COUNTRY PROFILE: SAMOA

**GENERAL INFORMATION - 2016**

- Population: 0.2 Millions
- GDP: 822 Millions current US$
- Merchandise trade: 406 Millions current US$
- Internet users: 0.1 Millions
- GDP growth: 5.8%
- Land area: 2,830 km²

Source: UNCTAD and ITU (complete URL addresses in the General Notes)

**E-COMMERCE ASSESSMENT - 2017**

- Rank in UNCTAD B2C E-commerce Index: 127/176
- Rank in ITU ICT Development Index: 127/176
- Rank in WEF Networked Readiness Index: 139/176

Source: UNCTAD, ITU and WEF (complete URL address in the General Notes)

**Note:** 1 = Best

**ICT INFRASTRUCTURE AND SERVICES - 2016**

- Internet users, 29.4
- Fixed broadband subscriptions, 1.1
- Active mobile broadband subscriptions, 22.5

Source: ITU (complete URL address in the General Notes)

**PAYMENTS - 2014**

- Debit card used in the past year:
  - SAMOA, #N/A
  - SOUTHERN, EASTERN AND SOUTH-EASTERN ASIA & OCEANIA, 13.4
  - WORLD, 21.9

- Credit card used in the past year:
  - SAMOA, #N/A
  - SOUTHERN, EASTERN AND SOUTH-EASTERN ASIA & OCEANIA, 7.7
  - WORLD, 13.5

- Used an account to make a transaction through a mobile phone:
  - SAMOA, #N/A
  - SOUTHERN, EASTERN AND SOUTH-EASTERN ASIA & OCEANIA, 7.4
  - WORLD, 8.5

Source: World Bank (complete URL address in the General Notes)
COUNTRY PROFILE: SAMOA

TRADE LOGISTICS - 2016

Percent of population having mail delivered at home

<table>
<thead>
<tr>
<th></th>
<th>SAMOA</th>
<th>WORLD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#N/A</td>
<td>83.3</td>
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</tbody>
</table>

Postal reliability index (0 to 100, 100 = Best)

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<thead>
<tr>
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<th>SAMOA</th>
<th>WORLD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5.8</td>
<td>56.0</td>
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</table>

Days to clear direct exports through customs

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<th>WORLD</th>
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</thead>
<tbody>
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<td></td>
<td>10.4</td>
<td>7.7</td>
</tr>
</tbody>
</table>

Source: UPU and World Bank (complete URL addresses in the General Notes)

LEGAL AND REGULATORY FRAMEWORKS - 2017

SAMOA

Electronic Transactions: Legislation #N/A
Consumer Protection: No legislation
Privacy and data protection: Legislation
Cybercrime: Legislation

Source: UNCTAD


SKILLS DEVELOPMENT - 2013-17

Percentage of firms using e-mail to interact with clients/suppliers

<table>
<thead>
<tr>
<th></th>
<th>SAMOA</th>
<th>LDCs</th>
<th>AFRICA</th>
<th>WESTERN ASIA</th>
<th>SOUTHERN, EASTERN &amp; SOUTH-EASTERN ASIA &amp; OCEANIA</th>
<th>TRANSITION ECONOMIES</th>
<th>LATIN AMERICA AND THE CARIBBEAN</th>
<th>DEVELOPED ECONOMIES</th>
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<td>16.1</td>
<td>47.8</td>
<td>53.0</td>
<td>62.1</td>
<td>72.6</td>
<td>84.6</td>
<td>84.1</td>
<td>81.4</td>
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</tbody>
</table>

Source: World Bank (complete URL address in the General Notes)

FINANCING FOR eCommerce - 2014-15

Percentage of firms identifying access to finance as a major constraint

<table>
<thead>
<tr>
<th></th>
<th>SAMOA</th>
<th>DEVELOPED ECONOMIES</th>
<th>TRANSITION ECONOMIES</th>
<th>SOUTHERN, EASTERN &amp; SOUTH-EASTERN ASIA &amp; OCEANIA</th>
<th>LATIN AMERICA AND THE CARIBBEAN</th>
<th>LDCs</th>
<th>WESTERN ASIA</th>
<th>AFRICA</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>16.1</td>
<td>15.2</td>
<td>20.2</td>
<td>11.0</td>
<td>32.7</td>
<td>31.7</td>
<td>27.8</td>
<td>34.2</td>
</tr>
</tbody>
</table>

Source: World Bank (complete URL address in the General Notes)
NOTES:
- For merchandise trade - sum of exports and imports.
- Country groups are weighted using population for most indicators with the exception of those on skills development, financing for e-commerce and days to clear direct exports through customs.

SYMBOLS FOR MISSING VALUES:
0: Zero means nil or negligible
#N/A: Not available or not publishable

FOR MORE INFORMATION ON DATA SOURCES SEE:
- UNCTAD, UNCTADStat:  http://unctadstat.unctad.org

DISCLAIMER:
- The designations employed do not imply the expression of any opinion concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

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