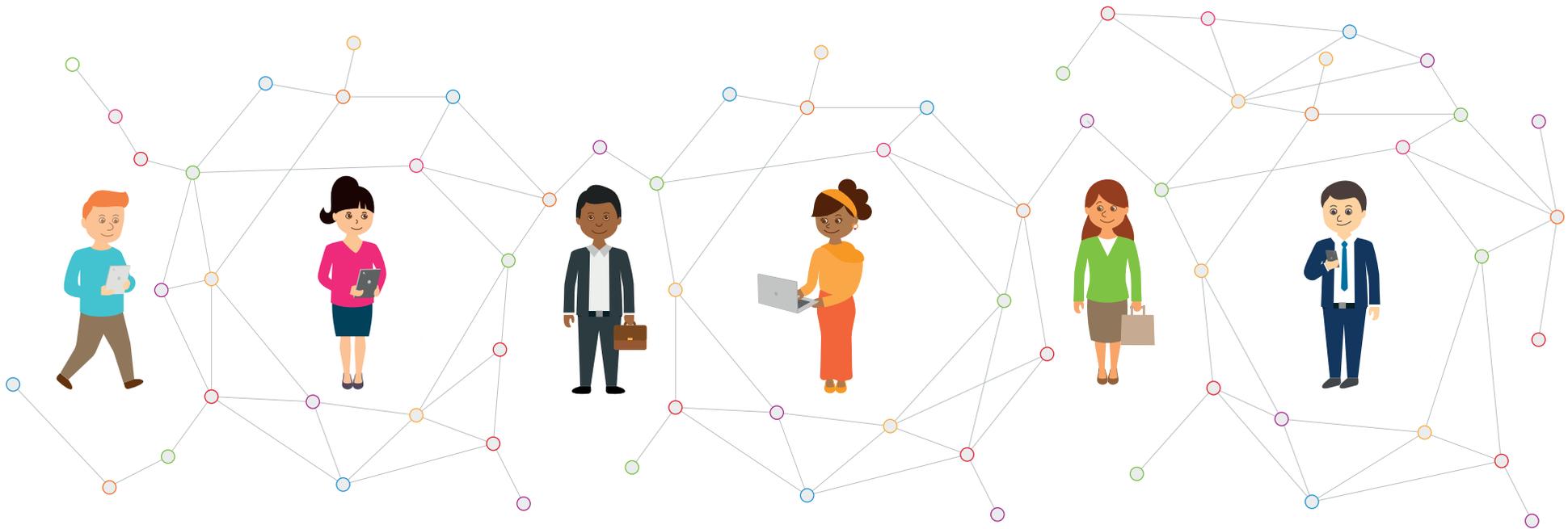


# eTrade for all Year in Review 2018-2019

Building blocks for more inclusive e-commerce



# Foreword

Digitalization is a powerful force that is fundamentally changing the world economy. The opportunities offered by e-commerce and new technologies to both developed and developing countries can allow people to better connect and trade online, and businesses to reduce their costs and enter global value chains. Yet, developing and emerging countries face considerable challenges to design policies that can help them spur the benefits of digitalization. They require not only our attention but the full support of the international community.

That is why I am pleased to share with you the second edition of the eTrade for all Year in Review entitled «Building Blocks for Inclusive E-Commerce», which highlights the main efforts that eTrade for all partners have been making to consolidate the initiative as a major trusted voice in the e-commerce for development global arena. I have championed this initiative since its beginning in July 2016, and 3 years later, I am proud to have witnessed and accompanied, with the help of many like-minded friends and colleagues, the steady progress we have seen in rationalizing joint efforts to ensure



that the digital economy brings inclusive and sustainable development.

Much has been done but so much more is needed going forward to help countries that are trailing in the digital transformation.

We must collectively work to turn digital opportunities into development gains, including by using eTrade for all's trusted platform for an active dialogue to share and learn from each other as digitalization continues to transform and disrupt our existing ways of doing business. We must also continue to break down silos, across governments, institutions and policy areas to achieve more impact of our actions, focusing on practical and viable steps for positive results.

As I let you discover the findings in detail, be assured that I will continue to leverage UNCTAD and the eTrade for all partners to make sure that inclusive and sustainable development remains at the heart of the digital economy. I continue to count on your collaboration.

**Dr. Mukhisa Kituyi,  
Secretary-General of UNCTAD**

# What has happened?

Welcome to this second edition of the eTrade for all Year in Review 2018-2019. This overview takes you through the main activities and milestones achieved by the eTrade for all partners in the period April 2018- April 2019.

You will discover how the partnership has been consolidating its shared work of building a more inclusive and sustainable future for all economies, by turning digital opportunities into development gains. You will learn about the scope, impact and way forward of its main spin-off, the UNCTAD Rapid eTrade Readiness Assessments of Least Developed Countries.

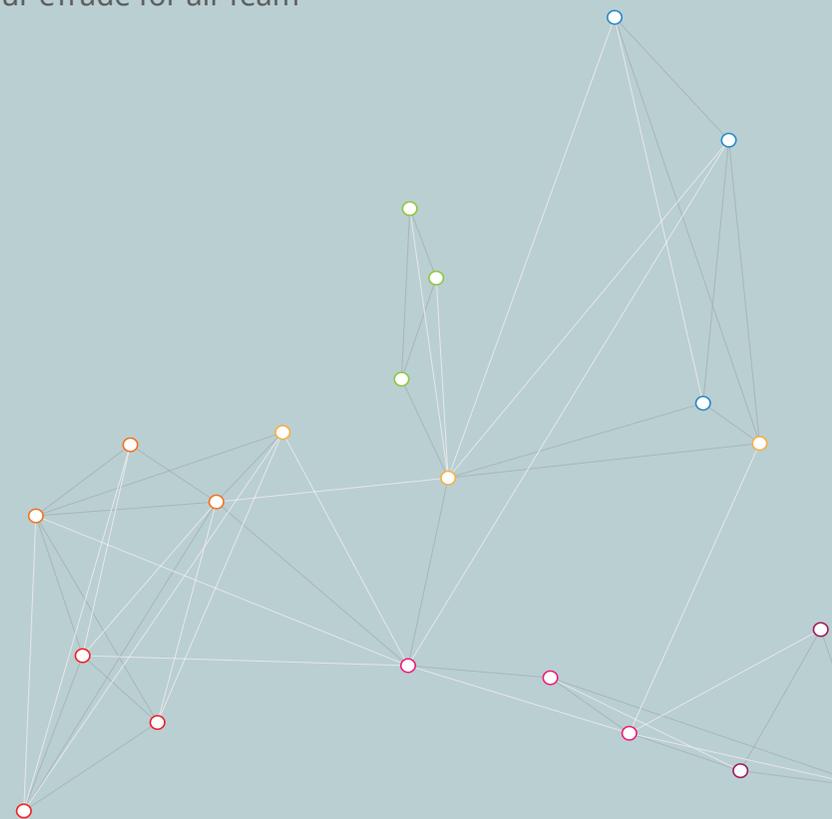
You will read about the deep and constant involvement of eTrade for all partners in the UNCTAD eCommerce Weeks. And you will also discover its work on building networks, with the implementation of the WEF-UNCTAD-led Pan-African Community on eTrade, and the new eTrade for Women Initiative, which will certainly be supported and leveraged by many eTrade for all partners.

You will also (re)discover the tools available through the eTrade for all platform to support beneficiaries, partners and donors, to have a glimpse of «what's on» in e-commerce and the digital economy, in one single place. Don't miss the new Development Solutions from partners, get up to speed with their agendas in the newsletter, pencil in the upcoming events and check the global indicators on eTrade. Always stay informed.

And let us know how we can best serve you, what you would like us to do better—or more. Share with us your ideas, wishes, needs and requests.

We will do our best to respond, or to relay them further. It is all about connecting the dots!

Your eTrade for all Team



# 2018-2019 snapshot\*

## The eTrade for all initiative

### A multi-stakeholder community sharing the same vision

The initiative brings together



Beneficiary countries



Donors



30 Partners

Collaborating towards  
direct impact on  
2 SDG goals



Bringing assistance and cohesive  
action in 7 key e-commerce policy  
areas



E-commerce readiness  
assessment and  
strategy formulation



Legal and regulatory  
frameworks



ICT infrastructure  
and services



E-commerce skills  
development



Payment solutions



Access to Financing



Trade Logistics

### Partnership in action

3 eCommerce Weeks  
at the global and regional  
levels



2 new initiatives  
launched



WEF-eTrade for all  
Pan-African Com-  
munity on eTrade

eTrade for Women

Empowering women entrepreneurs in  
developing countries

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

## The eTrade for all platform

### Essential resources

- 30 Development Solutions: technical assistance offerings from partners
- Information hub  
Monthly newsletters, daily digests of news, events, publications
- Data  
137 e-commerce country profiles
- MyeT4a  
Private collaborative space

\* The reference period for the Year in Review is April 2018 – April 2019

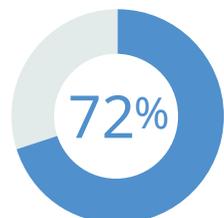
# Why eTrade for all?

## Increased digitalization of economies...

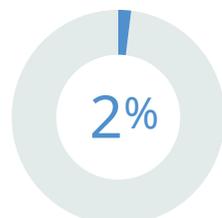
The digitalization of economic activities is a reality in today's world. The shift online has transformational impacts on production, consumption and trade patterns. Yet the rapid speed of technological progress tends to outpace the ability of countries to adapt to the ensuing social and economic changes.



Percent of world population buying goods and services online



Developed countries



LDCs

Source: UNCTAD

## ...affects all countries...

The effects of the digital disruption depend on the readiness of countries, enterprises and people to take advantage of digitalization, as well as of the policy and regulatory environment in place. Moving from digitalization to development requires concerted national and global efforts and increased resources.

## ... and requires stronger collaboration.

Against this background, 14 visionary partners came together during UNCTAD's 14th Ministerial Conference in Nairobi in 2016 to launch the eTrade for all initiative. It is a concrete example of how the international community, in partnership with the private sector and other stakeholders, can join forces to leave no one behind in e-commerce and the digital economy. eTrade for all partners are strongly committed to narrowing the digital gaps between and within developed and developing countries alike.

“ eTrade for all is a ground-breaking effort built on cross-sectoral synergies to address the challenges faced by many LDCs in their efforts to be fully included in the E-commerce value chain. The platform creates opportunities for the UPU and others working in dynamic partnership to achieve far more than they could on their own. Whether in last mile delivery, digital payments, virtual market places or in trade facilitation, the postal network's contribution is critical to driving forward the eTrade for all's implementation agenda.

- Mr. Bishar A. Hussein, Director General, the Universal Postal Union

### 30 partners sharing the same vision:

eTrade for all partners are committed to ensuring that the digital revolution is inclusive and benefits all. Thus the need to accompany developing countries, and LDCs in particular, on their journey to e-commerce for development.



“ The future of trade will be characterized by an increasing use of E-commerce to buy and sell goods and services. At the center of this revolution will be micro, small and medium enterprises who need support to navigate these new opportunities. ITC will continue to develop solutions and create pathways for MSMEs to enter and take advantage of the digital highway, and we will continue to work with UNCTAD and eTrade for all partners to ensure even greater impact. - Ms. Arancha Gonzales , Executive Director, ITC

# eTrade for all platform

## - An essential palette of tools at the heart of the initiative

The main tool of the eTrade for all initiative is its online digital platform: [etradeforall.org](http://etradeforall.org), a knowledge-sharing and information hub that facilitates access to a wide range of information and resources on e-commerce and the digital economy.

The platform offers a unique gateway for those in need of technical assistance to find those who will be able to assist them.



25'561  
of visitors over  
the period  
April 2018-April  
2019



42%  
are from  
developing  
countries



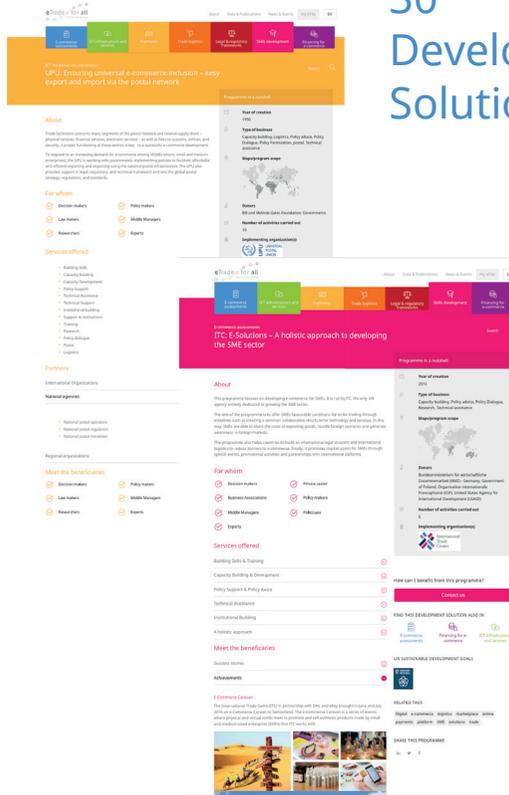
[etradeforall.org](http://etradeforall.org)

# CONNECT

## Development Solutions

These are concrete examples of e-commerce technical assistance projects and programmes offered by the eTrade for all partners. Reach out directly to them and find out what they can do for your country—or your region—to better engage in the digital economy.

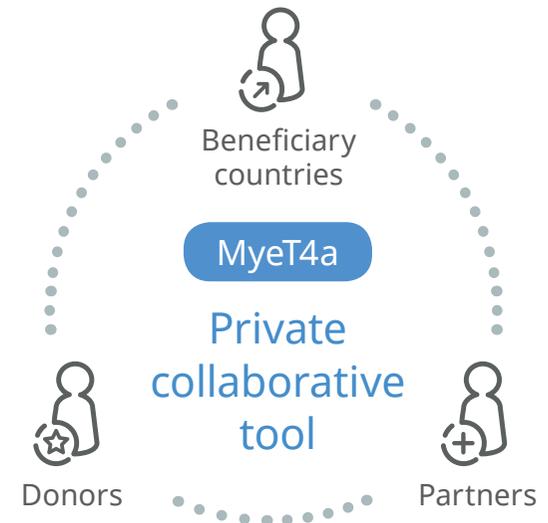
30  
Development  
Solutions



# COLLABORATE

## The MyeT4a private collaborative space

This tool connects donors, partners and beneficiaries in a secure and user-friendly environment. Being part of this community means having preferential access to this e-commerce resources and possible collaborations. A new dedicated space for the Rapid eTrade Readiness Assessments (eT Ready) community has also been developed.



# STAY INFORMED

## News, Events & Newsletter

Discover each month a ready-to-digest selection of news and events directly from our partners. Sign-up for the monthly newsletter, join our vibrant readership network and stay informed about all partners' digital agenda.



Monthly newsletters

Daily updated News & Events

# LEARN

## Indicators & Publications

The eTrade for all country profiles give a quick overview of the e-commerce landscape, by country and across regions. Learn also, through our comprehensive selection of regularly updated publications, about how to better address the multifaceted dimensions of the digital economy.

137 Country profiles in English and French

Weekly updated Publications



# eTrade for all initiative - Partnership in action

Given the multifaceted character of the digital economy, policy-makers should holistically address a wide range of policy areas to maximize potential development gains. Such an approach requires effective cross-sectoral cooperation within Governments and with other stakeholders.



**Empowering  
policymakers  
with key  
knowledge**



**Fostering dialogue  
on the development  
impacts of digital  
transformation**



**Building  
networks**

# EMPOWERING POLICYMAKERS WITH KEY KNOWLEDGE

## Joining forces for eTrade readiness

Six eTrade for all partners have been regularly contributing to the UNCTAD Rapid eTrade Readiness Assessment Programme, a major spin-off of the eTrade for all initiative created in 2017.

Thanks to the generous financial support from the Governments of Australia, Germany and Sweden, the Enhanced Integrated Framework, the International Islamic Trade Finance Corporation and a collaborative effort of the eTrade for all partners, the programme has already provided more than 17 independent evaluations of the national e-commerce ecosystem, resulting in coherent analysis and recommendations in the form of an action matrix focusing on the 7 key eTrade for all policy areas.



“ The utility of eTReady assessments 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, EIF Executive Director.

## Rapid eTrade Readiness Assessments (2018-2019)

Since its launch in 2017, 17 assessments have been completed, and more are on the way.

13

Assessments finalized  
(2018-2019)

8

In progress  
(2018-2019)

13

Additional  
requests received



## eTrade for all partners

who have regularly contributed to the eT Ready Assessments



With the financial and technical support of five eT Readies by



## Key policy impacts

### The assessments have helped:

- Generate critical inputs in various policy areas, thereby enabling countries to better understand the interlinked issues of the digital economy.
- Grow awareness about the role of e-commerce for development in LDCs.
- Enhance the knowledge base for a variety of stakeholders towards a common vision.
- Help countries to formulate their needs and build synergies with development partners.
- Offer eTrade for all partners concrete opportunities to support countries in their field of expertise through a collaborative approach.

“ To fully realize the benefits of e-commerce, we need a national strategy that will align different stakeholders towards a common vision. The assessment provides a roadmap for what needs to be done, but we need to coordinate our policies and activities.

- Mr. U Aung Htoo, Myanmar's Deputy Minister of Commerce.



## Key findings



On 3-4 April 2019, UNCTAD gathered 29 countries, eTrade for all partners and donors, to discuss lessons learned and best practices from the assessments.

- eTrade Readiness assessments have been a **catalyst for new e-commerce initiatives** in many countries, boosting public-private sector and interministerial cooperation.
- Government leadership should continue: **ownership, accountability and sustainability are key.**
- Multi-partner cooperation and **long-term funding are necessary**: for the sustainability of the eT Ready Programme and to support new requests and implementation of the action matrix.
- There is **increased interest from non-LDCs** to assess their e-trade readiness.
- **Best practices** – related to leadership and intergovernmental coordination, resource mobilization, public-private dialogue, and translating assessments into action - have been discussed and shared.
- The collaborative **MyeT4a tool** has been specifically targeted to the needs to the eT Ready community to connect beneficiary countries, partners and donors, in order to facilitate exchanges on progress, challenges and lessons learned in the implementation of the recommendations.

# FOSTERING DIALOGUE ON THE DEVELOPMENT IMPACTS OF DIGITAL TRANSFORMATION

eTrade for all partners have been of tremendous value in the organization of the eCommerce Weeks, the global leading forum where public and private stakeholders, as well as civil society, engage in a conversation about the development implications of e-commerce and the increased digitalization of economies.

In 2018-2019, **three editions of the eCommerce Weeks** have been organized, each benefiting from cutting edge expertise and active involvement of at least **70% of the eTrade for all partners**.



## Key outcomes



**Increased understanding** through the multistakeholder approach of the underlying and topical issues relating to eCommerce.



**Stronger synergies** between partners, donors and beneficiaries.



**Agreed policy recommendations** through the Intergovernmental Group of Experts on eCommerce and the Digital Economy.

# eCommerce Weeks

2018-2019

## «Development Dimensions of Digital Platforms»

eCommerce Week  
16-20 April 2018, Geneva

Under the theme “Development Dimensions of Digital Platforms”, the eCommerce Week 2018 explored the growing role of digital platforms and concrete steps to harnessing these evolving technologies for sustainable development.

It also looked in depth at key digital issues like consumer trust; blockchain; digital gaps (between developed and developing countries and by gender); online platforms; payment solutions and digital skills amongst others.



1180+  
Registered  
Participants



41%  
Women



113 Countries  
represented  
26 LDCs



21 out of 29  
partners  
attending

“E-commerce comes with challenges including skills gaps, affordability and the availability of IT infrastructures. We must address these in order to fully reap the benefits that e-commerce promises.”

- H.E. Ms. Amelia Kyambadde, Minister of Trade, Industry and Cooperatives, Uganda

# «From digitalization to development»

eCommerce Week

1-5 April 2019, Geneva

Under the theme “From Digitalization to Development”, the 2019 edition emphasized the need to enhance support- at all levels- for an effective contribution of e-commerce towards sustainable development.

It also addressed the growing digital divide, the need for increased digital skills, the role and value data in the digital economy, gender empowerment, trade and logistics issues, consumer trust and new technologies (such as artificial intelligence and blockchain).



The eCommerce Week coincided with the **third session of the Intergovernmental Group of Experts on eCommerce and the Digital Economy**, which was attended by 120 countries- including 30 LDCs. The summary report of the eCommerce Week can be found here: [to be inserted in the web version](https://unctad.org/meetings/en/Sessional-Documents/dtI_eWeek2019_summary_en.pdf). [https://unctad.org/meetings/en/Sessional-Documents/dtI\\_eWeek2019\\_summary\\_en.pdf](https://unctad.org/meetings/en/Sessional-Documents/dtI_eWeek2019_summary_en.pdf)



1520+  
Registered  
Participants



38%  
Women



135 Countries  
represented  
35 LDCs



26 out of 30  
partners  
attending



Very good balance between high level discussions and concrete field actions.

- Feedback from the eCommerce Week 2019 survey



We are at a time where we are seeing unprecedented growth in e-commerce sales and the digital economy. It is critical, however, to remember that half the world is still not connected and that levels of digitalization will impact countries' ability to achieve the Sustainable Development Goals.

- Dr. Mukhisa Kituyi Secretary-General, UNCTAD

# AFRICA

“ ‘Africa’s agenda for integration, industrialization, structural transformation and economic diversification can be enhanced through digital technologies. Removal of all barriers to digital technologies is therefore a key necessity. (.....) I would like to thank the eTrade for all partners (...) for their valuable contributions to the current discussions on digital economy, which I believe will inform Africa’s choices of which path we need to take to the digital economy and e-commerce of the 21st century.»

- H.E. Uhuru Kenyatta, President, Republic of Kenya, at the opening of the Africa eCommerce Week, December 2018

# Africa eCommerce Week

The first regional dialogue

«Empowering African Economies in the Digital Era»

10-14 December 2018, Nairobi

Given the extensive and growing recognition of the eCommerce Week, UNCTAD—in partnership with the African Union, the European Union and eTrade for all partners—organized **the first regional eCommerce Week in Africa**, themed «Empowering African Economies in the Digital Era» and hosted by the Government of Kenya in December 2018.



The conference issued the **Nairobi Manifesto on the Digital Economy and Inclusive Development in Africa**, charting a course for African countries with policy recommendations in **7 policy areas**.



2000+  
Registered  
Participants



38%  
Women



60 Countries  
represented



eTrade for all  
partners  
contributed to  
30+ sessions

# BUILDING NETWORKS ... ...TO FOSTER GENDER INCLUSION IN THE DIGITAL ECONOMY

The digitalization of the economy is creating new opportunities for women in developing countries. But this potential is far from fully exploited as women struggle to scale their business and get a seat at decision-making tables.

## Empowering women through ICTs

In order to advance the empowerment of women through ICTs (SDG target 5.b), UNCTAD is proud to champion the eTrade for Women initiative. This new endeavor undertaken with the support of the Government of the Netherlands and in collaboration with relevant eTrade for all partners aims at allowing more female digital entrepreneurs to make their voices heard in high-level political decision-making processes and to empower the next generation of female entrepreneurs in developing countries.



## eTrade for Women

Empowering women entrepreneurs in developing countries

### Making women digital entrepreneurs a force for inclusive wealth creation and development

The eTrade for Women initiative's mission is to allow more women entrepreneurs in developing countries to harness the transformative power of e-commerce and digital technologies, by enabling them to use their voices for more inclusive digital economy policy processes, empowering the next generation of entrepreneurs and contributing to the prosperity of their regions.

“ Making women tech entrepreneurs visible is everyone's job. It's not a woman's job.

- Ms. Isabelle Durant, Deputy Secretary-General, UNCTAD

## ..... TO SCALE-UP INCLUSIVE E-COMMERCE IN AFRICA

UNCTAD and the World Economic Forum—in cooperation with eTrade for all partners—share a strategic vision in this regard and have joined forces to scale up inclusive e-commerce in Africa.

### The Pan-African Community on eTrade

Launched at the Africa eCommerce Week in Nairobi, it will seek to mobilize trusted voices and engage strategically through public-private dialogues and other initiatives related to boosting e-commerce across Africa in 2019 and 2020.

This new community represents an opportunity for collaboration between multiple actors on public-private dialogue and other initiatives related to **scaling e-commerce across Africa**



## Pan-African Community on eTrade

**Three pillars** provide a structure for the community:

- An enabling e-commerce policy environment;
- Scaling ICT investment;
- Small business digital growth.

“ E-commerce challenges in Africa are often more complex compared with other emerging markets. Entrepreneurs must contend with a poor logistics infrastructure, lower connectivity and a shortage of digital skills that limit user appetite.

- Feedback from a breakfast consultation held alongside the Transform Africa Summit in Kigali, Rwanda, May 2019

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

Australia

Finland

Germany

Estonia

Republic of Korea

Sweden

The Netherlands

and the

European Union

Enhanced Integrated Framework (EIF)

International Islamic Trade Finance Corporation (ITFC)

We are committed to provide the best and most useful experience for our stakeholders, meeting their needs and expectations.



**Any inquiries? Contact us!**

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

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

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

 [eTrade for all](https://www.youtube.com/eTradeforall)