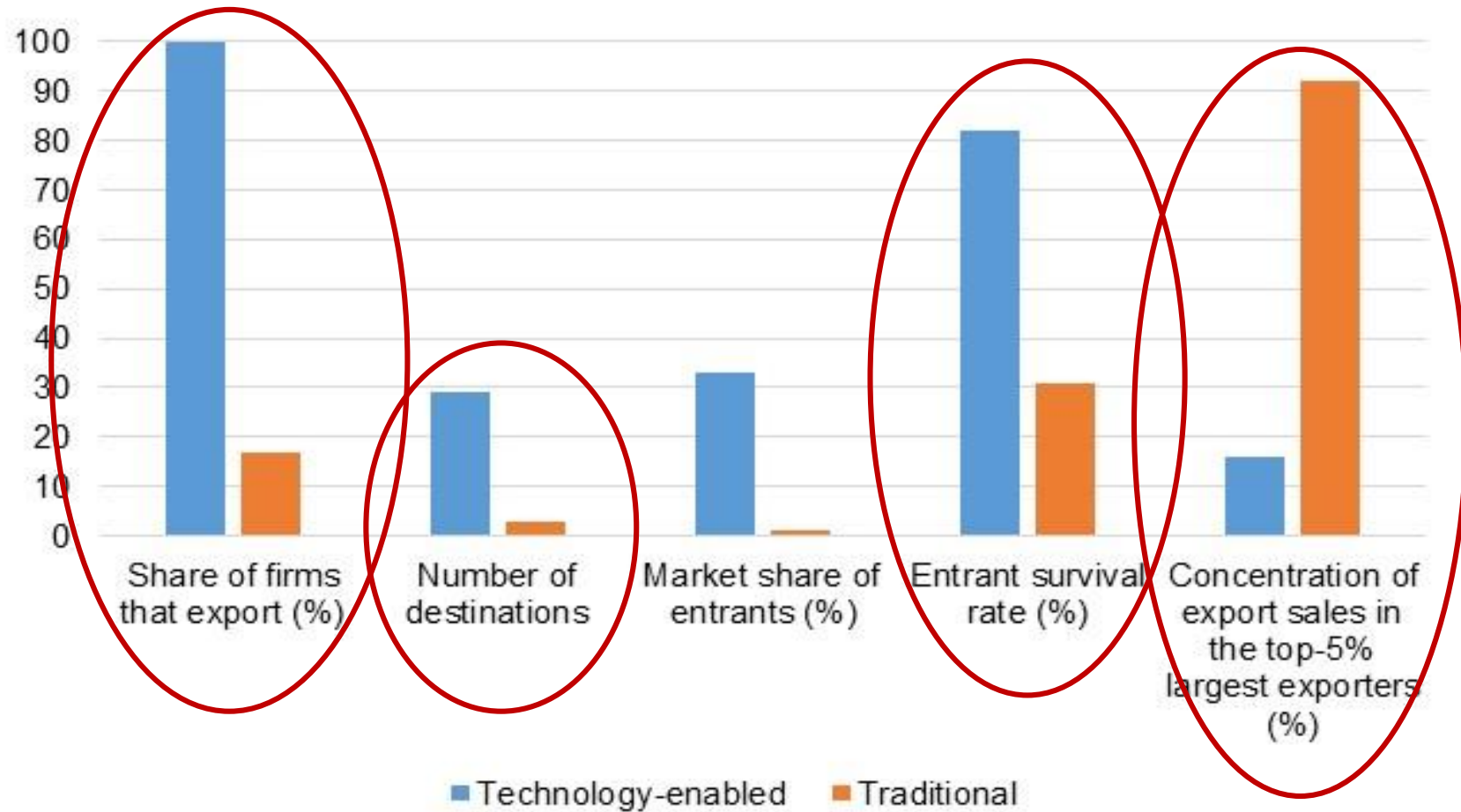


Aid for eTrade: Accelerating the Global eCommerce Revolution

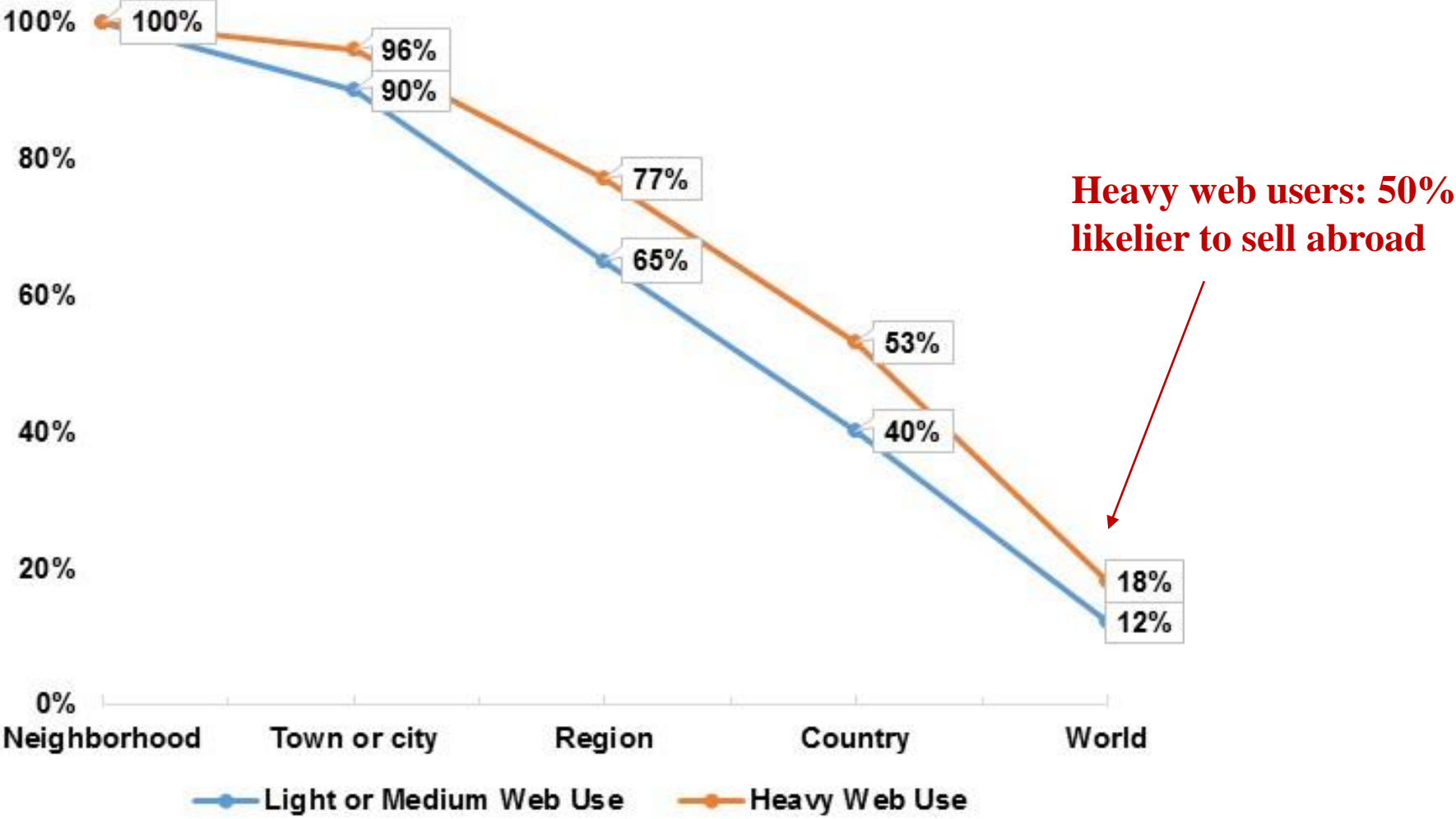
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28 May 2015
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Ecommerce flattens the world

Export Participation and Performance of Chilean eBay Sellers vs. Traditional SMEs



SMEs' Sales Reach by Market, by Level of Web Use



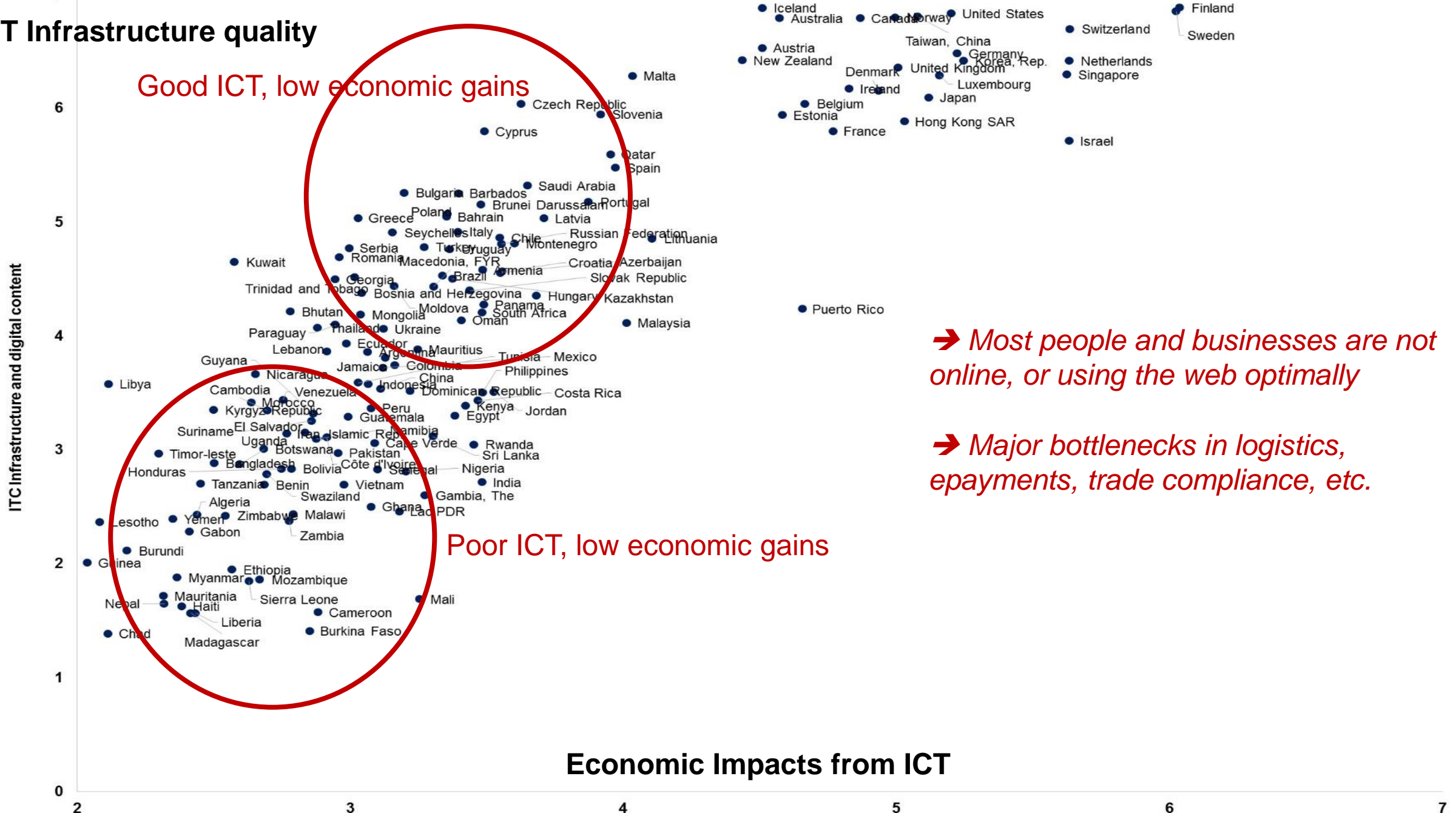
Source: Boston Consulting Group (2014), "Greasing the Wheels of the Internet Economy."

Ecommerce Increases:

- SMEs and micro-entrepreneurs' export participation & job-creation
- Broad-based gains from trade at bottom of the pyramid
- Export diversification
- Trade volumes
- Product / input quality and variety for importers and consumers

→ *However, many challenges*

ICT Infrastructure quality



➔ Most people and businesses are not online, or using the web optimally

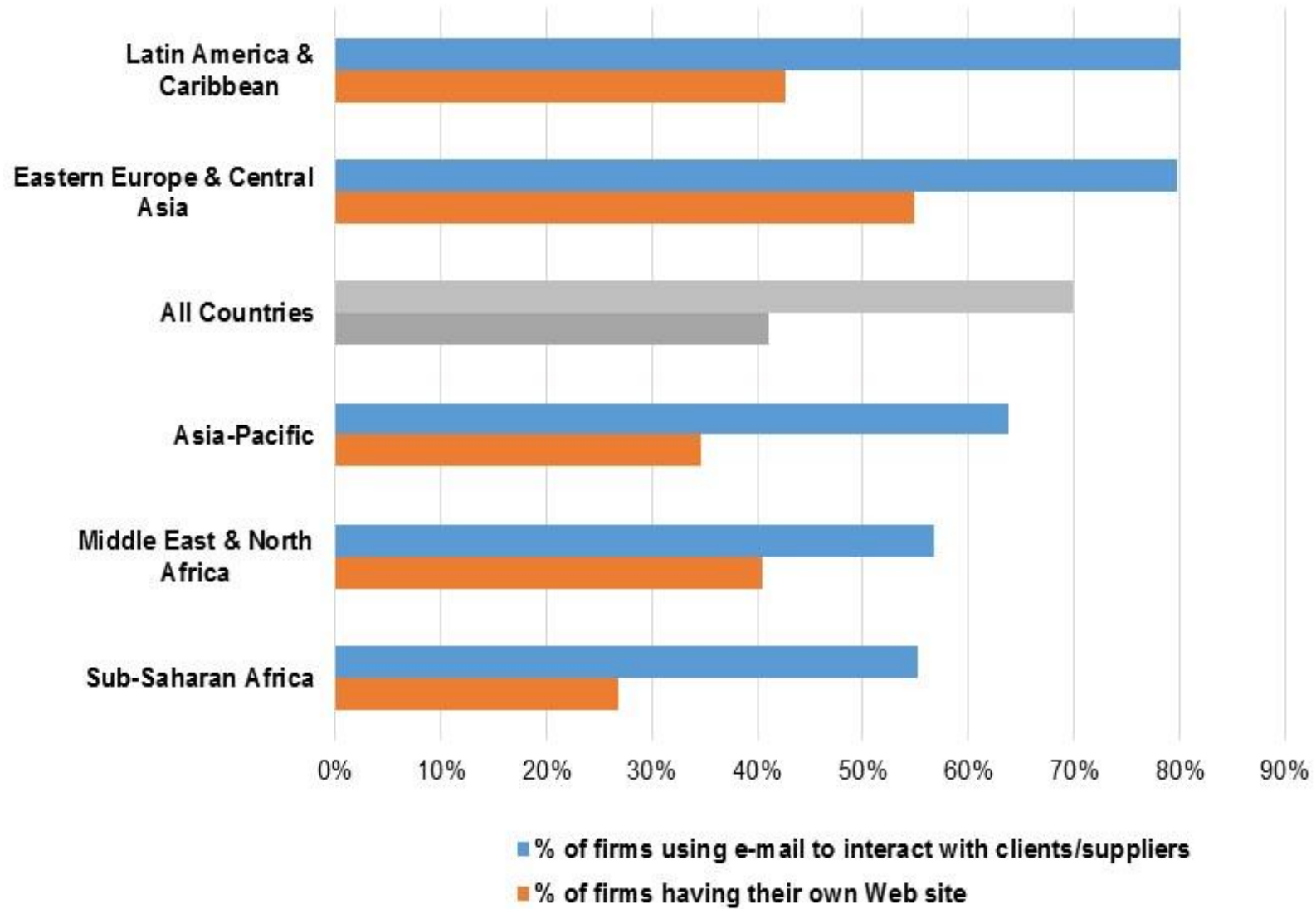
➔ Major bottlenecks in logistics, epayments, trade compliance, etc.

Economic Impacts from ICT

Source: The World Economic Forum, 2014. Enabling Trade Index

Economic impacts from ICT

SMEs not optimally connected



Aid for eTrade

Comprehensive global initiative to channel \$100bn in 2016-20 to accelerate the ecommerce revolution in the developing world

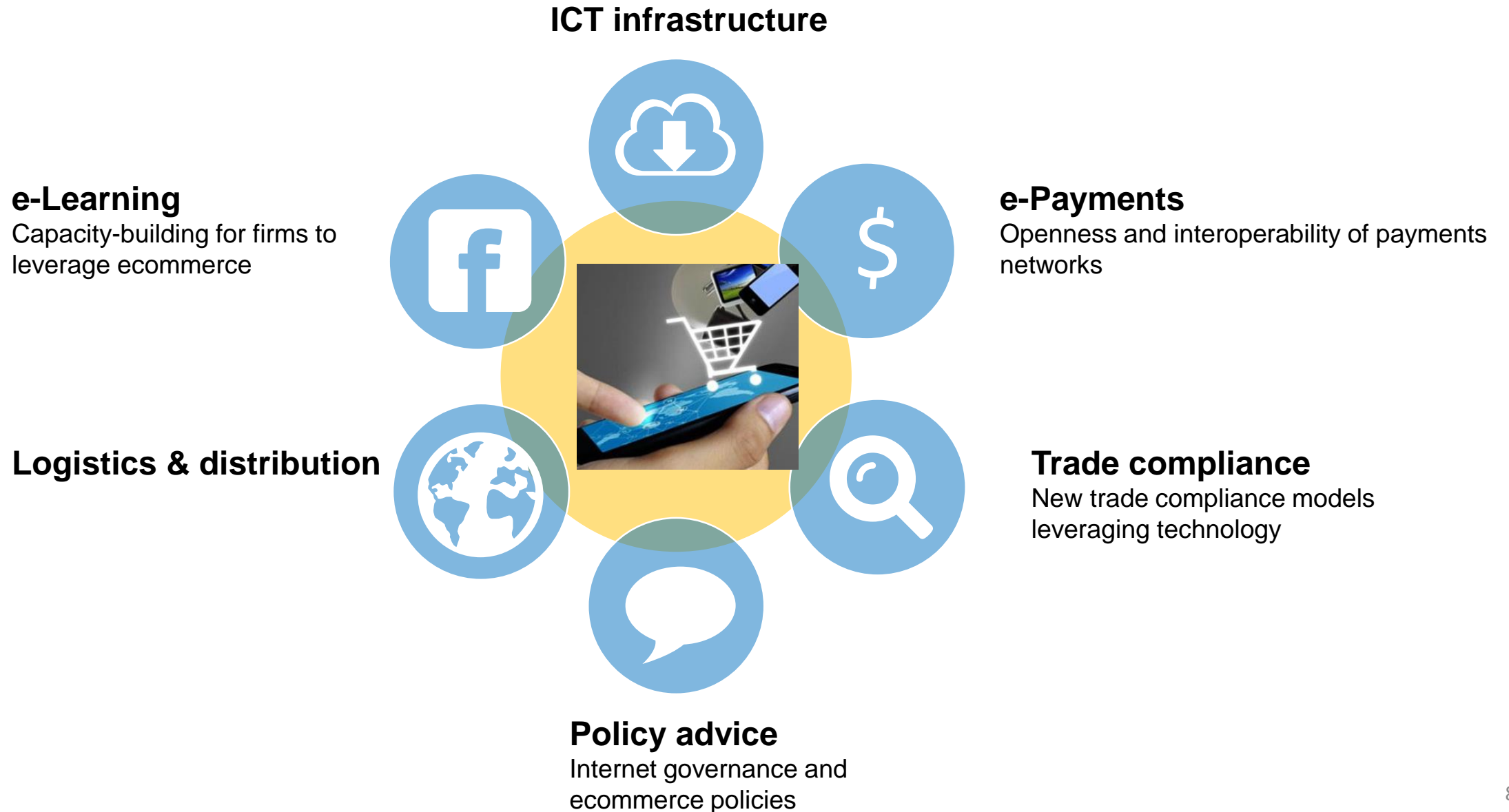
Features

- Based on public-private partnerships
 - Engages a large ecosystem of stakeholders in the digital economy
- Rides on the momentum of FTAs
 - E.g., Pacific Alliance, APEC, TPP, TTIP
- Conditioned on fair and open Internet policies
 - “MCC spirit”
- Improves on Aid for Trade
 - Monitoring & evaluation, systematic PPPs, focus on gender

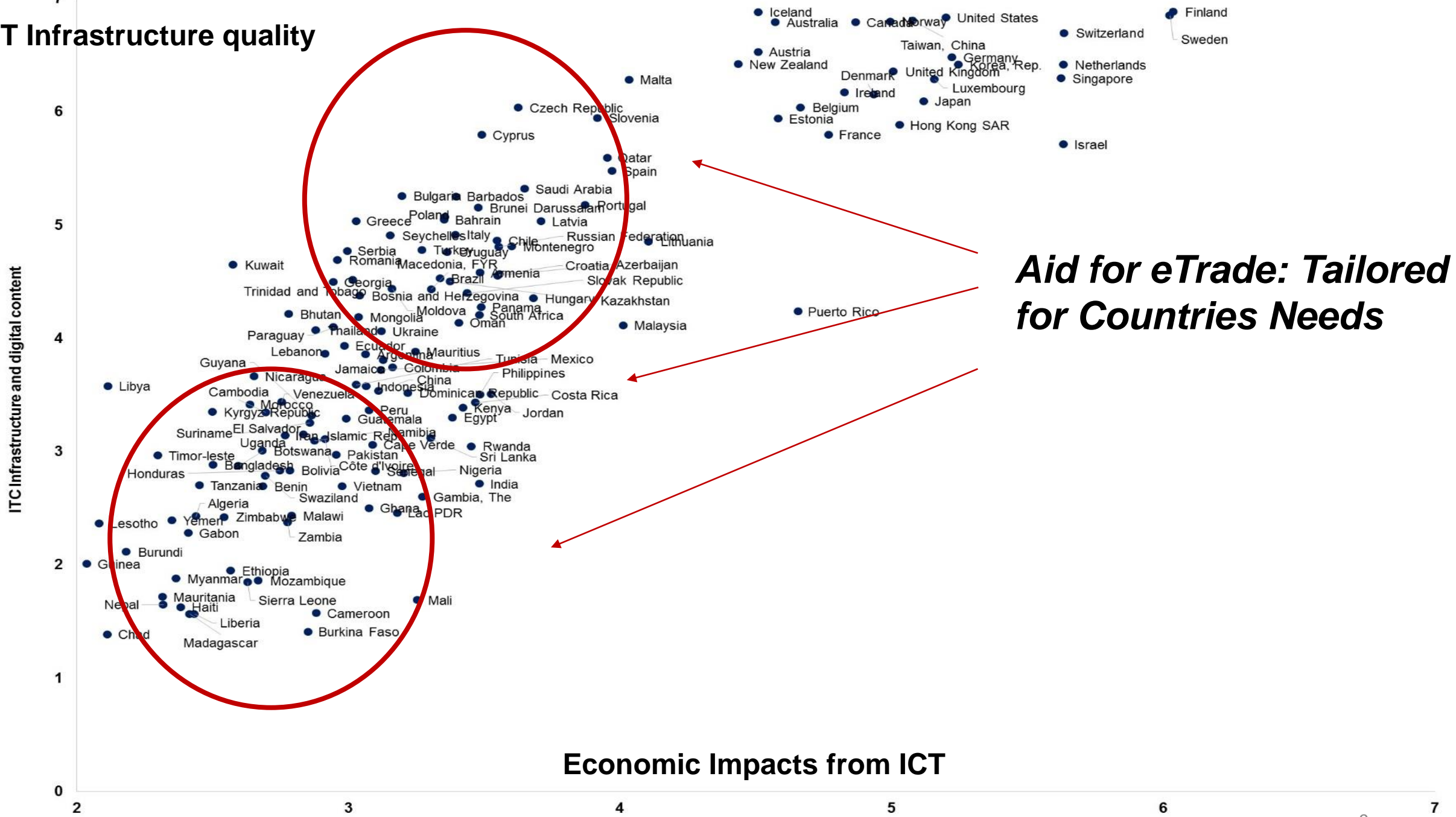
Why do it collaboratively and together?

- Set a common, big global goal
 - Keeps everyone’s feet to the fire
- Leverages each organization’s comparative advantages
 - Less overlap; power of specialization
- Common diagnostics, data, monitoring and knowledge-sharing
 - Get at best practices fast; focuses resources
- Private sector involvement to define projects that are commercially meaningful
 - Ecommerce flows on its own after donors leave

Aid for eTrade: Unlocking Key Constraints to eCommerce



ICT Infrastructure quality



Aid for eTrade: Tailored for Countries Needs

Economic Impacts from ICT

Source: The World Economic Forum, 2014. Enabling Trade Index

Economic impacts from ICT

Aid for eTrade: Accelerating the Global eCommerce Revolution

- Paper: http://csis.org/files/publication/141107_eBay_CSIS_aid_eTrade.pdf
- Article: <http://e15initiative.org/blogs/aid-for-etrade-accelerating-the-e-commerce-revolution/>

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