



Member States of the West African Economic and Monetary Union eTrade Readiness Assessment



© 2020, United Nations

This report is available open access by complying with the Creative Commons licence created for intergovernmental organizations, available at <http://creativecommons.org/licenses/by/3.0/igo/>.

The findings, interpretations and conclusions expressed herein are those of the authors and do not necessarily reflect the views of the United Nations, its officials, or Member States.

The designations employed and the presentation of material on any map in this work do not imply the expression of any opinion whatsoever on the part of the United Nations concerning the legal status of any country, territory, city, or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

The English translation was funded by the Government of Germany. The text was translated by Diane Frishman. Any queries will be handled by the translator who accepts responsibility for the accuracy of the translation.

Photocopies and reproductions of excerpts are allowed with proper credits.

This publication has not been officially edited.

United Nations publication issued by the United Nations Conference on Trade and Development.

UNCTAD/DTL/STICT/2020/10

eISBN: 978-92-1-005614-4



NOTE

The ICT Policy Section of the UNCTAD Division on Technology and Logistics carries out policy-oriented analytical work on the development implications of information and communications technologies (ICTs) and e-commerce. It is responsible for the preparation of the Digital Economy Report (IER).

The ICT Policy Section promotes international dialogue on issues related to ICTs for development and helps to build developing countries' capacities to measure the information economy and to design and implement relevant policies and legal frameworks. It also monitors the global status of e-commerce legislation (unctad.org/cyberlawtracker). Since 2016, the Section has coordinated the eTrade for all (etradeforall.org) multi-stakeholder initiative, which aims to improve the ability of developing countries, particularly least developed countries (LDCs), to use and benefit from e-commerce. In 2019, a new programme, eTrade for Women, was also launched as part of this initiative in order to promote a more inclusive digital economy with the help, in particular, of its network of eTrade for Women Advocates. These digital entrepreneurs are active in all developing regions, where they are helping to build capacity, serving as mentors and contributing to efforts to raise awareness about more inclusive gender policies.

Reference to companies and their activities should not be construed as an endorsement by UNCTAD of those companies or their activities.

The following symbols have been used in the tables:

Two dots (..) indicate that data are not available or are not separately reported. Rows in tables have been omitted in those cases where no data are available for any of the elements in the row.

A dash (-) indicates that the item is equal to zero or its value is negligible.

Reference to "dollars" means United States of America dollars (US\$), unless otherwise indicated.

Details and percentages in tables do not necessarily add up to the totals because of rounding.

The exchange rate used at the time of writing was US\$0.0017 to 1 CFA franc.



TABLE OF CONTENTS

PREFACE	VI
ACKNOWLEDGMENTS	VII
ABBREVIATIONS	VIII
INTRODUCTION	1
ETRADE READINESS ASSESSMENT - WAEMU COUNTRIES	4
STATUS OF THE E-COMMERCE ECOSYSTEM IN SEVEN KEY POLICY AREAS	4
1. E-COMMERCE STRATEGIES	6
2. ICT INFRASTRUCTURE AND SERVICES	13
3. TRADE LOGISTICS AND FACILITATION	17
4. PAYMENT SOLUTIONS	19
5. LEGAL AND REGULATORY FRAMEWORK	23
6. E-COMMERCE SKILLS DEVELOPMENT	27
7. ACCESS TO FINANCING	29
CONCLUSION: OUTLOOK FOR A REGIONAL ECOWAS E-COMMERCE STRATEGY	30
ANNEX I: REFERENCE DOCUMENTS AND WEBSITES	34
ANNEX II: RAPID ETRADE READINESS ASSESSMENTS PUBLISHED BY UNCTAD	36



FIGURES, TABLES AND BOXES

FIGURES

1. The e-commerce environment	8
2. WAEMU e-government indicators, 2018	9
3. Trends in sales since the start of the COVID-19 crisis (Percentages of respondents in each group)	10
4. Key measures introduced by the public and private sectors since the outbreak of the COVID-19 pandemic	11
5. Main additional forms of assistance for the sector that could be provided as part of a post-pandemic reactivation plan	12
6. ICT penetration in the WAEMU countries, 2018	14
7. Fees for different volumes of Internet access as percentages of GNI in the WAEMU region, 2019	15
8. Access to electricity in urban and rural areas of the WAEMU region, 2018 (Percentages)	16
9. Logistics Performance Index (LPI) and Integrated Index for Postal Development (2IPD) rankings of the WAEMU countries, 2018	17
10. Doing Business rankings for cross-border trade within the WAEMU region, 2019	18
11. Banking penetration rate in the WAEMU region, 2018	19
12. Penetration of mobile money within the WAEMU region, 2018	20
13. Mobile payments in the WAEMU region, by country and by type of operation, 2018 ...	21
14. Primary and secondary enrolment rates and literacy rates in the WAEMU countries, 2018	27

TABLES

1. Rankings of member States of ECOWAS on the UNCTAD B2C E-commerce Index, 2019	3
2. Policy impact of eT Readies	5
3. Major laws on the digital economy and e-commerce	24
4. Legal frameworks for e-commerce - inventory and outlook	25
5. Technical and financial partners	33

BOXES

1. e-Commerce negotiations	2
2. Strategies for promoting e-commerce and public-private cooperation in the follow-up to eT Readies	6
3. The importance of electronic payments has increased during the COVID-19 pandemic	22
4. Senegal passes legislation to promote start-ups	28
5. Recommendations for a WAEMU regional e-commerce plan	31



PREFACE

The eTrade for all initiative, launched at the fourteenth Ministerial Conference of UNCTAD in July 2016, is a practical example of how to harness the digital economy in support of the 2030 Agenda for Sustainable Development, notably Sustainable Development Goals 5, 8, 9 and 17. The initiative seeks to raise awareness, enhance synergies and scale up the international development community's efforts to strengthen the ability of developing countries to engage in and benefit from e-commerce by addressing seven relevant policy areas:

- E-commerce readiness assessment and strategy formulation
- ICT infrastructure and services
- Trade logistics and facilitation
- Payment solutions
- Legal and regulatory frameworks
- E-commerce skills development
- Access to financing

As part of this initiative, 27 demand-driven assessments have been conducted to provide a baseline analysis of the current e-commerce situation in the countries concerned and to identify opportunities and barriers. The resulting reports serve as a valuable input for these countries' involvement in various discussions related to e-commerce and digital trade such as those taking place in the UNCTAD Intergovernmental Group of Experts on E-commerce and the Digital Economy. The action matrices set out in those reports are also useful in helping developing countries, especially LDCs, to identify areas in which they could benefit from assistance by eTrade for all partners.

This publication is a synthesis of assessments carried out in seven countries of the West African Economic and Monetary Union (WAEMU) between 2018 and 2020: Senegal, Togo, Burkina Faso, Mali, Benin, the Niger and Côte d'Ivoire. Recommendations made on the basis of these assessments are aimed at supporting progress at the national and regional levels and contributing to the formulation of a regional plan for the Economic Community of West African States (ECOWAS), which has requested assistance from UNCTAD for the preparation of a regional e-commerce strategy based on those assessments.

I hope that this report proves to be of assistance to the region in its efforts to build a conducive ecosystem for the development of inclusive domestic and regional e-commerce networks that will tap into the region's vast potential in this sector. This is an area of activity in which young entrepreneurs can lead the way with the help of the technology and innovations whose pivotal importance has become even more apparent during the coronavirus pandemic.

Shamika N. Sirimanne
Director, Division on Technology and Logistics, UNCTAD



ACKNOWLEDGMENTS

This synthesis of the eTrade Readiness Assessments of States members of WAEMU was prepared by Christopher Grigoriou, Consultant, in close collaboration with a team comprising Cécile Barayre, Iris Macculi, Valentina Rivas and Alessandro Vitale under the overall guidance of Torbjörn Fredriksson.

UNCTAD wishes to express its profound gratitude to the Commission of ECOWAS and the Commission of WAEMU for having reviewed this document. Valuable inputs regarding various sections of the report were also provided by members of a number of divisions of UNCTAD and of the United Nations Commission on International Trade Law (UNCITRAL).

Keel Chan prepared this document for publication using desktop publishing software. The cover was designed by Magali Studer. The document was translated by Diane Frishman.

UNCTAD would like to thank the Government of Germany for its financial support.



ABBREVIATIONS

2IPD	Integrated Index for Postal Development
A4AI	Alliance for Affordable Internet
AfCFTA	African Continental Free Trade Area
ARCEP	Autorité de Régulation des Communications Electroniques et de la Poste [Electronic Communications and Postal Regulatory Authority]
B2B/B2C	Business to business / Business to consumer
BCEAO	Central Bank of West African States
DESA	Department of Economic and Social Affairs
ECOWAS	Economic Community of West African States
EGDI	E-Government Development Index
GNI	Gross national income
ICT	Information and communications technology
ITU	International Telecommunication Union
LDCs	Least developed countries
LPI	Logistics Performance Index
UNCDF	United Nations Capital Development Fund
UNCITRAL	United Nations Commission on International Trade Law
UNCTAD	United Nations Conference on Trade and Development
UPU	Universal Postal Union
WAEMU	West African Economic and Monetary Union
WTO	World Trade Organization

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_8704

