

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

Michael J. Ferrantino
The World Bank

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WTO

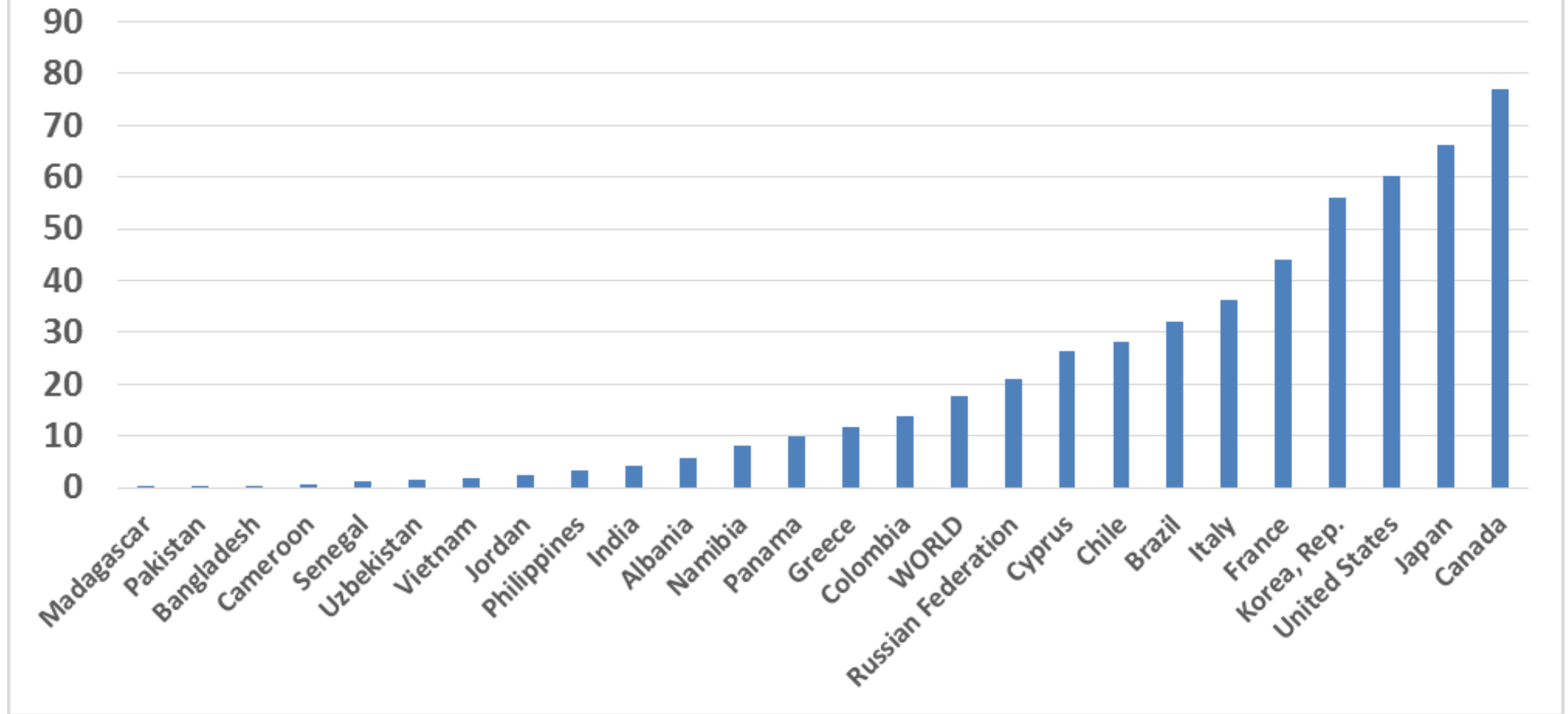
Geneva, Switzerland



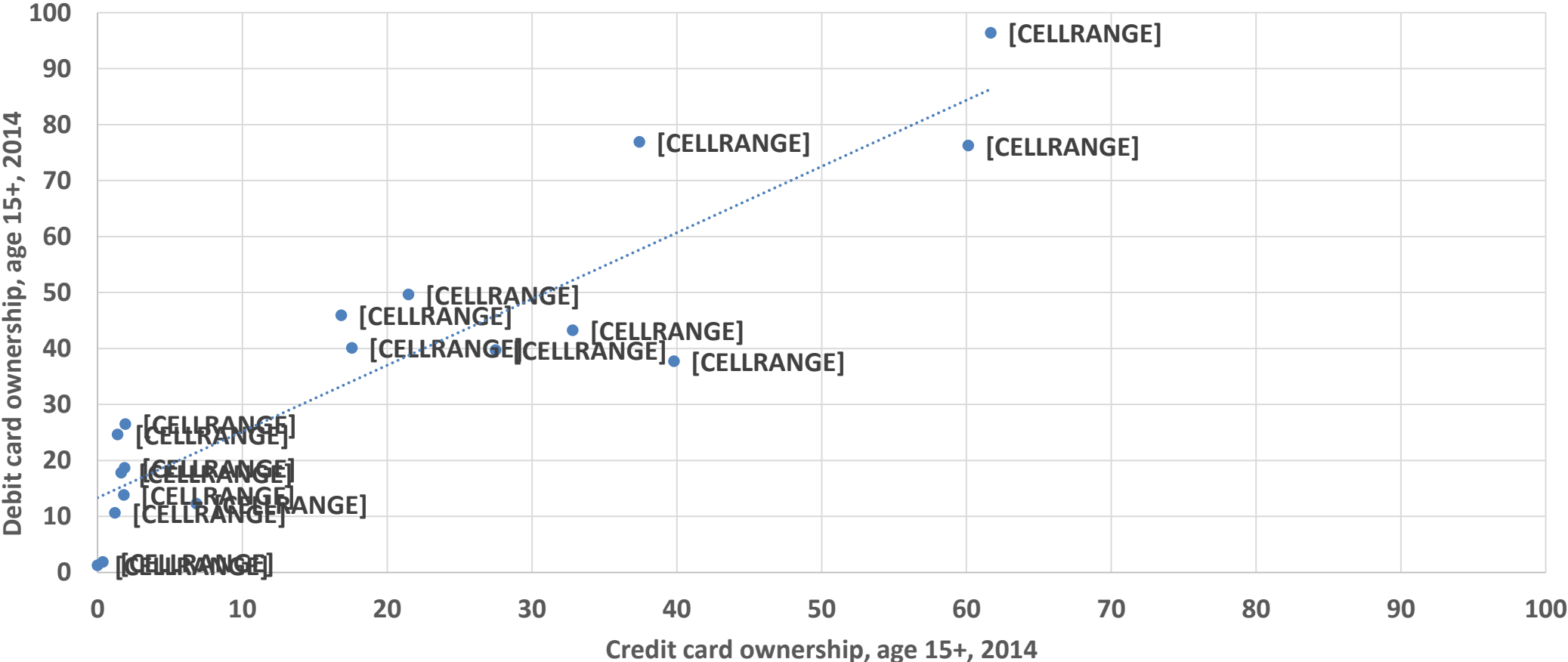
The new E-Trade For All Indicators capture many features of the enabling environment for e-commerce

Cluster	Examples of indicators
ICT Infrastructure and Services	Internet users (per 100 people), fixed broadband internet tariffs (PPP \$/month), active mobile broadband subscriptions (per 100 people)
Payment Solutions	Debit cards, credit cards (% age 15+, % using card in last year)
Trade Logistics and Trade Facilitation	Mail (% of population having mail delivered at home, postal reliability) Logistics (performance on international shipments, tracing and tracking, timeliness)
E-Commerce Skills Development	% of firms using e-mail to interact with clients and suppliers, B2B ICT use, B2C Internet use
Legal and Regulatory Frameworks	Existence of legal frameworks for electronic transactions/ e-signatures, data protection/privacy, consumer protection online, cybercrime prevention
Access to Financing	% of firms constrained by access to finance, % of working capital financed by banks
E-Commerce Readiness Assessment and Strategy Formulation	Indices of e-commerce readiness (UNCTAD), ICT readiness (ITU), Networked readiness (WEF)

The share of population > 15 years with a credit card varies widely



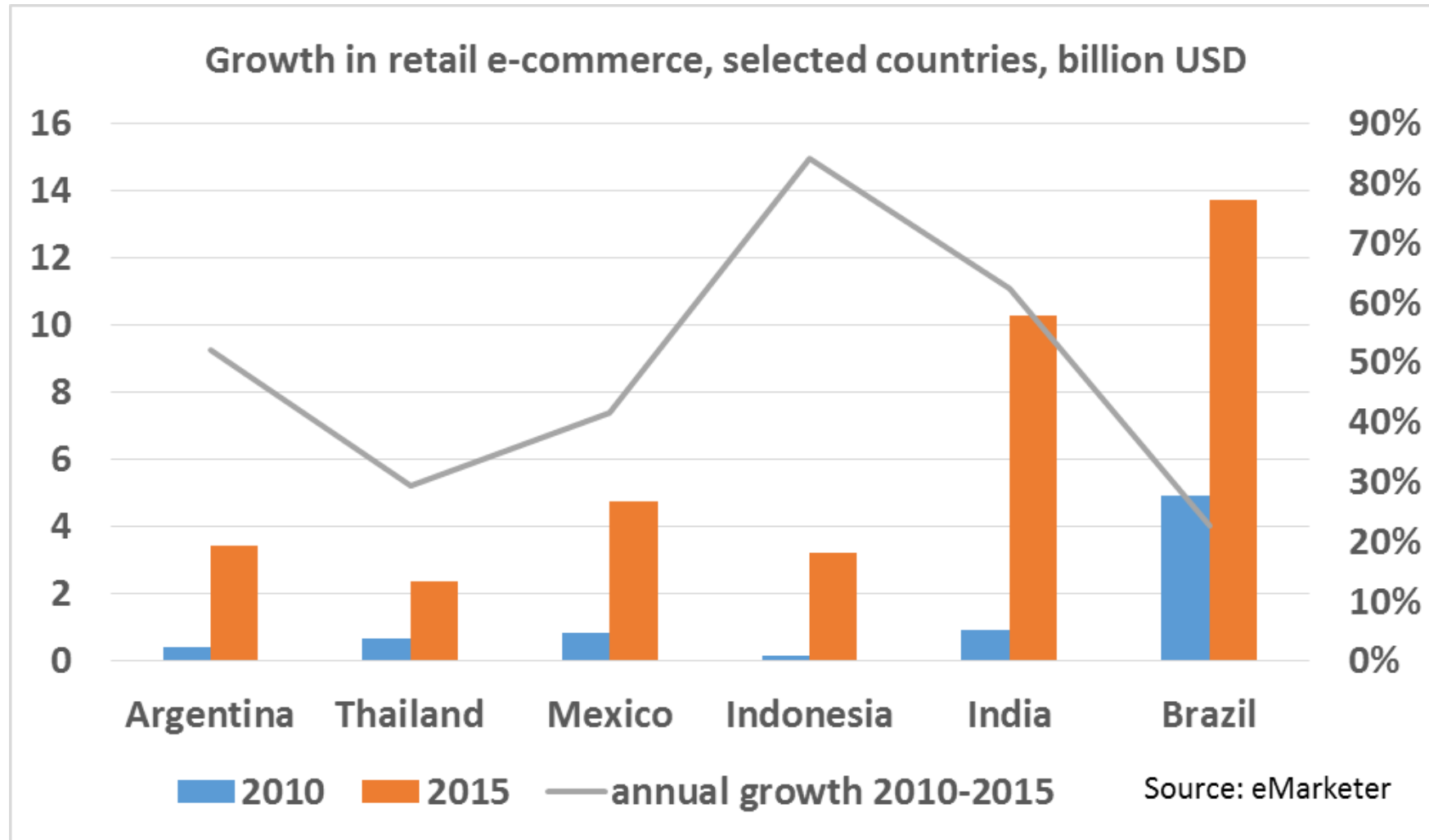
In many countries, debit cards are more widely available than credit cards
(Also, some people have cards but don't use them)



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**