



**Vanuatu  
Aid-for-Trade  
Management  
Unit**

# **VANUATU E-Commerce Update**

REGIONAL WORKSHOP TRADE IN SERVICES PACER PLUS-  
APIA SAMOA

Date: Thursday 11<sup>th</sup> May 2023



# Outline

## Content:

### 1. Vanuatu E-commerce update

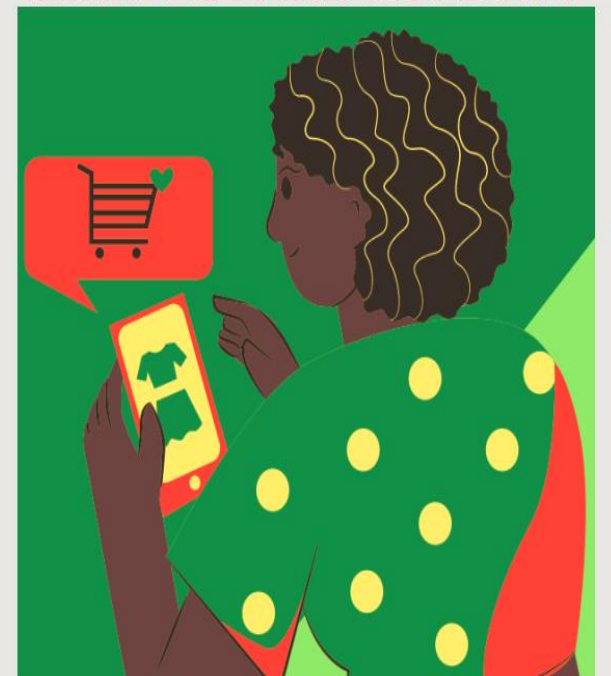
- Background
- Governance and structure
- E-Commerce Strategy &
- Implementation status

### 2. Challenges and wayforward

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## VANUATU E-COMMERCE STRATEGY AND ROADMAP



MINISTRY OF TOURISM, TRADE, COMMERCE  
AND NI-VANUATU BUSINESS (MTTCNVB)

# VANUATU E-COMMERCE UPDATE

## Background:

- **Vanuatu Rapid E- trade Readiness Assessment**

- Working closely with the Vanuatu Government, UNCTAD carried out an assessment in 2018 to provide a basic analysis of the e-commerce situation and identify opportunities and barriers.
- The global economy is being transformed by the revolution of technology, offering a wealth of opportunities.

- **E-Commerce Strategy developed 2020, COM endorsement launched in 2022**

- It is in the interest of the Vanuatu Government and the private sector to take part in the digital economy based on the E-Trade readiness assessment
- The aftermath of the COVID-19 pandemic has seen E-Commerce become a central component of the new normal.

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## Background:

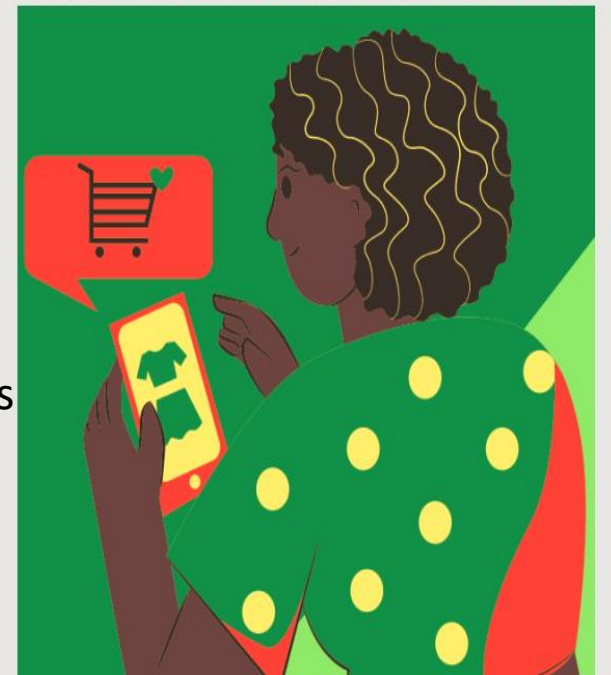
- **Governance**



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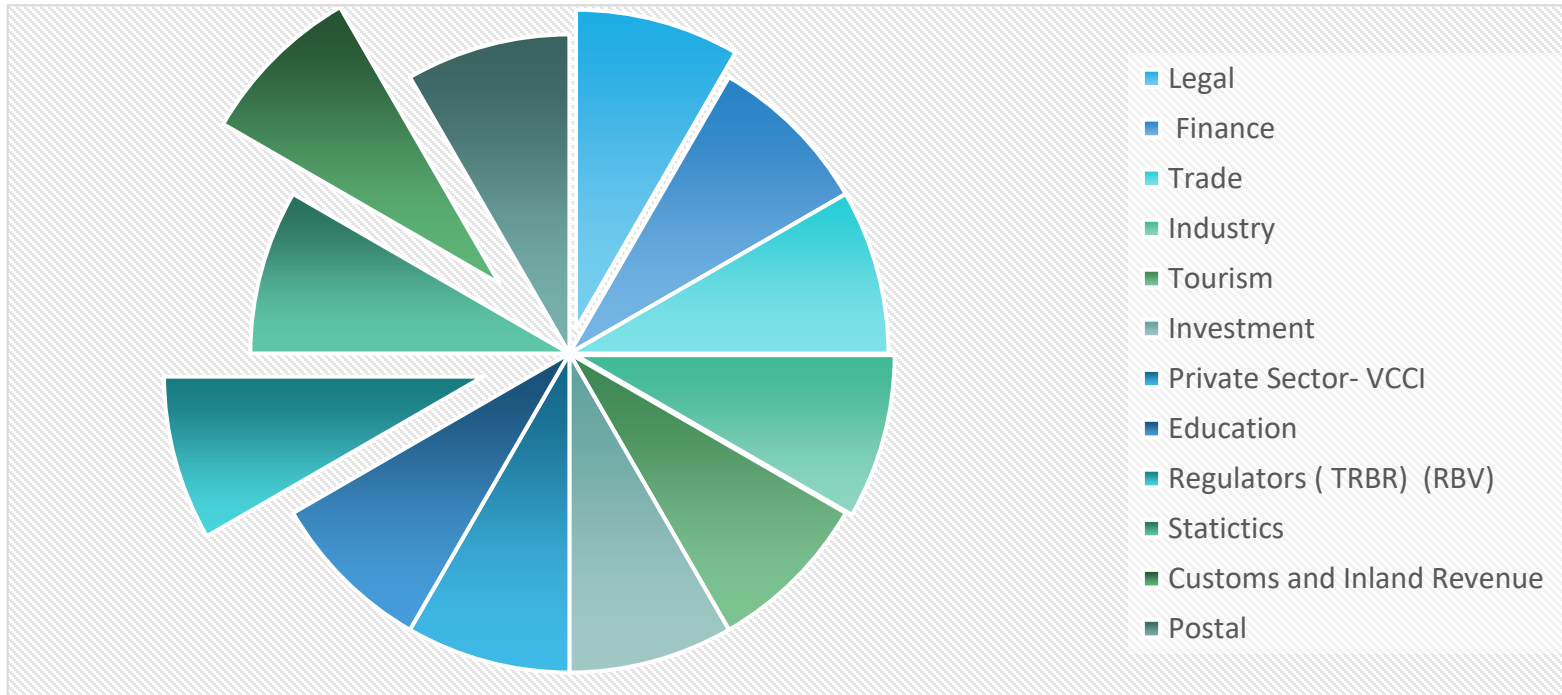


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# VANUATU E-COMMERCE UPDATE

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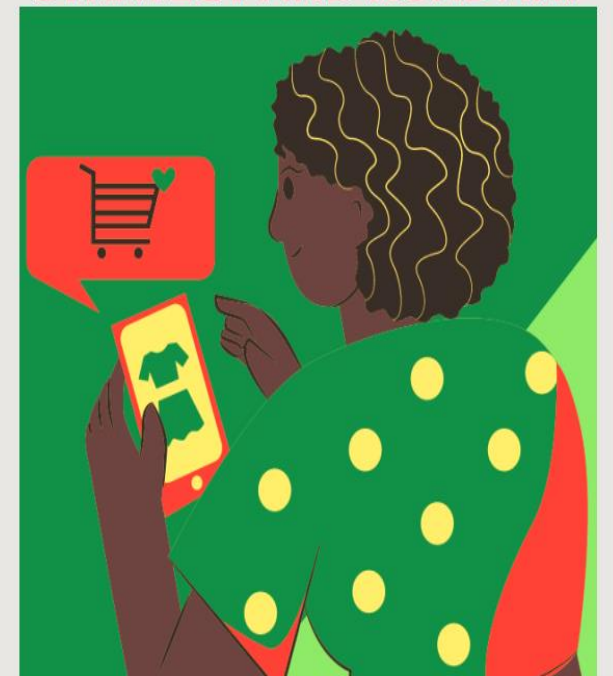
### • E-COMMERCE SECTORS COMMITTEE COMPOSITION



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# VANUATU E-COMMERCE UPDATE

## E-Commerce Strategy:

### Priority Area 1: E-commerce Readiness and Strategy Formulation

#### Strategic Outputs:

- **SO1.1:** Mainstreaming of digital trade in national trade and ICT policies is completed.
- **SO1.2:** Private sector associations are driving e-commerce adoption among businesses.
- **SO1.3:** Statistics on e-commerce are produced on a regular basis to satisfy domestic, regional and multilateral obligations.

### Priority Area 2: ICT Infrastructure and Services

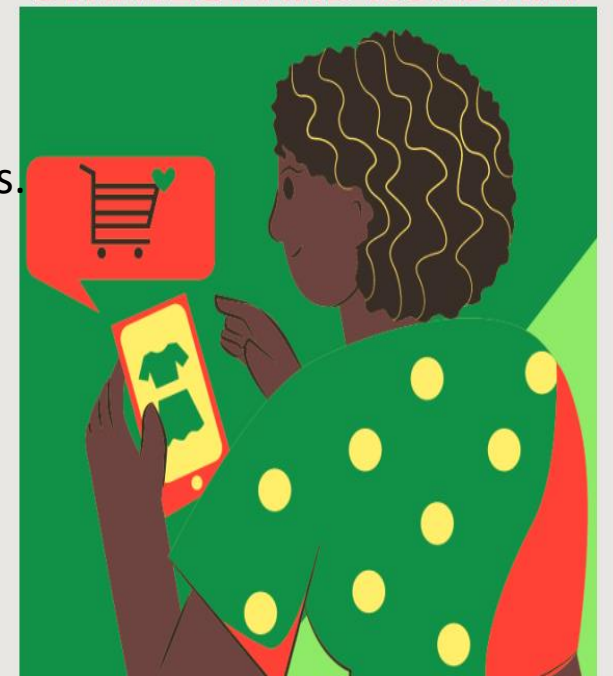
#### Strategic Outputs:

- **SO2.1:** Domestic and international connectivity is expanded nationwide
- **SO2.2:** Demand for connectivity has increased thanks to Government-led initiatives
- **SO2.3:** Digital interconnection for all Government Ministries is completed.

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## E-Commerce Strategy:

### Priority Area 3: Trade Logistics and Trade Facilitation

#### Strategic Outputs:

**SO3.1:** Logistics is simplified for online merchants, who can outsource operations to new suppliers.

**SO3.2:** Trade logistics costs for cross-border trade have been reduced.

**SO3.3:** Improved logistics services has increased the demand for online products.

### Priority Area 4: Legal and Regulatory Framework

#### Strategic Outputs:

**SO 4.1:** All E-Commerce related laws are made in full based on all relevant articles of UNCITRAL model law and best international practices.

**SO 4.2:** The enforcement of e-commerce regulatory and legal framework has been reinforced.

**SO 4.3:** Policymakers are trained on preparing to negotiate bilateral, regional and free trade agreements containing e-commerce provisions.

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# VANUATU E-COMMERCE UPDATE

## E-Commerce Strategy:

### Priority Area 5: Electronic Payment Solutions

#### Strategic Outputs:

A very small number of importers do make electronic payments prior to clearance of goods.

**SO5.1: Existing electronic payment solutions are improved, by banks and MNOs.**

**SO5.2: Environment is more conducive to development of new / additional electronic payment solutions.**

**SO5.3: Customers, citizens and organizations are incentivized to use digital payment solutions.**

### Priority Area 6: E-commerce Skill Development

#### Strategic Outputs:

**SO6.1: The digital entrepreneurial ecosystem is strengthened.**

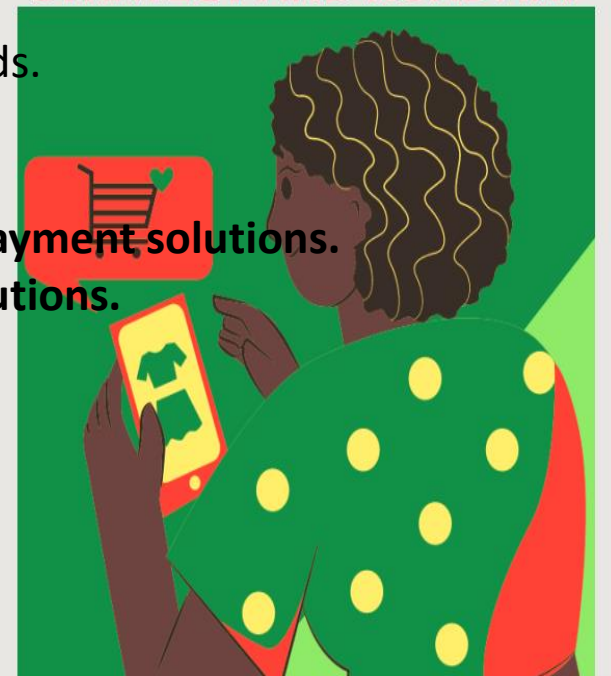
**SO6.2: Digital service providers have improved their knowledge and skills.**

**SO6.3: Ni-Vanuatu improve their digital skills to be ready for IoT and other innovations.**

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# VANUATU E-COMMERCE UPDATE

## E-Commerce Strategy:

Priority Area 7: Access to Finance for E-commerce

Strategic Outputs:

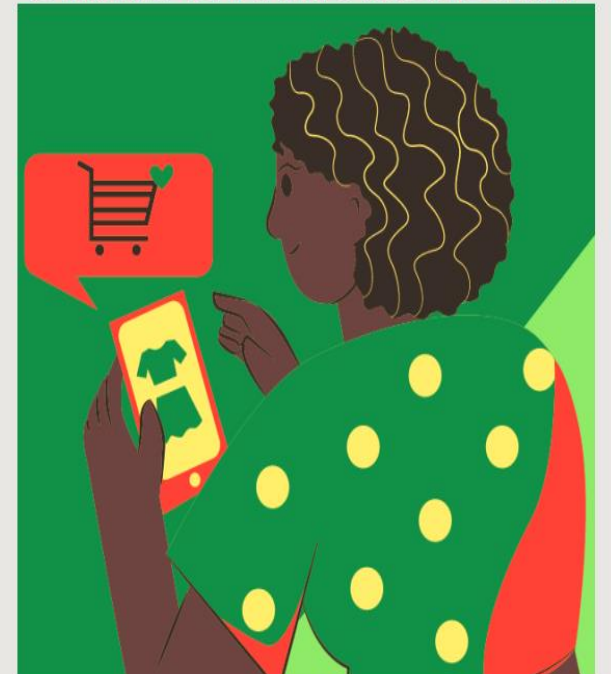
**SO7.1 Alternative solutions to access finance are promoted through the country.**

**SO7.2 Companies with highest potential are financially supported.**

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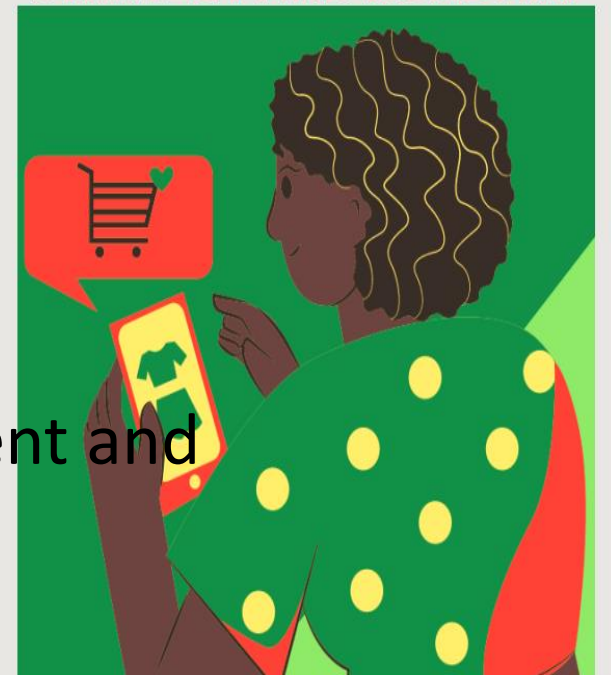
## Way- forward:

- Collaborate closely with the NSO to reinforce the issues of inadequate e-Commerce statistics.
- Increase the link between the E-Commerce industry and the government.
- Optimally, use the existing support from the government and development partners.

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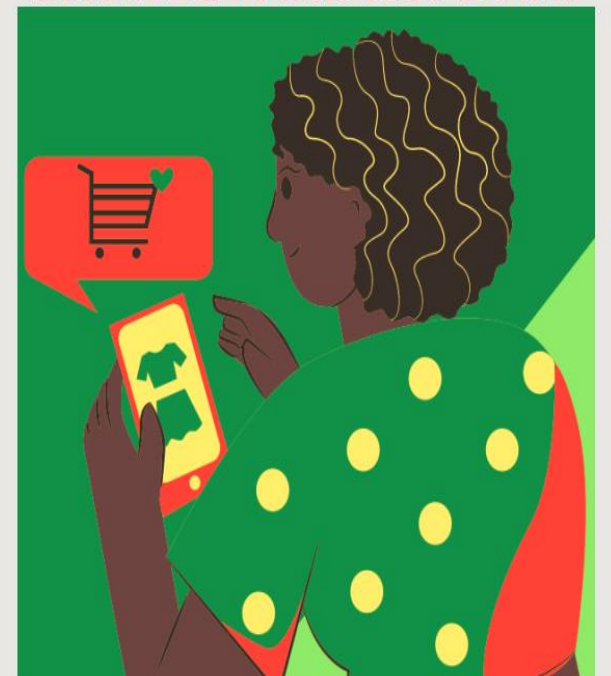
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