UNLOCKING THE DEVELOPMENT POTENTIAL OF E-COMMERCE

the role of eTrade for All

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Seminar by the Friends of E-Commerce for Development
WTO, Geneva
“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
Founding Partners – at Your Service
Business for eTrade Development
a Private Sector Advisory Council
Key Policy Areas

- E-Commerce Strategies
- ICT Infrastructure
- E-Commerce Skills
- Trade Logistics
- Legal Frameworks
- Payment solutions
- Access to Financing
Cambodia: Current Situation

- Nascent stage of e-commerce - No ICT Strategy yet
- E-commerce readiness: 119th place (out of 137 countries)
- Many consumers do not see "a need" to shop online
- E-commerce only for products otherwise not available
  - 95% of e-commerce: domestic transactions or imports
- ICT connectivity improving
- Cash-based society - no trust in online solutions
- Limited awareness of the value of investing in IT

Cambodia Will Be Asia's Next Online Shopping Battleground
(Forbes, 10 Nov 2016)
Cambodia: Current Barriers

- **Technical and operational factors**
  - availability and price of telecommunications and Internet
  - access to financial services
  - logistical challenges - delivery is inefficient and expensive

- **Socio-economic and cultural factors**
  - lack of consumer trust in online platforms
  - not much faith in quality of products sold on the Internet

- **Legal and regulatory factors:**
  - need for framework of laws and regulations that provides adequate security and protection to consumers and firms alike
Cambodia: Areas for Improvement

Some suggestions made in interviews

- Banking and payments: support online and mobile payments
- Infrastructure: affordable access to IT and electricity
- Logistics: improve "findability" of address locations
- Education and skills: lexicon of e-commerce terms in Khmer
- Legal and regulatory framework: consumer protection
- Private sector development services: skills for innovation
- Gender empowerment: empower women-led association to provide training in e-commerce and e-business
Measuring E-Commerce Readiness

- 7 policy areas
- Relevant indices
  - UNCTAD B2C E-Commerce Index
  - ITU ICT Development Index
  - WEF Networked Readiness Index
- To allow countries an easy way to compare their e-commerce readiness situation
eTrade for All: Next Steps

- Designing the eTrade For All Web Portal
- Developing list of relevant indicators and data
- Needs assessment among developing countries
- Collating information on Partner projects and programmes
- **E-Commerce Week April 2017:**
  - Launch of online platform
  - First Global Meeting of the Partners
  - Link to UNCTAD IGE on E-Commerce and the Digital Economy
- **WTO Aid for Trade Review, July 2017**
Thank You!