li> <li>✓ Regulations on prevention of online fraud and combating cybercrime</li> </ul> |

| Checklist: Cross-border delivery |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Firm-level capabilities          | <ul style="list-style-type: none"> <li>✓ Effective warehouse organization</li> <li>✓ Secure packaging for delivery of goods</li> <li>✓ Capacity to handle surges in sales during peak periods</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Immediate business environment   | <ul style="list-style-type: none"> <li>✓ Access to postal and express delivery services with tracking ability</li> <li>✓ Access to warehouses and delivery services at destination</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| National environment             | <ul style="list-style-type: none"> <li>✓ Increased transparency on cross-border e-commerce-related customs procedures and rules on the application of duties and taxes</li> <li>✓ Application of simplified customs procedures and expedited customs clearance for small parcels</li> <li>✓ Increased de minimis threshold for import duty exemption to reduce the burden on the customs authorities</li> <li>✓ Mechanisms to ensure freedom and security of cross-border data flows</li> <li>✓ Increased efficiency for connectivity infrastructure (for delivery of goods: road, air transport; for delivery of services: encryption technology, Internet bandwidth)</li> <li>✓ Modernized national postal services to increase efficiency of delivery</li> </ul> |

| Checklist: Aftersales          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Firm-level capabilities        | <ul style="list-style-type: none"> <li>✓ Effective customer feedback mechanism and customer relations management</li> <li>✓ Return or cancellation policies</li> <li>✓ Provision of sufficient information to enable consumers to make informed choices, including information on available forms of redress</li> </ul>                                                                                                                                              |
| Immediate business environment | <ul style="list-style-type: none"> <li>✓ Availability of dispute settlement procedures</li> <li>✓ Mechanisms for recognizing the validity of transaction-related records, including delivery records, chat records with salespersons, etc.</li> </ul>                                                                                                                                                                                                                |
| National environment           | <ul style="list-style-type: none"> <li>✓ Consumer rights and rights enforcement</li> <li>✓ Adequate infrastructure for implementing and monitoring consumer protection policies</li> <li>✓ Appropriate policies for ensuring firms' adherence to national/international standards on consumer protection</li> <li>✓ National initiatives for developing effective online dispute settlement schemes</li> <li>✓ Elimination of duties on returned products</li> </ul> |



## Emerging international cooperation

- Trends and figures
- International rules for e-commerce (WTO, WIPO, UPU, OECD, ICANN, UNCITRAL, etc)
- Capacity building and sharing best practice

## A starting point

- More needs to be done



**A starting point for  
public-private dialogue  
on what, where, when  
and by whom**

## More reading

- <http://www.intracen.org/publication/International-E-Commerce-in-Africa-The-Way-Forward/>

