



Bridging the Gaps in eTrade Readiness

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Digital4Development
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ON THE CUSP OF A NEW DIGITAL ECONOMY



The digital evolution has major implications for the implementation of **the 2030 Agenda for Sustainable Development**



Reduced cost
of hard drive storage



Robotics



Artificial intelligence



Internet of Things (IoT)



Cloud computing



Big data analytics



3D printing

BOTH OPPORTUNITIES AND RISKS FOR DEVELOPING COUNTRIES

Opportunities



**Empowerment
of women**



**Greater participation in
global market & value chains**

Risks



**Widening
digital divides**
with increased
income inequality



**Elimination
of jobs
and tasks due to
automation**



**Consumer
protection,
data privacy
& cybercrime**

BOTH OPPORTUNITIES AND RISKS FOR DEVELOPING COUNTRIES



The impacts depend on:

- ▶ the readiness of countries
- ▶ the enterprises and people to take advantage of digitalization

Preparing for the digital economy requires:

a concerted, holistic, cross-sectoral and multi-stakeholder approach to policy making.



Governments



Technical and academic community



International organizations



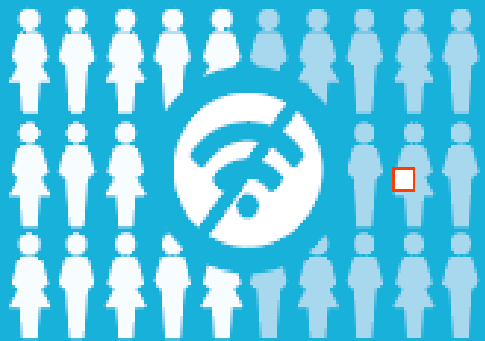
Private sector

THERE ARE MANY DIVIDES

Global connectivity gap

50%
remains
offline

only
1 in 6
in LDCs
is connected



Gender gap

in Internet use is
most pronounced in
developing countries

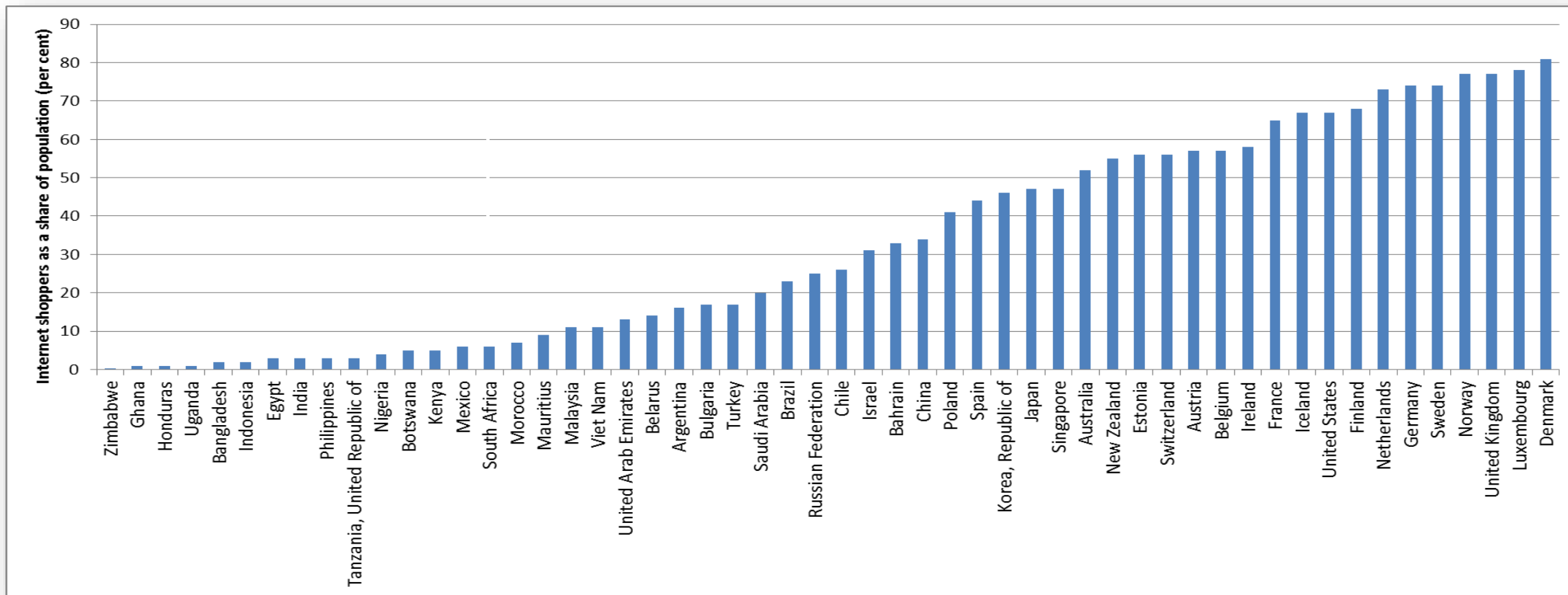


MSMEs are less prepared

to take advantage
of the digital economy



THE E-COMMERCE DIVIDE IS HUGE

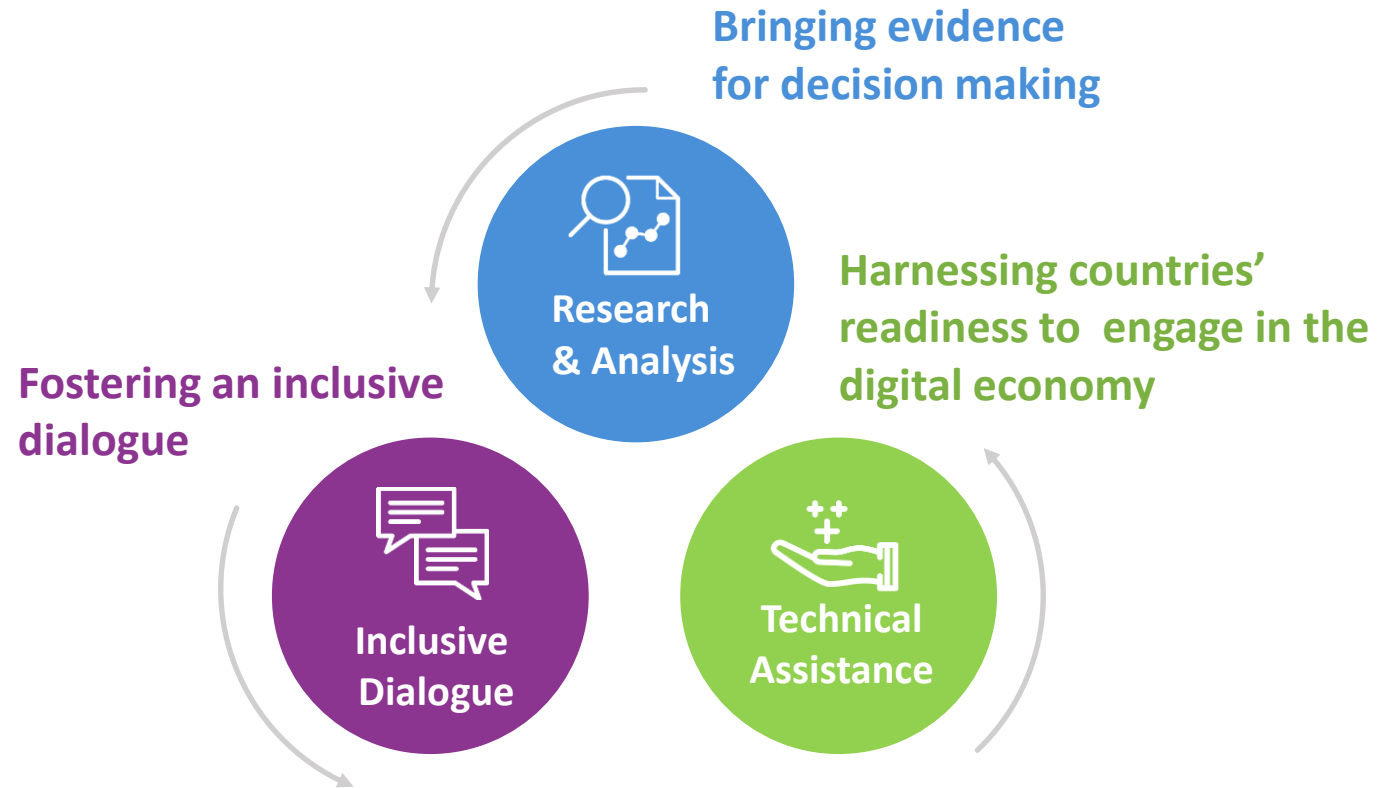


Source: UNCTAD.

7 POLICY AREAS ON ETRADE READINESS



UNCTAD PROGRAMME ON E-COMMERCE AND THE DIGITAL ECONOMY



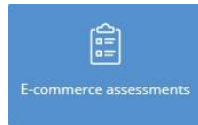
RAPID E-TRADE READINESS ASSESSMENTS



- ❑ To raise awareness of e-commerce opportunities and challenges
- ❑ Focus on **seven key policy areas** of *eTrade for all*
- ❑ Readiness gaps identified and measures proposed to address them – action matrix
- ❑ *Completed*: Bhutan, Burkina Faso, Cambodia, Lao PDR, Liberia, Madagascar, Myanmar, Nepal, Samoa, Senegal, Solomon Islands, Togo, Uganda, Vanuatu, Zambia
- ❑ *Ongoing*: Afghanistan, Bangladesh, Lesotho and Malawi
- ❑ *Planned* in 2019: Benin, Iraq (Non LDC), Kiribati, Mali, Niger, Tanzania and Tuvalu
- ❑ Donors: Germany, Sweden, EIF, ITFC
- ❑ Contributions from eTrade for all partners



COMMON CHALLENGES IN LDCS



Lack of a shared vision and strategy for e-commerce, no statistics!



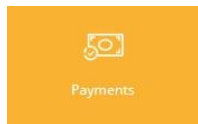
ICT infrastructure is in place in main cities but missing in rural areas



Lack of postal addressing system for the last mile delivery



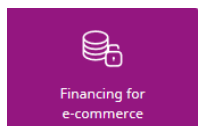
Legal and regulatory framework for e-commerce needs updating *60 developing countries lack data protection legislations*



95% or more of payments for e-commerce are cash on delivery



ICT and other digital skills often not part of national education curriculum



Financing for e-commerce startups perceived as risky by banks and accelerators are often missing

ETRADE FOR ALL IS EXPANDING...



100% growth since 2016



Latest partner to join

DIGITAL POLICY DIALOGUES ARE ESSENTIAL

Africa eCommerce Week in a nutshell



2,100
Registered
Participants
60+
Sessions



1 High level
Dialogue
2 Ministerial
Round Tables



231
Speakers and
moderators



41%
Women

78
Countries
represented

43%

Least
Developed
Countries

87%

African countries
represented



537
Government
representatives



714
Private Sector
representatives



179
Civil Society
representatives



21 out of **29** eTrade for All partners attending
30+ sessions



4,500+
Tweets



150 million
Impressions



200,000
Content Views

Africa eCommerce Week

Online



AFRICAN UNION



UPCOMING DIALOGUE OPPORTUNITIES

eCommerce
Week

1–5 April 2019

Palais des Nations, Geneva



From Digitalization to Development

Intergovernmental Group of Experts on E-commerce and the Digital Economy

3-5 April 2019

"The value and role of data in e-commerce) and the digital economy and its implications for inclusive trade and development."

eCommerce
and the Digital
Economy

Third session



edd European
Development
Days

18-19 June 2019 in Brussels



UNITED NATIONS
UNCTAD

Thank you!