Regional E-Commerce Strategy - Regional perspectives and approaches

11 May 2023
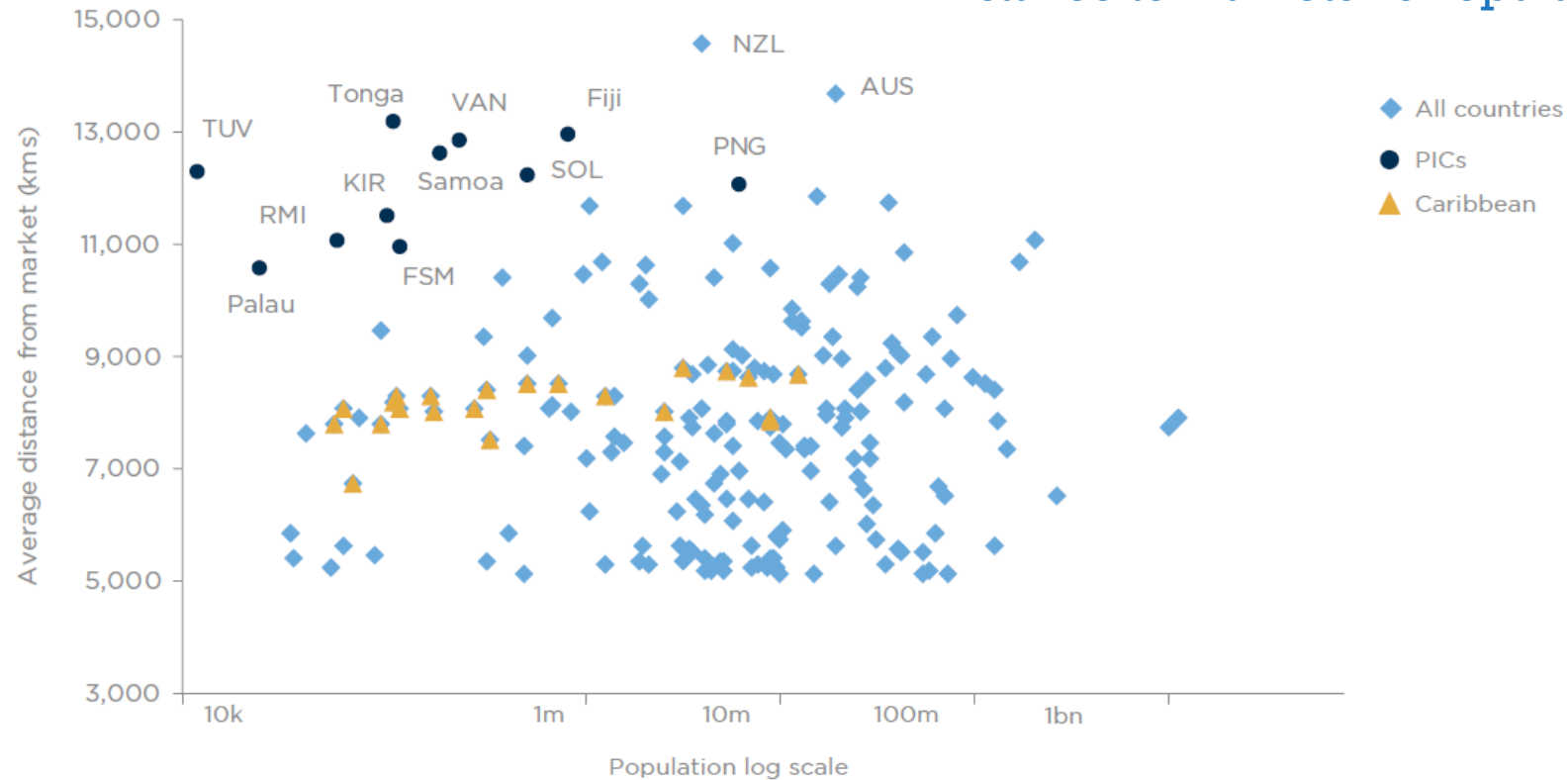
Pacific E-commerce Initiative

PACIFIC ISLANDS FORUM

Geography and the Pacific – key constraint

Distance to Markets vs Population Size

Source World Bank staff calculations using World Development Indicators and CEPII, GeoDist.
Note (i) x axis in log scale; (ii) average distance from market is the average of distance to other economies weighted by their GDP.

Pacific E-commerce Initiative

E-commerce is priority of the **Pacific Aid-for-Trade Strategy 2020-2025**

Regional work starts in 2017

2017-2021 - **diagnostic E-commerce studies**

August 2021 - **Pacific Regional E-commerce Strategy and Roadmap**

**54 regional measures** covering the 7 UNCTAD E-commerce Policy Areas

Focus is now on implementation – activities ongoing at PIFS and partner agencies

E-commerce assessments

ICT Infrastructure and services

Financing for e-commerce

Payments

Skills development

Trade logistics

Legal & regulatory frameworks

National Assessments and Strategies

PACER PLUS MEMBER	ASSESSMENT	STRATEGY
Cook Islands	2023*	2023*
Kiribati	2019	2023*
Niue	2020	
Samoa	2017	2022
Solomon Islands	2018	2022
Tonga	2019	2021
Tuvalu	2019	2023*
Vanuatu	2018	2022
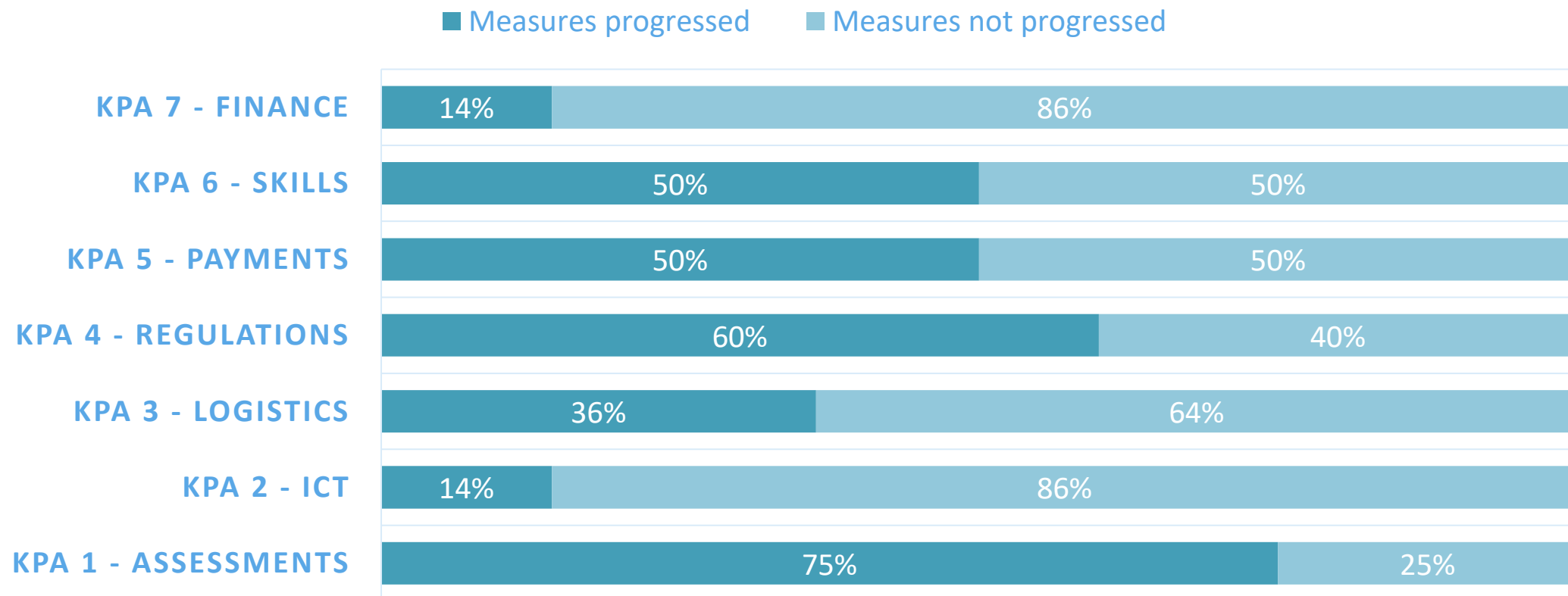
Regional Strategy Implementation - PIF

- Support to the development of [E-commerce Assessments and National E-commerce Strategies](#)

- Management of the [Pacific E-commerce database](#), the most comprehensive compendium of E-commerce statistics in the Pacific

- *PIF E-commerce Business Toolkits Plus Program* for the private sector (link [here](#))

PIFS E-commerce Business Toolkits Plus

Step 4

Small grant programme

Step 3

Mentoring and coaching

Step 2

Promotion and training

Step 1

Toolkits development and accessibility
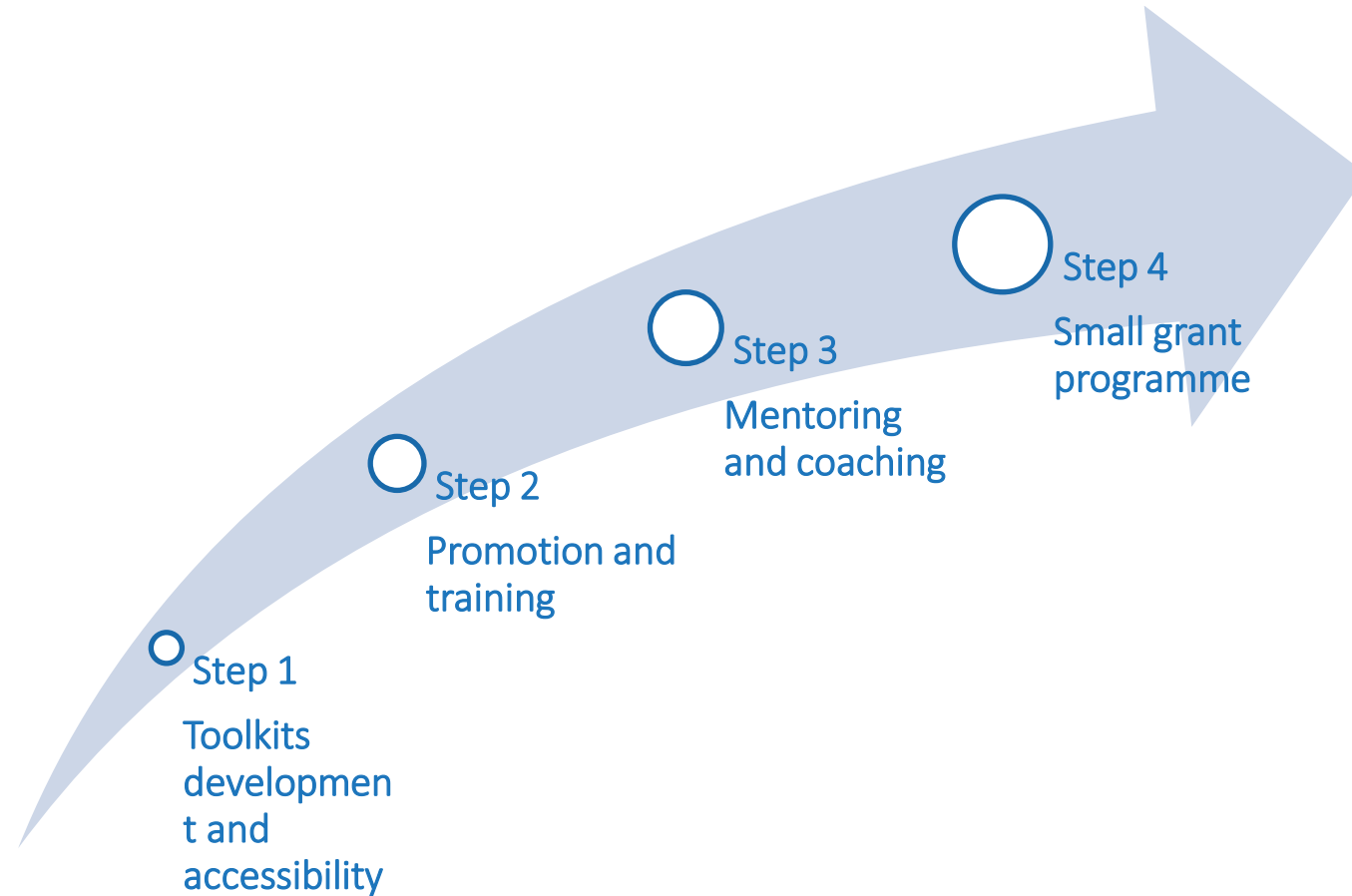
Regional Strategy Implementation – PIF (ii)

- *PIFS E-commerce Rules Plus Program* – online self-paced courses for policymakers (link <u>here</u>)

Coordination - PIF

Coordination of the Pacific Regional E-commerce Strategy and Roadmap

- Management of the <u>Pacific E-commerce Portal</u>, the to-go place for information on e-commerce development in the Pacific, including PIFS E-commerce products

- Management of the Regional E-commerce <u>M&E framework</u>
    - Support to the development of National E-commerce M&E frameworks

- Establishment and management of Pacific E-commerce Committee and Sub-committees
    - Support to the establishment of National E-commerce Committees

- Establishment and management of the Pacific E-commerce Alliance

PACIFIC E-COMMERCE COMMITTEE

*The **specific objective** is to provide support, guidance and strategic oversight of the Strategy's implementation, ensuring the timely and effective delivery of its measures and outputs, and the achievement of its outcomes*

Members	**Observers**
Forum Island Countries†	Implementing agencies (see list below)
	Donor partners (see list below)

Coordinated by the Pacific Forum Island Secretariat

Pacific Development Partners Sub-committee

*The **specific objective** is to efficiently mobilise and allocate resources towards the implementation of the Strategy*

Implementing agency	KPA	Donor partners	KPA
ComSec	2, 3, 4, 6	Australia	1, 3, 4, 5, 6, 7
eTrade Alliance	5	Canada	
GATF	3	3	
ITC	6	China	3, 4
MasterCard	5	Denmark	3
PIF	1, 4, 6, 7	EIF	1, 3
PPIU	1, 4	EU	1, 3
PTI Australia	5, 6	Germany	3
PTI NZ	6	New Zealand	1, 3, 4, 6
SPC	1	South Korea	3, 4, 7
SPTO	7	UK	2, 6
TradeWorthy	1	US	3, 5
UNCDF	3, 4, 5, 6, 7		
UNCITRAL	4		
UNCTAD	1, 3, 4		
UNDP	5, 6		
UNESCAP	3		
WEF	4		

Coordinated by the Pacific Forum Island Secretariat

Pacific Private Sector Sub-committee

*The **specific objective** is to ensure that the business perspective is fully integrated throughout the implementation of the Strategy*

Members	**Observers**
PIPSO	Alibaba
Private sector's reps from	Amazon
Forum Island Countries	Google
	MasterCard

Coordinated by the Pacific Forum Island Secretariat

PACIFIC E-COMMERCE ALLIANCE

PacifEcom's three objectives are:
1. *Raising awareness of opportunities, challenges and potential solutions to boost e-commerce in PICs;*
2. *Mobilising resources to implement the Strategy; and*
3. *Promoting coordination and synergies among partners' activities with a view to increasing impact, avoiding duplication, and enhancing efficiency.*

Members are implementing agencies who became **signatories** of the PacifEcom Statement of Intents

Coordinated by the Pacific Forum Island Secretariat

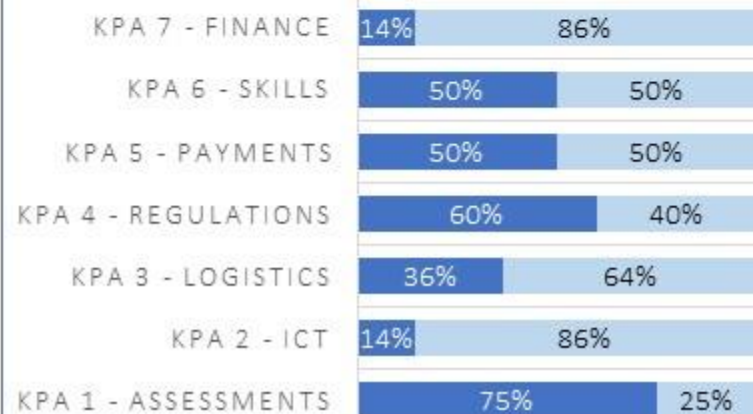Not yet established

Key Priority Areas (KPA)

1. E-commerce Readiness and Strategy Formulation
2. ICT Infrastructure and Services
3. Trade Logistics and Trade Facilitation
4. Legal and Regulatory Framework
5. Electronic Payment Solutions
6. E-commerce Skills Development
7. Access to Finance for E-commerce

† Cook Islands, Federal States of Micronesia, Fiji, French Polynesia, Kiribati, republic of Marshall Islands, Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.

Pacific Regional E-commerce Strategy
M&E Report, December 2022

■ Measures progressed   ■ Measures not progressed

KPA	Progressed	Not progressed
KPA 7 - FINANCE	14%	86%
KPA 6 - SKILLS	50%	50%
KPA 5 - PAYMENTS	50%	50%
KPA 4 - REGULATIONS	60%	40%
KPA 3 - LOGISTICS	36%	64%
KPA 2 - ICT	14%	86%
KPA 1 - ASSESSMENTS	75%	25%

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