

# YEAR IN REVIEW

2019-2020



LEVERAGING SYNERGIES FOR AN INCLUSIVE DIGITAL ECONOMY

**LEVERAGING SYNERGIES FOR AN INCLUSIVE DIGITAL ECONOMY**



# Foreword

I am pleased to share with you this Year in Review of the eTrade for all initiative, which marks its four-year anniversary in July 2020. When the 15 bold founding partners of this ground-breaking initiative gathered at the fourteenth Ministerial conference of UNCTAD in Nairobi in 2016, the global outlook was very different. Confidence in multilateralism was high, following the agreement of the 2030 Agenda for Sustainable Development. The opportunities – and challenges – of e-commerce were gaining novel recognition from many countries, and general optimism was widely shared.

The mood has radically shifted since then, challenging those very same conditions. Nationalist headwinds, mistrust in global policy solutions, growing socio-economic and digital divides have spread across the continents. And in recent months, the COVID-19 pandemic has created a global health emergency and economic crisis.

Against this background, the eTrade for all initiative has become even more important. Mitigating the effects of the pandemic and fostering new strategies for post-Covid recovery place even more emphasis on the core message of the eTrade for all initiative; leveraging digital opportunities in an inclusive manner is essential as the world tries to cope with the fallout from the crisis. In order to ensure that no one is left behind in the digital economy, we need to work more, not less, together. I am therefore personally delighted to witness the strong commitment to and constant implication of the growing number of eTrade for all partners in all of the initiative's growing activities.

Our shared commitments have generated widely acknowledged and greatly needed programmes, such as the eTrade Readiness Assessments and the eTrade for Women initiatives. Two independent evaluations, the detailed findings of which are highlighted in this report, have acknowledged that eTrade for all is making the digital economy more inclusive, thanks to its role as a transparent and efficient “global help desk”.

eTrade for all has evolved into a solid, trusted, neutral and useful source of information and a potent catalyst for partnerships across the digital economy's global landscape. More than ever, a safe haven is needed in these troubled waters. Together we will continue to collaborate to connect the dots for gainful benefit from the digital economy in developing countries.

**Mukhisa Kituyi**

*Secretary-General of UNCTAD*

**All this would not have been possible  
without the generous contributions  
of the Governments of:**

Australia

Estonia

Finland

Germany

Korea

The Netherlands

- & -

Enhanced Integrated Framework (EIF)

International Islamic Trade Finance Corporation (ITFC)

# A word from the eTrade for all team

Welcome to the third edition of our Year in Review. During these last few years we have been very active in building synergies to better harness the complexities of the digital transformation for inclusive development.

The year 2019-2020 saw a consolidation of major efforts. Our partnership has also grown and deepened. A significant milestone was reached, with two external evaluations held over the last few months, acknowledging the good work done and the major steps achieved by leveraging the expertise and resources of all partners working together.

These evaluations have also highlighted the complexity of the task, the fragility of the environment in which we operate, and the huge needs and expectations which lie ahead. It is our intention to explore ways to implement relevant recommendations stemming from these evaluations with the support of our partners and the development community, to make eTrade for all even more relevant to those that we serve.

Early 2020, we were also confronted with a major crisis, the COVID-19 pandemic. While the economic fallout is hard to assess, the crisis has shown the importance and value of digital technologies for fostering a more inclusive digital economy. The first virtual eWeek 2020 illustrated that, even with various lockdown measures and travel restrictions, it is possible to hold global, multistakeholder dialogues in support of development.

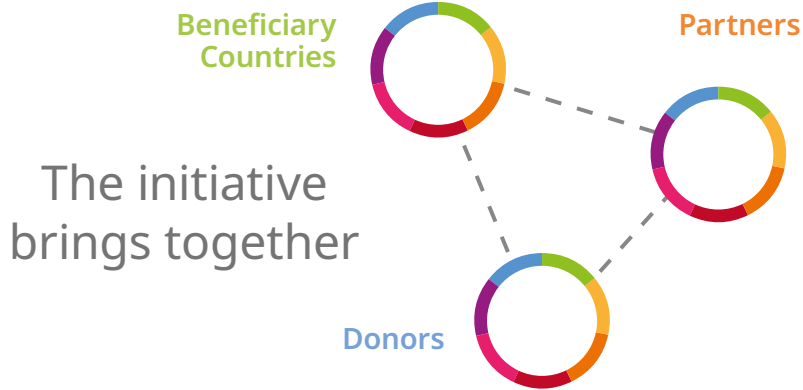
eTrade for all will continue to act as the information-hub and catalytic partner you have come to know and appreciate, to ensure that no one is left behind.

Learn with us, grow with us, work with us. **Let's continue to connect the dots.**

**Connecting the  
dots for inclusive  
& sustainable  
development in the  
digital economy**

# The eTrade for all initiative in a snapshot

## A multi-stakeholder community sharing the same vision



## A partnership with tangible achievements

From April 2019 to April 2020

**1**  
**Virtual eWeek**

**2**  
**eTrade for Women  
MASTERCLASSES**

**8**  
**new  
eT Readies**

## A multilingual information hub

Monthly newsletters

Daily news digest

Relevant events

Partners' publications

**134**  
Country profiles

## Sustainable Development Goals

**8** DECENT WORK AND  
ECONOMIC GROWTH

**17** PARTNERSHIPS  
FOR THE GOALS

The initiative collaborates toward the realization of **2 SDGs**

## Essential resources on eTradeforall.org

# 34

## Development solutions

Technical assistance offered by our partners, classified in the seven Policy Areas, and available in English, French and Spanish.

## 7 Key policy areas



E-commerce assessments



ICT infrastructure and services



Payment solutions



Trade logistics



Legal and regulatory frameworks



Skills development



Access to finance

# Why a global partnership?

The digital revolution has been transforming our lives, economies and societies at an unprecedented speed and scale. We have witnessed how new technologies can significantly contribute to sustainable development, but positive outcomes cannot be taken for granted.

In a world where almost half of the population has limited or no access to the Internet, widening digital divides threaten to leave developing countries, and especially least developed countries, further behind. Digital advances have already led to the creation of enormous wealth in record time, but this is highly concentrated in a small number of countries, companies, and individuals.

**“Under current policies and regulations, this trajectory is likely to continue, further contributing to rising inequality (...) Inclusivity is essential to building a digital economy that delivers for all.”**

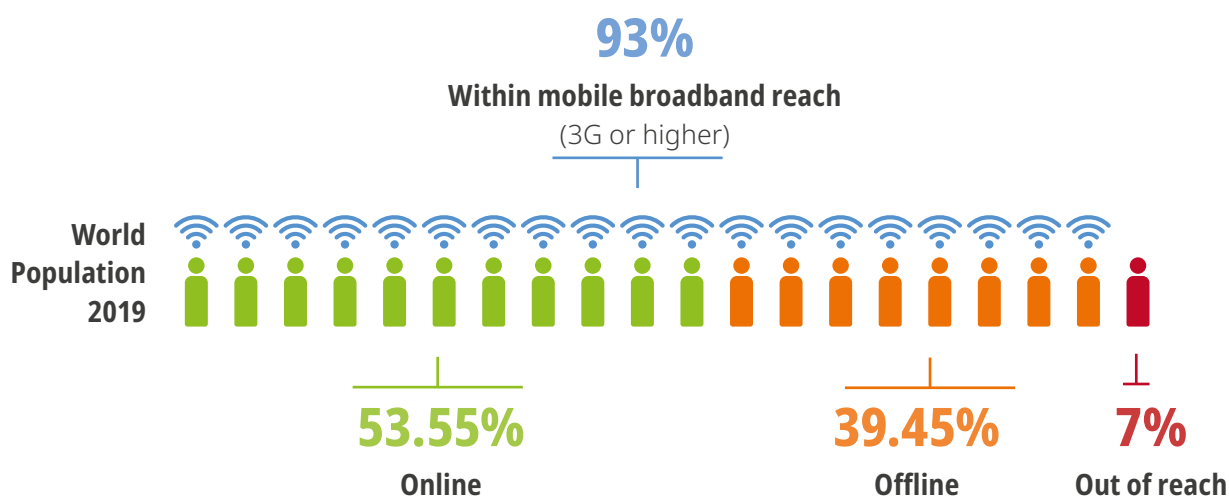
António Guterres, UN Secretary-General

eTrade for all was born in 2016 from this common vision: digital advances can be a powerful driver of economic growth, inclusive trade, and job creation, including in the developing world. But concerted global efforts are required to spread the rapidly expanding digital economy's gains to the many people who currently reap little benefit from it and to close the digital divide.

Recognizing this, 15 visionary partners joined forces during UNCTAD's 14<sup>th</sup> Ministerial Conference to launch the eTrade for all initiative.

Coordinating actions has the overall positive effect of greater transparency and aid efficiency for the programmes involved, as well as an increased impact of the activities concerned.

One of the main objectives of the initiative is to help developing countries understand and navigate more easily across the technical and financial cooperation programmes that the international community offers, with the overarching goal of closing the digital divides and spurring sustainable development.

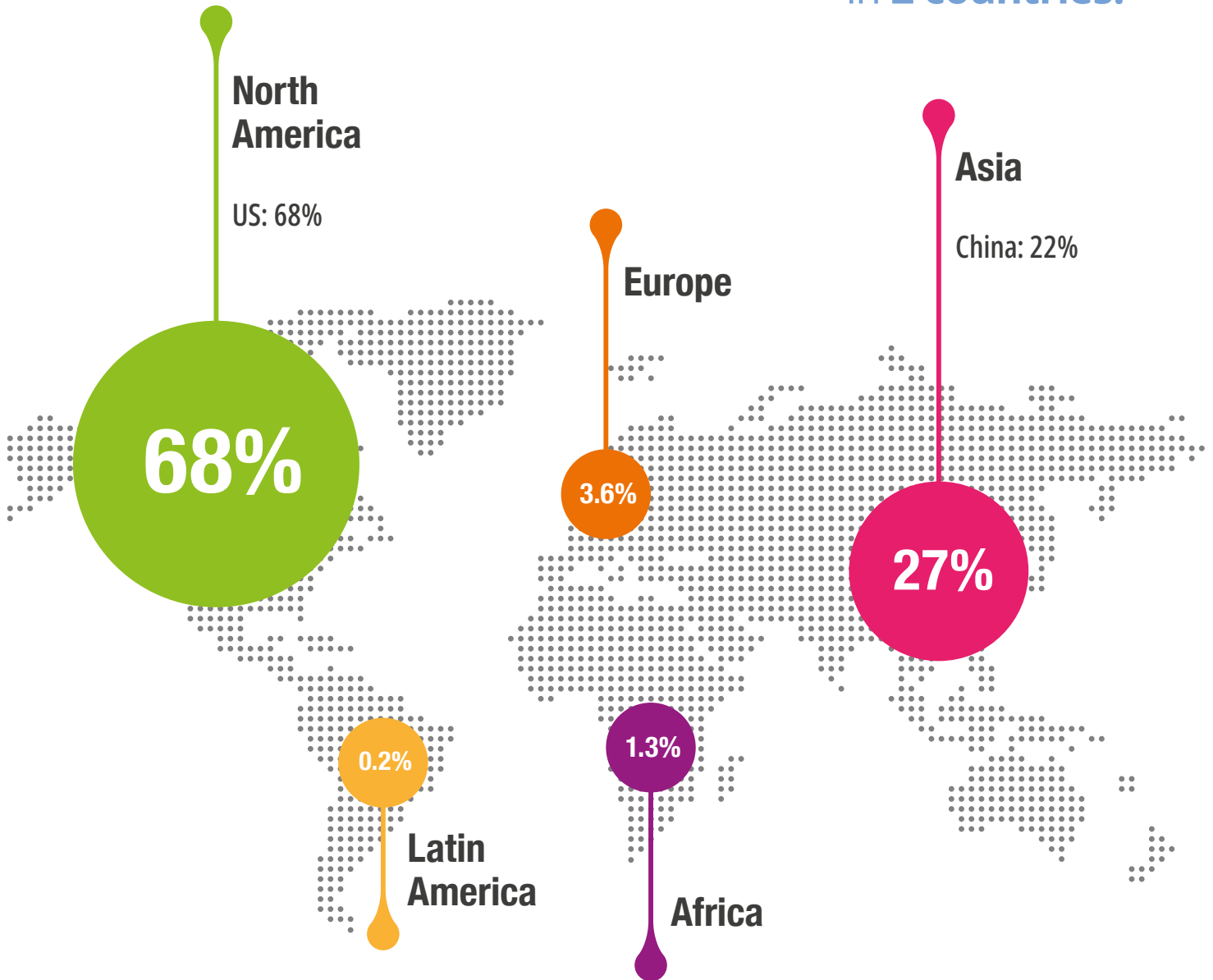


According to ITU data, 93 per cent of the global population are within reach of mobile broadband (3G network or higher), and yet 3.6 billion people remain offline. (ITU 2019)

World population estimate as of December 31 2019: 7,754,244,831 - <https://worldpopulationreview.com/>



Geography of the digital economy is highly concentrated in 2 countries.



US & China  
**90%**

of the market capitalization value of the world's 70 largest digital platforms

Data source: UNCTAD Digital Economy Report 2019  
[https://unctad.org/en/PublicationsLibrary/der2019\\_en.pdf](https://unctad.org/en/PublicationsLibrary/der2019_en.pdf)

# Improving the digital landscape

## Key takeaways from independent evaluations

The year 2019-2020 saw eTrade for all undergo an independent external evaluation, at the request of the government of Finland, one of its core donors, as well as an indirect assessment through the Multilateral Organisation Performance Assessment Network (MOPAN) exercise.

The Multilateral Organisation Performance Assessment Network (MOPAN) which comprises 19 countries that share a common interest in assessing the effectiveness of the major multilateral organisations they fund, organized in 2019 an evaluation of the technical assistance pillar of UNCTAD.

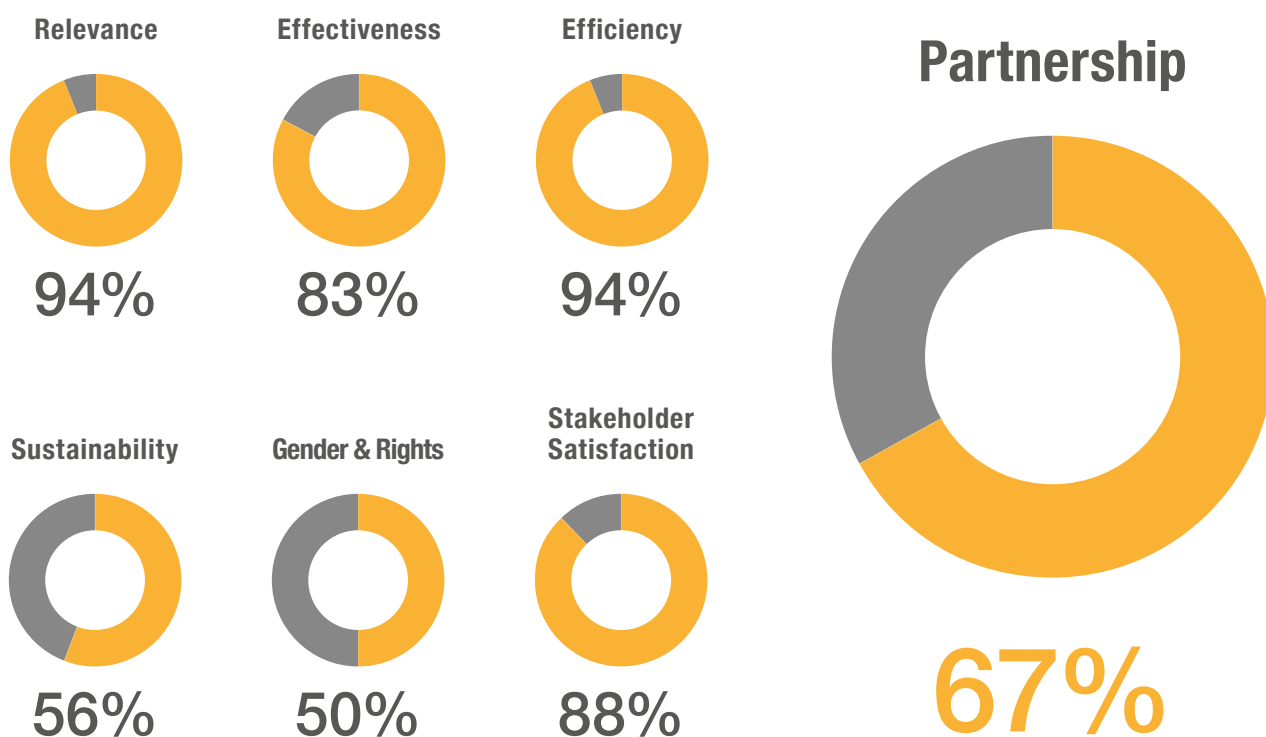
The evaluation highlights the contribution of the eTrade for all initiative as a positive example of inter-agency co-operation, building on the principles of complementarity and comparative advantage.

The evaluation highlighted the role UNCTAD has played in bringing together approximately 30

agencies on a market platform. It allows requesters to see which partner is the most relevant for them, encourages transparency between the agencies about their areas of specialization and areas of alignment, and reduces duplication. UNCTAD serves as the coordinator of the eTrade for all initiative, but it acts as a neutral broker for it.

The independent eTrade for all evaluation by the Government of Finland not only provides accountability to all interested stakeholders, but it also offers a timely snapshot of where the initiative stands after four years of existence.

### Evaluation results



## Selected conclusions from the evaluation

### **ETRADE FOR ALL IS EXTREMELY RELEVANT**

It provides a unique value-added to the various parties involved in the digital economy. According to the independent evaluator, the initiative responds to the specific group (donors, beneficiary countries and partners). The multi-stakeholder approach of the project, which is at the heart of the initiative, is what makes for a strong contribution to the [Sustainable Development Goals](#) (SDGs), and in particular to SDGs 8 and 17.

### **ETRADE FOR ALL IS BOTH EFFECTIVE AND EFFICIENT**

The initiative has largely achieved its set of objectives and has made excellent and efficient use of its resources. In particular, eTrade for all has:

- Increased collaboration and synergies among partners, therefore reducing the duplication of work in the area of e-commerce
- Strengthened coherence and synergies among partners' e-commerce activities
- Contributed to enhancing aid efficiency
- Generated positive spillover effects, including two spin-off projects with separate funding sources:
  - [Rapid eTrade Readiness Assessments](#) (eT Readies) programmes
  - [eTrade for Women](#) initiative

### **THE PARTNERSHIP CULTURE IS THE BACKBONE OF ETRADE FOR ALL**

The coordination efforts of the initiative allow silos to be broken within and between the partnering organizations. The regular involvement of partners in the eCommerce Weeks, their joint engagement in delivering the eTrade for all indicators and the benefits in widening partners' programmes geographic scope have all been recognized as key success factors for this type of joint venture.

### **THE WEB-BASED PLATFORM [ETRADEFORALL.ORG](#)**

It is a fundamental tool for all stakeholders. The user-friendly approach and variety of resources available on the platform have been commended by all participating in the evaluation. The rich and updated information on the platform has actually enhanced the global knowledge regarding e-commerce.

### **DUE TO ITS HOLISTIC NATURE, GENDER IS TREATED AS A CROSS-CUTTING ELEMENT ALONG THE SEVEN POLICY AREAS**

But more importantly, given the fact that gender issues are largely absent from the digital agendas of many countries, the role of the initiative has also been to bring the attention of these countries on the need to include the gender dimension in their e-commerce policies to address the gender digital divide.

### **ETRADE FOR ALL DELIVERS SUSTAINABLE KNOWLEDGE TO BENEFICIARY COUNTRIES**

Supplemented by a long-lasting impact and change in the attitude towards e-commerce in these countries, where the **e-commerce starts to be recognized as a driver for development.**

# Our partners

## The backbone of the initiative

eTrade for all connects the dots between its partners, developing countries and donors. The initiative acts as a catalyzer of partnerships to better harness the potential of the digital economy while minimizing its possible negative impacts.

Engaging stakeholders, pooling capabilities and combining resources allows for actions to be more coherent and efficient, reduces duplication of work, creates a better impact, and makes it easier for developing countries and for donors to navigate the wealth of information and programmes on the digital economy at their disposal.

eTrade for all partners include **international organizations, regional development banks, civil society entities and national agencies**, all committed to leverage resources, skills and capacities to address the growing digital divides and help developing countries to better harness the digital transformations.



# Our operational scope

## The seven key policy areas

To help countries identify opportunities and bottlenecks when engaging in e-commerce, which can be a powerful engine to spur growth and development, relevant issues have been categorized into seven key policy areas:



### **E-COMMERCE READINESS ASSESSMENTS**

National assessments are essential to identify strengths and weaknesses in the e-commerce readiness of countries. These assessments can in turn serve as a basis for formulating relevant policies to harness the potential of digital technologies for economic growth and social development.



### **ICT INFRASTRUCTURE AND SERVICES**

Affordable and reliable ICT infrastructure is key for a thriving digital economy. In particular, issues related to accessibility and connectivity, the regular upgrading of infrastructure and reduced artificial regulatory barriers need to be addressed.



### **PAYMENT SOLUTIONS**

Payment systems online are opening up new possibilities for both consumers and corporate buyers. But cash on delivery remains the preferred option in many developing countries, while e-commerce users could greatly benefit from an environment where payments can be made safely and easily online.



### **TRADE LOGISTICS**

An effective and competitive national and international trade environment is vital for a functioning e-commerce ecosystem. Effective trade logistics and cross-border facilitation measures are key for e-commerce development.



### **LEGAL AND REGULATORY FRAMEWORKS**

Security and trust are fundamental for an environment conducive to e-commerce, creating certainty for consumers and businesses alike. Laws and regulations related to consumer protection, data protection, and cybercrime, elaborated in compliance with domestic, regional, and international legal instruments, are essential to ensure safe online activities for all.



### **SKILLS DEVELOPMENT**

In many countries, business owners and policymakers lack the capacities and technical skills to harness the potential offered by digital technologies, thus hindering the uptake of online commerce and digital activities.



### **ACCESS TO FINANCING**

To facilitate the growth of e-commerce and e-trade in developing countries, it is crucial that they build a strong financial architecture that funds innovation and entrepreneurship at all points across the e-commerce value chain.



#### **TO LEARN MORE**

Watch our informative YouTube videos

<https://qr.go.page.link/47Nwp>

# A global helpdesk etradeforall.org

This multilingual, knowledge-sharing and information hub is our main tool. The platform facilitates access to a wide range of information and resources on e-commerce and the digital economy, and builds a unique bridge between the countries in need of technical assistance and the partners providing the right programmes to help them take full advantage of the opportunities offered by the digital economy.

# Our multilingual information hub



## Development solutions

These 34 technical assistance factsheets present the capacity-building programs of our partners related to the digital economy. They are classified according to the seven key policy areas for easy navigation, and are available in English, French and Spanish.

With these Development Solutions, our beneficiaries can identify the programmes of interest to them and get in touch directly with the corresponding eTrade for all partner to explore the possibility of developing a technical assistance project.



## Country profiles

Our 134 up-to-date country profiles offer relevant key data and indicators on the digital economy organized along the seven policy areas identified by our initiative. Search our database by country either in English or in French, to have a better view of the e-commerce environment in the region of your interest.



## Daily news digest

Our selection of news is updated on a regular basis to allow our users to stay abreast of all relevant information from our partners on the digital economy.



## Monthly newsletters

Our monthly e-Newsletter on the digital economy features a unique mix of:

- In-depth analysis of the latest news from our partners
- In focus pieces on our partners' work and digital agenda
- Key upcoming events to attend
- Latest publications from our partners

Contact us to join our community of 2,400 subscribers to stay up-to-date on all key news related to the digital economy: [info@etradeforall.org](mailto:info@etradeforall.org)



## Partners' publications

All pertinent publications and reports from our partners on the digital economy are available on our platform. Searches can be filtered according to the year of publication, the publishing partner and the region of focus.



## Relevant events

All upcoming events organized by our partners on the digital economy are catalogued on our platform. All background information and criteria for attending are detailed under each event entry.



# 147.86% visitors

April 2019 - March 2020  
50,755 vs. 20,477, compared to the same period over the last reference year.

**“Tremendous progress was made. There is more communication, awareness, sharing, consultations, join-up among donors but also among developing partners.”**

Source: Project Stakeholder

# An active partnership with tangible achievements

The following programmes and events are a testimony to the special nature of eTrade for all. In particular, the unique relationship it has shaped among the various stakeholders has led to the creation of two spin off programmes, which each address specific issues of the digital economy, as identified by our initiative. By bringing partners together and by connecting the dots, eTrade for all allows for an increased impact of these programmes undertaken by the interested parties.



# eT Readies

## Empowering policymakers with key knowledge

Since 2017, UNCTAD has conducted 23 eTrade Readiness Assessments and 4 more are currently under way.

- 23 COMPLETED ASSESSMENTS**  
Afghanistan, Bangladesh, Bhutan, Burkina Faso, Cambodia, Kiribati, Lao PDR, Lesotho, Liberia, Madagascar, Malawi, Mali, Myanmar, Nepal, Samoa, Senegal, Solomon Islands, Tanzania, Togo, Tuvalu, Uganda, Vanuatu and Zambia.
- 8 PUBLISHED BETWEEN APRIL 2019 - MARCH 2020**  
Afghanistan, Bangladesh, Kiribati, Lesotho, Malawi, Mali, Tanzania and Tuvalu.
- 4 ONGOING**  
Benin, Iraq, Ivory Coast and Niger.
- 4 REQUESTS RECEIVED FROM NON-LDCS**  
Barbados, Jamaica, Mongolia and Zimbabwe.

Regular contributors to the eT Ready Assessments



Financial support to the eT Readies provided by

Enhanced Integrated Framework (EIF)

International Islamic Trade Finance Corporation (ITFC)

and the governments of Australia, Germany and Sweden.



**“Many developing countries want to profit from the possibility of digitalization and engage in e-commerce, but often do not know where to start. eTrade Readiness Assessments are the perfect starting point. They help identify potentials and challenges in e-commerce, and enable countries to design appropriate strategies to further advance digital trade. We want to encourage developing countries to take advantage of these tools”.**

**Ms. Daniela Zehentner-Capell**

*Head of Division*

*Trade Related Development Cooperation*

*Federal Ministry for Economic Cooperation and Development*

*Germany*

**“The eTrade readiness assessment comes with a set of robust actions to be considered by different stakeholders in Cambodia and outside to support the rapid adoption of the so-called digital revolutions”.**

**H.E. Pan Sorasak**

*Minister of Commerce*

*Royal Government of Cambodia*

**“The utility of eTrade readiness goes much beyond the analytical domain. It provides avenues for countries to take concrete measures to address constraints so as to bring their enterprises closer to the rapidly expanding global e-commerce market”.**

**Mr. Ratnakar Adhikari**

*Executive Director*

*EIF Executive Secretariat*

## Key events

### **MIDTERM REVIEW OF THE VIENNA PROGRAMME OF ACTION FOR LANDLOCKED DEVELOPING COUNTRIES (LLDCS)**

New York, December 2019. Aim: Discuss and identify trade and e-trade specific challenges faced by LLDCs. The knowledge generated by the eT Readies conducted in those countries can facilitate their participation in international trade, thus helping them overcome traditional barriers and move to more commerce online.

## Key policy impacts

Key outcomes as highlighted by the beneficiary countries following the conduct of their national eTrade Readiness Assessment:

### **INCREASED KNOWLEDGE**

Critical inputs were generated in the seven policy areas (as identified in the eTrade for all initiative) to enable Governments to better understand their challenges and opportunities for engaging in e-commerce.

### **STRONGER INSTITUTIONAL FRAMEWORKS**

Focal points or committees have been set up on e-commerce and the digital economy in various countries.

### **INCREASED POLICY DIALOGUE**

Awareness has grown among policymakers and other stakeholders on the importance of e-commerce for development.

### **INCREASED MULTI-STAKEHOLDERS' COOPERATION**





Synergies among eTrade for all partners as well as with other development partners have intensified.

### **DEEPER IMPACT**

Incentives for developing countries to request additional technical assistance have increased (e.g., in Kiribati on legal, Myanmar and Benin for an e-commerce strategy, etc.). Besides, Governments are now better equipped to clearly understand and formulate their needs.

## Smart partnerships and UNCTAD's monitoring strategy

Through the eTrade for all partnership, UNCTAD has built a strong and extended network of expertise in the conduct and implementation of the eT Readies. The strengthened collaboration between partners offered by eTrade for all will help identify areas of cooperation based on countries' and donors' priorities, for a better impact of the activities.

PARTNERS	ETRADE FOR ALL POLICY AREAS						
	 E-commerce strategy	 ICT infrastructure	 Payment solutions	 Trade logistics and facilitation	 Legal frameworks	 Skills development	 Financing SMEs
EIF	✓	✓					
ILO						✓	
ISOC						✓	
ITC	✓	✓	✓	✓		✓	✓
ITU	✓	✓			✓	✓	
UNCDF			✓				✓
UNCITRAL			✓		✓		
UNCTAD	✓			✓	✓		
UNECE				✓			
UNESCAP		✓	✓	✓			
UNESCO						✓	
UNICEF						✓	
UPU	✓		✓	✓			
UN Women						✓	
WBG	✓	✓	✓	✓	✓	✓	✓
WCO				✓			
WIPO					✓		
WTO				✓		✓	

*Note: Non-exhaustive list of partners who could assist in the implementation of eT Ready policy recommendations.*

In 2020, a monitoring strategy was also developed to assess the progress in implementing the recommendations emerging from the eT Readies in line with each country's priorities, as well as to ensure accountability among development partners. This monitoring exercise is ongoing, but some best practices trends are already emerging.

**Selected examples:** Myanmar, with the support of UNCTAD and the EIF, is preparing an e-commerce strategy. In Nepal and Senegal, e-commerce strategies have been developed by the Governments. Several countries have also received support by UNCTAD and UNCITRAL in building their legal capacities and e-commerce legislations.

# UNCTAD's eCommerce Week

## A global platform for dialogue

UNCTAD's eCommerce Week is the leading forum for Ministers, senior government officials, CEOs and other business representatives, international organizations, development banks, academics and civil society to discuss the digital transformations associated with the digital economy.

In 2020, in light of the COVID-19 pandemic situation, with almost two-thirds of the world population experiencing some form of lockdown, and considering the growing importance of digital technologies for social and business related activities shifting online, UNCTAD decided to offer a sized down, virtual [eWeek](#) to its community in collaboration with the [eTrade for all partners](#).

Throughout the eWeek (27 April- 01 May), a selected number of online events (dialogues, webinars, meetings) took place.

### Key Outcomes

- Increased understanding through the multi-stakeholder approach of the underlying and topical issues relating to e-commerce.
- Stronger synergies between partners, donors and beneficiaries.

### Highlights

- **Three High Level Sessions**
- **One Donor Roundtable**
- A set of **Webinars** to explore how the COVID-19 pandemic is impacting lives and economies and what policy solutions will be needed to sustain structural changes in the long-run.

- Several sessions were dedicated to addressing **specific issues**, such as:
  - The emergence of digital “real-time economies”,
  - Innovation, data ownership and intellectual property, and
  - The role of cybersecurity and privacy in the digital and e-commerce space.

### Key takeaways

- The event attracted **more than 2,000 participants who actively attended the various sessions online**, covering 134 countries and organizations from all backgrounds: public, private, civil society.
- **eTrade for all partners** were instrumental in the organization of these digital events, with **14 out of 30** of them actively participating in the 14 live sessions, showing their commitment by contributing to such platforms for dialogue.
- The eWeek looked in depth at **key digital issues in the context of the COVID-19 pandemic and its economic impact**, including data, gender, trade and logistics, consumer trust, consumer protection, competition and digital entrepreneurship. New data on global e-commerce sales and the state of cyberlaws were also released.

**“The panelists provided valuable insights and the moderator led the session to enable us, the attendees, to receive rich information at a perfect pace. Thank you to the moderator and the panelists for a great session. All the very best in your initiatives.”**

Source: eWeek participant

## eWeek 2020 in a nutshell



**134**  
Countries represented



**2000+**  
Participants attended the sessions online



**44%**  
Women



**3**  
High-Level sessions streamed LIVE on Facebook



**14**  
eTrade for all Partners actively involved in the 14 online sessions



**9**  
High-Level Speakers



## At the regional level

The first Asia eCommerce Week- the second of its kind organized in a specific region following the Africa eCommerce Week which took place in December 2018 in Nairobi- is scheduled to take place in Abu Dhabi from 6 to 10 December 2020. However, at the time of publication of this 'Year in Review', the impact of the COVID-19 pandemic on future events is still unclear.

Download the eWeek Summary Report !

<https://etradeforall.org/eweek2020finalsummaryreportfinalversion/>



# eTrade for Women

## Building sustainable networks to empower women entrepreneurs in developing countries

ITU estimates that over half the total global female population (52 per cent) is still not using the Internet, compared to 42 per cent of all men. (ITU 2019)



## The rationale & the project goals

**Why?** The digitalization of the economy is creating new opportunities for women in developing countries. However, this potential is far from being fully exploited as women struggle to scale their business and get a seat at decision-making tables. These challenges generally derive from cultural gender biases, lack of representation, as well as unequal access to funding, among others.

Against this background, UNCTAD is championing the [eTrade for Women initiative](#) to advance the empowerment of women through ICTs ([SDG target 5.b](#)). Undertaken with the support of the Netherlands and in collaboration with eTrade for all partners, this programme aims to:

- Build and nurture a network of successful women leaders in e-commerce (the eTrade for Women Advocates),
- Showcase the experiences and achievements of women in this network, and
- Train, inspire and empower the next generation of female entrepreneurs, in particular through a set of Masterclasses.

**How?** By leveraging the work and visibility of a selected group of leading women digital entrepreneurs from across the developing world: the “eTrade for Women Advocates”, whose role is to inspire other women digital entrepreneurs for a more inclusive local, regional and global digital economy. [The first seven Advocates](#) were introduced on 24 September 2019 on the margins of the 74th session of the UN General Assembly in New York.

## Meet our seven eTrade for Women Advocates

These women digital entrepreneurs are tackling the gender gap by building flourishing digital businesses and creating wealth and employment in their countries through vision, passion and dedication. They also have a track record of leading or contributing to impact-driven initiatives in their region.





**Nina Angelovska**

*Minister of Finance  
Co-founder of [Grouper.mk](http://Grouper.mk)  
North Macedonia*

Nina Angelovska co-founded the first deal platform and leading e-commerce company in North Macedonia, Grouper.mk, which transformed the e-commerce market in the country. She was appointed Minister of Finance in North Macedonia in August 2019.



**Nazanin Daneshvar**

*Founder and CEO  
of Takhfifan  
Iran*

With over 10 years of experience in the e-commerce field, this proficient software developer has created the most popular group buying website in Iran. Nazanin Daneshvar is an avid supporter of the Iranian start-up movement, through which she mentors women who are making a mark in e-commerce.



**Claudia de Heredia**

*Co-founder and COO  
of Kichink  
Mexico*

Claudia de Heredia manages one of the largest e-commerce platforms in Mexico. Its purpose is to democratize online retail by enabling small- and medium-sized businesses to enter the digital retail space. It powers over 45,000 stores in Mexico.



**Patricia Zoundi Yao**

*Founder and CEO  
of Quickcash  
Côte d'Ivoire*

Patricia Zoundi Yao founded her company, QuickCash, in 2010 to make it easier for rural people and workers in the informal sector to make money transfers, after cutting her teeth in business at her mother's side, selling items in villages in her country. Since then, she has created two other firms - Digital, which plans to launch the mobile payment service Kiffpay in November 2020, and CanaanLand, which provides services to small-scale farmers.



**Helianti Hilman**

*Founder and  
Chairperson of Javara  
Indonesia*

Helianti Hilman is at the forefront of promoting and sustaining Indonesia's food biodiversity heritage by introducing and bringing indigenous food products from across Indonesia to the broader market.



**Xiaofei Yao**

*Founder and CEO  
of Rogrand  
China*

Xiaofei Yao is big in China. That's big. Founder of the largest pharmaceutical e-commerce platform and pharmacy benefit management company in China, Ms. Yao is devoted to transforming the pharmaceutical industry to bring about safe, efficient, affordable and accessible care to everyone.



**Clarisse Iribagiza**

*Co-founder and CEO  
of DMM.HeHe  
Rwanda*

Serving over two million users across Africa, Clarisse Iribagiza's company develops innovative technologies that enable businesses to optimize their operations and reach more customers anywhere and on the go.





## The Masterclasses

Held under the leadership of each Advocate in their region of activity, our Masterclasses seek to help women entrepreneurs over a set of three-day courses to:

- Grow and enhance their business skills to both create and capture value in the market.
- Encourage and empower other women digital entrepreneurs as women leaders in e-commerce and the digital economy.
- Be able to influence policies at the national and regional level for building a more inclusive digital economy.
- Learn, connect and collaborate with partners and peers to foster a game-changing dynamic in the region.

All Masterclasses share the same overarching objectives (i.e., empower women digital entrepreneurs), but each one of them is tailored to the specific needs of each region where it takes place.

The participants in these empowerment courses are selected in collaboration between UNCTAD and the leading Advocate based on a set of predefined criteria.

### BUILDING SUSTAINABLE COMMUNITIES

One of the key objectives of the Masterclasses is to create a sustainable and dynamic community among the participants. To keep it alive and relevant, two or three community leaders are nominated, with the following responsibilities:

- They have managerial roles in the community online closed group.
- They have the possibility to lead and coordinate local activities connected to the mission of eTrade for Women.
- They serve as focal point between the programme and the participants.



#### FOR MORE INFORMATION

<https://etradeforall.org/etrade-for-women/>



**Masterclass**

## SKOPJE

**The very first Masterclass of the series**, led by Nina Angelovska and organized in collaboration with the Ministry of Finance of North Macedonia and the Macedonian e-commerce association, was held in Skopje on 26 - 27 October 2019. More than 30 women digital entrepreneurs from the region (North Macedonia, Albania, Bosnia & Herzegovina and Serbia) participated in this Masterclass.

**“I’m committed to inspire other women, to show them that if they embrace digital technologies the sky is limit.”**

**Nina Angelovska**

## ABIDJAN

**The first African Masterclass** took place in Abidjan from 26 to 28 February 2020 under the leadership of Patricia Zoundi Yao. Held in French, it was attended by 20 participants from the Francophone West African sub-region (Benin, Cameroon, Chad, Côte d’Ivoire, Mali, Niger and Senegal). As a result of their connections during the Masterclass, cross-border business opportunities emerged between the entrepreneurs in the community and selected entrepreneurs have been invited to join global policy dialogues including during the [virtual eWeek](#).

**“The digital economy represents a real opportunity for women entrepreneurs who want to take their business to the next level (...) [eTrade for Women] comes at an opportune time.”**

**Patricia Zoundi Yao**

# How can you join the initiative or contribute to our work?

There are many ways through which you can contribute to our overall goal of making the digital economy more inclusive and leave no-one behind.

## CONTACT US

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

## JOIN THE INITIATIVE

If you are an international organization, a regional development bank, a national body providing technical assistance to developing countries, an ECOSOC-recognized civil society association delivering technical assistance in one of our 7 policy areas.

## SUPPORT OUR WORK

If you are a donor agency, a foundation, a consortium of public/private stakeholders

## BECOME A PARTNER

If you think you can contribute to our work by partnering with us

## STAY INFORMED

If you wish to stay informed about our work, plans and future activities you can subscribe to our monthly newsletter.

## STAY CONNECTED

🌐 [etradeforall.org](http://etradeforall.org)

🐦 [#eTradeForAll](https://twitter.com/eTradeForAll)

▶ [eTrade for all](https://www.youtube.com/watch?v=...)

**“The project team successfully identified the key players (in e-commerce) and put them at one table. We see that the cooperation is more assertive now. It leads to concrete work with partners of specific projects.”**

Source: Project Stakeholder

