WHAT IS eTRADE FOR ALL?
Launched in July 2016, during the 14th quadrennial Conference of UNCTAD, eTrade for all is a global initiative that helps developing countries engage in and benefit from e-commerce.
By using a multi-stakeholder approach, it connects the dots between beneficiary countries, partners and donors to enable more businesses and people to benefit from e-commerce.
At the heart of the initiative is the eTrade for all online platform, available at etradeforall.org. This new information hub helps developing countries navigate the wealth of technical and financial services they can use to drive development through e-commerce. Through the platform, countries can connect with potential partners, learn about trends and best practices, access up-to-date e-commerce data, and be informed of upcoming e-commerce events.

WHO ARE THE eTRADE FOR ALL PARTNERS?
eTrade for all is a consortium of more than 20 international and regional organizations, national entities and development banks. We work in cooperation with the Business for eTrade Development (business4etrade.org), a private-sector led advisory council that encompasses more than 30 large corporations and small business from both developed and developing countries. Together, we foster inclusive development by promoting the uptake of e-commerce.

E-COMMERCE: OPPORTUNITIES AND CHALLENGES
E-commerce can be a powerful driver of economic growth, inclusive trade and job-creation across the developing world. It can also help micro, small and medium-size enterprises transition from the informal to the formal sector and from domestic to international markets.
However, e-commerce creates challenges as well as opportunities, and many developing countries still face significant barriers to engage in and benefit from its development.

Sources: UNCTAD and ITU
THE eTRADE FOR ALL INITIATIVE CONNECTS 7 KEY POLICY AREAS OF PARTICULAR RELEVANCE TO E-COMMERCE DEVELOPMENT.

**E-commerce readiness assessment and strategy formulation**
An e-commerce readiness assessment is an essential step for developing countries to identify opportunities and bottlenecks. The results can serve as a basis for evidence-based policies to harness the development potential of e-commerce.

**Payments**
E-commerce users thrive when payments can be made safely and easily, using effective solutions involving banking and non-banking operators. By adopting reliable payment systems, developing countries can open up new possibilities for consumers and companies.

**E-commerce skills development**
E-commerce can only be effective if the people managing and engaging with it have the right skills. Training can be offered to government workers, entrepreneurs and SMEs to help them capitalize on e-commerce opportunities.

**ICT infrastructure and services**
An affordable and reliable ICT infrastructure is essential for e-commerce. Many developing countries need support in extending the coverage of affordable, high-speed broadband, regularly upgrading their infrastructures and reducing artificial regulatory barriers.

**Trade logistics**
For e-commerce to develop successfully, it must be supported by an effective and competitive national and international trade environment. This means implementing the right trade logistics and cross-border facilitation measures to promote e-commerce.

**Financing for e-commerce**
To facilitate the growth of e-commerce, developing countries need financial tools to fund innovation, entrepreneurship and start-ups across the entire e-commerce value chain. This means promoting adequate solutions for affordable financing.

**Legal and regulatory frameworks**
Security and trust are fundamental to e-commerce because they reassure both consumers and businesses. This makes it essential for countries to establish laws and regulations related to consumer protection, data protection and cybercrime.

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EFFECTIVELY PROMOTING E-COMMERCE REQUIRES A HOLISTIC, CROSS-SECTORAL AND CROSS-INSTITUTIONAL APPROACH. BY CONNECTING THE DOTS BETWEEN DIFFERENT STAKEHOLDERS AND POLICY AREAS, eTRADE FOR ALL CREATES INCREASED OPPORTUNITIES FOR EVERYONE.

Developing countries

Through the eTrade for all platform, government officials and policy makers can get a clearer view of how to drive development through e-commerce. The platform provides a user-friendly interface to make information easy to find. As a developing country, you can:

- Get a better understanding of opportunities and challenges of e-commerce
- Explore partners’ offers to build your capacities to drive e-commerce for development
- Identify the right development solutions for your needs
- Learn from other countries’ experience
- Connect with potential partners

Partners

For partners, eTrade for all is an additional opportunity to provide clear information about your e-commerce programmes in a user-friendly way – and to be part of a network of partners working together to improve e-commerce services. As partners we:

- Raise awareness of our programmes
- Connect with new audiences
- Exchange, learn and foster synergies with other partners and international initiatives
- Collaborate with other partners to avoid duplication of work and enhance efficiency

Donors

The eTrade for all platform gives donors a clearer picture of the technical assistance programmes they can fund and helps them better assess the results the programmes deliver. As a donor, you can:

- Identify projects you may potentially wish to fund
- Get a hands-on perspective
- Benefit from greater transparency and aid efficiency
- Be part of a network of donors working together to drive e-commerce and development
The unique tools of eTrade for all

THE eTRADE FOR ALL PLATFORM IS BOTH A HUB OF INFORMATION ABOUT e-COMMERCE DEVELOPMENT AND A FORUM FOR EXCHANGE BETWEEN DIFFERENT STAKEHOLDERS. DISCOVER THE PLATFORM’S KEY TOOLS.

Development Solutions

The Development Solutions are at the core of the eTrade for all platform. They present different programmes run by the eTrade for all partners to help countries develop their e-commerce readiness. Solutions cover a wide range of needs, from infrastructure support and skills development to financial services and trade facilitation.

Countries can search the full range of services and access detailed summaries of any solution. They can then easily contact potential partners.

Success stories

Many partners provide real-world examples of how their Development Solutions have benefited others. These success stories help countries better understand the practical benefits of different solutions, while best practices can offer ideas and inspiration for developing e-commerce.

Useful data

One of the objectives of eTrade for all is to provide more reliable and comparable statistics on e-commerce. Through the platform, users can consult up-to-date e-commerce data, indicators and research – including assessments of the e-commerce readiness of countries.

Interactive calendar

In just one click, visitors can view upcoming e-commerce events and news from eTrade for all partners.

DO YOU WANT TO KNOW MORE?

Visit:
etradeforall.org

Contacts:
info@etradeforall.org