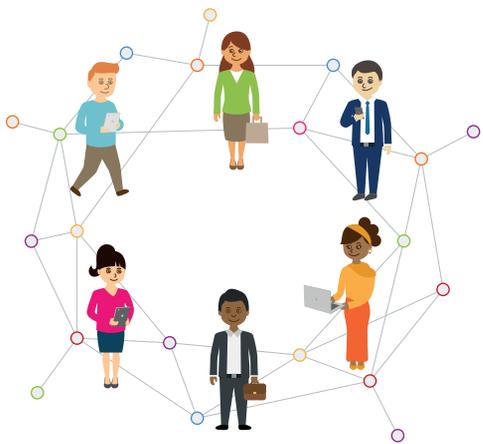


# eTrade for all

Connecting the dots

## Connecting the dots to secure development gains from e-commerce



### WHAT IS eTRADE FOR ALL?

Launched in July 2016, during the 14<sup>th</sup> 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](http://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](http://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.



**\$25.3 trillion:** the estimated worth of the global e-commerce market in 2015



**47% of the people** around the world could theoretically make online purchases from different locations.



**850 million:** the number of online shoppers in the world's top 10 e-commerce markets



**3.5 billion:** Internet users across the world in 2016

# 7 policy areas

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.

## eTRADE FOR ALL AND THE SDGs

The eTrade for all initiative through its collaborative approach helps to mobilize financial and human resources to unlock the potential of e-commerce as a means of promoting inclusive economic growth. It has a direct impact on two Sustainable Development Goals:

### TARGET 8.1.



Increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries.

### TARGET 17.9.



Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the sustainable development goals, including through North-South, South-South and triangular cooperation.

# How will you benefit from eTrade for all?

**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](http://etradeforall.org)**

**Contacts:**

**[info@etradeforall.org](mailto:info@etradeforall.org)**