WTO Workshop on E-Commerce, Development and Small and Medium-sized Enterprises

Cuban Experiences Application

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MINISTERIO DE COMUNICACIONES
REPÚBLICA DE CUBA

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Introduction

According to 2011 data from ITU, Cuba has achieved a remarkable 5th place in the IDI skills sub-index. These indicators are used as a proxy indicators to help capture each country’s level of human capacity and ability to make use ICTs.

Nevertheless, the Cuban Software Industry has been very limited since Enterprises from different nationalities deny the use of components and tools of US software (unilateral measures), following faithfully the absurd and unjust blockade imposed by the Government of the US, even though when we have tried open source code.
Computerization Process

There is the political will in the leadership of the country to advance, in spite of the blockade and the international crises, in the computerization strategy on the way that the resources allow them.

The stated before becomes true in the 5586 Agreement of the Execute Committee of the Council of Ministers which approves the guiding steps for the development in Cuba of the E-Commerce.
How to face the obstacles?

Different studies have proved that for the E Commerce to help developing countries it is necessary to take into account the special characteristic of every country.

Policies are not enough to offer a proper infrastructure, it is necessary to implement projects with founds that make possible reaffirm significant advances in this field.

This represents a challenge for those who establish the national policies.
To deal with the Ecommerce in Cuba

**Disadvantages:**
- Limited resources and infrastructure (network and services)
- Lack of financials pattern
- Lack of spreading the knowledge about the topic

**Advantages:**
- Government will of the development this activities
- Few investments on the aim of improving the infrastructure
- Great amount of skillful professionals
Applications examples

Wholesaler business enterprise
Applications examples

Hotels Booking
Applications examples

CITMATEL and ARTEX E-Commerce Web Site
Applications examples

Mobile recharge service from the outside

Empresa de Telecomunicaciones de Cuba S.A. - Inicio - Windows Internet Explorer

Inicio | Teléfono Móvil | Teléfono Fija | Teléfono Pública | Internet y conectividad | Dirección telefónica | Contacto

Empresa de Telecomunicaciones de Cuba S.A.

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Applications examples

Services Payment (water, electricity and telephone) in the ATM Network

Services payment trough the bank telephone service

"Telebanca, buenos días, digame en qué puedo ayudarlo..."
Applications examples

Habanos cigars payments on line
Challenges in Cuba – E-Commerce

- Development of **informatics tools** in order to ensure the different **operations** such as **warehouses inventories on line**, bank and financial operations, amount others.

- Development and running of **national collection and payment gateway**.

- Establishments of own mechanism for the **security** of the **operations** and the **infrastructure of the public key**.

- Elaboration and approval of **legal instruments** that support the **digital documents** and the **electronic transaction** and other necessary judicial norms.
Conclusions

- Our **countries** can and must **cooperate** among them:
  - In the creation of **Internet Exchange Point** (IXP) to make cheaper the cost of internet access.
  - In the **development** of **applications** of E-commerce.
  - In the **interoperability** and **standardization** of the **technology**.

- Adopt **measures** to address the **difficulties** faced by developing countries in **accessing** ICT in **commercial** and **non-discriminatory terms**.

- In spite of our difficulties the **E-commerce** has **improved** and will **continue** doing it even faster in the coming future.
Thanks