E-Commerce and Its Enabling Environment: What Can We Measure? What Do We Need to Find Out?

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The new E-Trade For All Indicators capture many features of the enabling environment for e-commerce

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<th>Cluster</th>
<th>Examples of indicators</th>
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<tr>
<td>ICT Infrastructure and Services</td>
<td>Internet users (per 100 people), fixed broadband internet tariffs (PPP $/month), active mobile broadband subscriptions (per 100 people)</td>
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<td>Payment Solutions</td>
<td>Debit cards, credit cards (% age 15+, % using card in last year)</td>
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<td>Trade Logistics and Trade Facilitation</td>
<td>Mail (% of population having mail delivered at home, postal reliability Logistics (performance on international shipments, tracing and tracking, timeliness)</td>
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<td>E-Commerce Skills Development</td>
<td>% of firms using e-mail to interact with climate and suppliers, B2B ICT use, B2C Internet use</td>
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<td>Legal and Regulatory Frameworks</td>
<td>Existence of legal frameworks for electronic transactions/ e-signatures, data protection/privacy, consumer protection online, cybercrime prevention</td>
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<td>Access to Financing</td>
<td>% of firms constrained by access to finance, % of working capital financed by banks</td>
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<td>E-Commerce Readiness Assessment and Strategy Formulation</td>
<td>Indices of e-commerce readiness (UNCTAD), ICT readiness (ITU), Networked readiness (WEF)</td>
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The share of population > 15 years with a credit card varies widely
In many countries, debit cards are more widely available than credit cards (Also, some people have cards but don’t use them)
The E-Trade For All Indicators will be publicly available shortly

- At the Trade and Competitiveness data portal: http://tcdata360.worldbank.org/
- At the World Integrated Trade Solution: http://wits.worldbank.org
- At the eTrade for All Online Platform (by April 24)
The part of e-commerce we can see shows impressive growth.
But the part we can’t see is a lot

• No publicly available data for e-commerce at all for more than a few dozen countries, most of which are developed
  • And that’s not standardized
  • Much of the data are in private hands, which have different priorities than official statistical agencies

• Very little for wholesale (B-to-B) e-commerce, which is probably much larger than retail (B-to-C) e-commerce

• Little or nothing on whether e-commerce is cross-border or domestic

• Little on what kinds of goods or services involved