



# Launched at UNCTAD 14



*“We welcome the formal unveiling of the eTrade for All initiative at UNCTAD XIV. It provides a new approach to trade development through electronic exchanges by allowing developing countries to more easily navigate the supply of technical assistance for building capacity in e-commerce readiness and for donors to get a clear picture of programmes that they could fund.”*

Nairobi Azimio

# Making Development Assistance Fit for Purpose

- Multi-stakeholder initiative to:
  - raise awareness of e-commerce opportunities and challenges
  - mobilize financial and human resources for address challenges and constraints;
  - enhance transparency and strengthen synergies among partners providing assistance



# Link to Agenda 2030



- Empowerment of women as entrepreneurs and traders (5b).
- Support of productive activities, decent job creation, entrepreneurship, creativity and innovation, and the formalization and growth of MSMEs (8.3).
- Improved access of MSMEs to financial services (online and mobile payments) and their integration into value chains and markets (e.g. leveraging virtual marketplaces) (9.3).
- Increased exports from developing countries (17.11)



# E-Trade for All

- Information Economy Report 2015
- Suominen, K. (2014). *Aid for eTrade: Accelerating the E-commerce Revolution in the Developing World*
- FES/UNCTAD workshop (February 2016)
  - Representatives from governments, e-commerce companies and international organizations
  - Produced a **Call for Action**



# PUBLIC AND PRIVATE SECTOR SUPPORT

*participants from private sector and International Org's*



**WORLD BANK GROUP**



UNITED NATIONS  
**UNCTAD**



UPU  
**UNIVERSAL  
POSTAL  
UNION**

**WORLD TRADE  
ORGANIZATION**



**USAID**  
FROM THE AMERICAN PEOPLE



**IDB**

Inter-American  
Development Bank



**itfc**

International  
Islamic Trade  
Finance Corporation

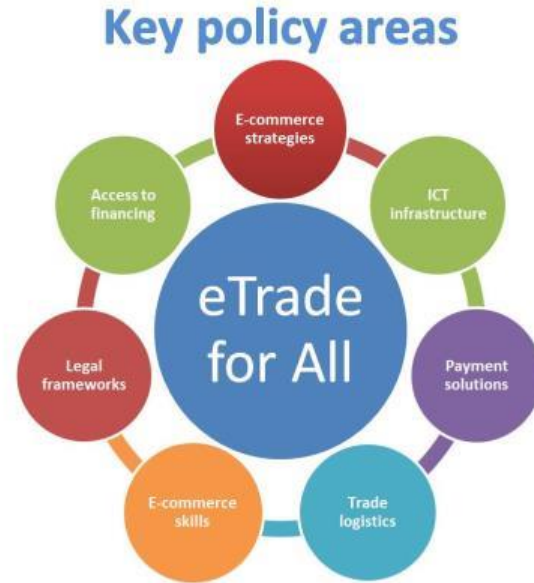


Delivery To Your Door



# eTrade for All

- Multi-stakeholder partnership
- Demand-driven
- Objectives:
  - Raise awareness of opportunities and challenges related to e-commerce.
  - Mobilize financial and human resources
  - Strengthen coherence and synergies among partners
  - Enhance transparency



# Link to Agenda 2030 for Sustainable Development

- **E-Trade for All** is a concrete illustration of how to leverage ICTs for sustainable development
- Target 5.b
- Targets 9.1-9.3
- Target 17.11





# Basic principles

- Demand-driven and bottom-up
- Emphasis on synergies and avoiding duplication of work
- Focus on building local knowledge and capacity
- Gender sensitive
- Data and facts-driven
- Performance assessed through results-based management
- Long-term viable impact is the goal, solutions and interventions remain effective after end of intervention

# Private Sector Advisory Council

- Established and managed by the private sector
- To facilitate the public-private dialogue
- Comprising e-commerce platform companies, payment providers, logistics firms, IT infrastructure companies and private foundations in developing and developed economies.
- Discuss gaps and challenges, share ideas and unlock new e-commerce markets
- Polled annually on the state of e-commerce.
- Mechanism to engage the private sector when discussing observed problems to e-commerce and possible solutions.

# Key policy areas





## The Platform

**What if** Fiona, government officer from Samoa, could have at her fingertips on her device, e-commerce development solutions in 7 areas?

# eTrade for All is connecting the dots among partners and beneficiaries to reap e-commerce gains more quickly



- African Development Bank
- Economic Commission for Africa
- Economic Commission for Latin America and the Caribbean
- Enhanced Integrated Framework
- E-commerce readiness assessment and strategy formulation
- Inter-American Development Bank
- International Association of Prosecutors
- International Civil Aviation Organization
- International Trade Centre
- International Telecommunication Union
- Internet Society
- United Nations Commission on Trade Law
- United Nations Conference on Trade and Development
- African Alliance for E-commerce
- Alibaba
- Bangladesh Association of Software and Information Services
- Bizisol
- Burundishop
- DHL
- eBay
- einstituto.org
- Etsy
- Fedex
- Fiata.com
- First Atlantic Commerce
- Google
- Huawei
- Impact Enterprises
- International Council of Swedish Industry
- Kapruka and Grasshopper
- King and Spalding
- Latin American eCommerce Institute
- Nextrade Group
- PayPal
- RingierAfrica
- TCS Express & Logistics
- UPS
- vTex
- World Information Technology and Services Alliance
- World SME Forum

E-commerce readiness assessment and strategy formulation

ICT infrastructure and services

Payment solutions

Trade logistics and trade facilitation

Legal and regulatory frameworks

E-commerce skills development

Access to financing

7

policy areas

23

partners

30

private sector members

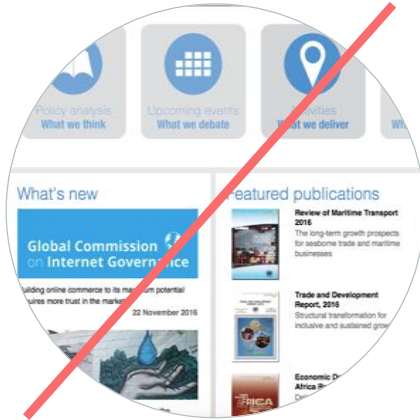
193

potential beneficiaries

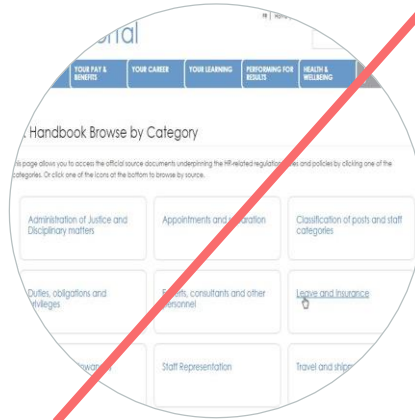
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platform

# eTrade for all is not...



.... just a web site



... an administrative  
portal



... a programmes'  
repository



## PARTNERS

- Manage own process
- Showcase projects and impacts
- Leverage resources
- Share & learn with peers
- Engage in Public-Private dialogue
- Implement joint projects

## BENEFICIARIES

- Know who does what in e-commerce
- Easy access to proposed solutions
- Find data to allow benchmarking
- Be informed
- Be empowered to upload quick-win projects

## STAKE-HOLDERS

## DONORS

- Find concrete projects that fit your development priorities
- Make more effective use of resources
- Foster synergies & avoid duplication
- Share & connect with peers

April 5 2017







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E-commerce assessments



ICT infrastructure and  
services



Payments



Trade logistics



Legal & regulatory  
frameworks



Skills development



Financing for  
e-commerce

Discover eTrade for all

# Let's make e-commerce inclusive and drive development

Welcome to the platform that helps developing countries unlock the potential of e-commerce





E-commerce assessments



ICT infrastructure and  
services



Payments



Trade logistics



Legal & regulatory  
frameworks



Skills development



Financing for  
e-commerce

# Data / Indicators

Search

## Do you want to assess your e-commerce readiness?

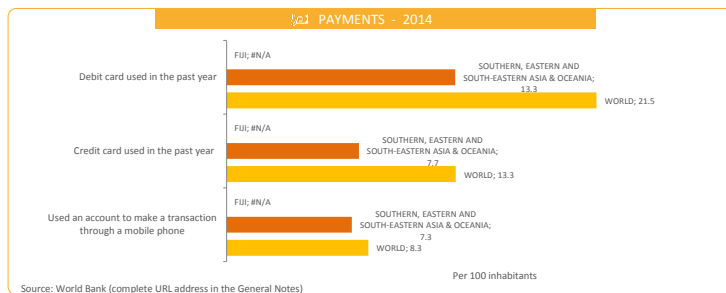
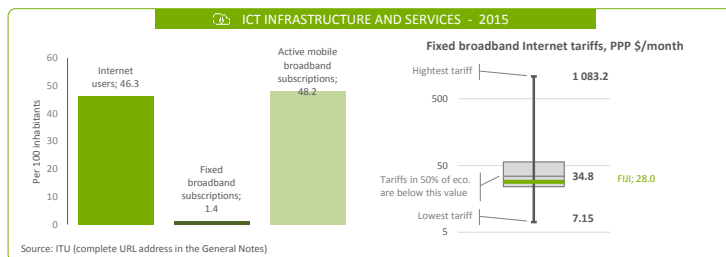
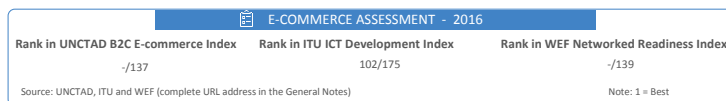
Discover the eTrade for all indicators to have a better view of the e-commerce environment in your countries and across regions. Enter the name of your country and get started!

PDF



## COUNTRY PROFILE: FIJI

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



- Service ▾
- Geographical-Focus ▾
- Organisation ▾

## Related tags

- consumer
- Customs
- data
- Entrepreneurship
- liability
- logistics
- policy
- privacy
- regulation
- SMEs

## 4 development solutions found

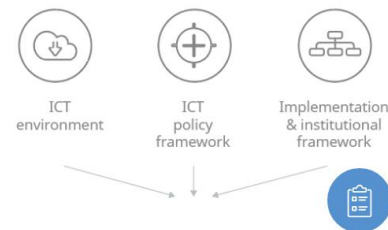


18 April 2017

The World Bank: e-Trade for development



UNCTAD: e-T.Ready – Rapid e-Trade Readiness Surveys of Least Developed Countries



30 March 2017

UNCTAD: ICT Policy Review Programme – Establishing an ICT policy framework for e-commerce



27 February 2017

ITC: E-Solutions – A holistic approach to developing the SME sector

# eTrade for All Update

- Online Platform launched 25 April 2017 - [etradeforall.org](http://etradeforall.org)
- Two Rapid Assessments of eTrade Readiness
  - Cambodia
  - Bhutan
  - New requests from: Samoa, Liberia, Nepal, Burundi, Solomons Islands, Bangladesh
- New pledges of funding for eTrade assessments in LDCs : EIF, Germany



**Thank you!**  
**etradeforall.org**