



United Republic of Tanzania Rapid eTrade Readiness Assessment





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NOTE

Within the UNCTAD Division on Technology and Logistics, the ICT Policy Section carries out policy-oriented analytical work on the development implications of information and communication technologies (ICTs) and e-commerce. It is responsible for the preparation of the Digital Economy Report - previously known as the Information Economy Report – as well as thematic studies on ICT for Development.

The ICT Policy Section promotes international dialogue on issues related to ICTs for development and contributes to building developing countries' capacities to measure the information economy and to design and implement relevant policies and legal frameworks. It also monitors the global state of e-commerce legislation (unctad.org/cyberlawtracker). Since 2016, the Section has coordinated a multi-stakeholders initiative entitled eTrade for all (etradeforall.org), which aims to improve the ability of developing countries, particularly least developed countries (LDCs), to use and benefit from e-commerce.

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” (US\$) means United States of America dollars, unless otherwise indicated;

Reference to “TZS” means Tanzanian Shilling, and one US\$ is equivalent to 2,298 TZS;

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



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 (SDGs) 5, 8, 9, and 17, which address, respectively, gender equality, decent work and economic growth, industry innovation and infrastructure, and partnership for sustainable development. The initiative seeks to raise awareness, enhance synergies, and increase the scale of existing and new efforts by the development community 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 trade facilitation
- Payment solutions
- Legal and regulatory frameworks
- E-commerce skills development
- Access to financing

As part of the initiative, demand-driven assessments are envisaged to provide a basic analysis of the current e-commerce situation in the countries concerned, and to identify opportunities and barriers. The resulting reports will serve as a valuable input to these countries' involvement in various discussions related to e-commerce and digital trade, such as in the context of the UNCTAD Intergovernmental Group of Experts (IGE) on E-commerce and the Digital Economy. It may furthermore help developing countries, especially LDCs, to identify areas in which they could benefit from assistance by eTrade for all partners.

Tanzania's Rapid eTrade Readiness Assessment is the twenty-third assessment conducted by UNCTAD. This report is expected to contribute to the efforts of the Government of the United Republic of Tanzania to build a robust, safe and business-friendly e-commerce and digital economy environment.

With the eTrade for all partners, UNCTAD is committed to supporting Tanzania in its resolve to make e-commerce work for the country's development.

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This Rapid eTrade Readiness Assessment of Tanzania was prepared by Sari Laaksonen, UNCTAD Consultant, in close collaboration with a team comprising Cécile Barayre, Iris Macculi, Dominic Leong, Mohamad Fakhreddin and Htet Myat Min under the overall guidance of Torbjörn Fredriksson. In-country technical and coordination support was provided by UNCTAD national consultant, Aron Kondoro, who was instrumental in ensuring prompt stakeholder mobilisation and providing technical inputs to this assessment.

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TABLE OF CONTENTS

NOTE.....	III
PREFACE.....	IV
ACKNOWLEDGEMENTS.....	V
ABBREVIATIONS	VII
EXECUTIVE SUMMARY	1
METHODOLOGY.....	5
SUMMARY OF MAIN FINDINGS AND MAIN RECOMMENDATIONS.....	6
FINDINGS UNDER THE SEVEN ETRADE FOR ALL POLICY AREAS.....	8
1. E-COMMERCE READINESS ASSESSMENT AND STRATEGY FORMULATION	8
2. ICT INFRASTRUCTURE AND SERVICES.....	14
3. TRADE LOGISTICS AND TRADE FACILITATION	21
4. PAYMENT SOLUTIONS	26
5. LEGAL AND REGULATORY FRAMEWORKS	32
6. E-COMMERCE SKILLS DEVELOPMENT	34
7. ACCESS TO FINANCING.....	39
CONCLUSION	43
THE WAY FORWARD: ACTION MATRIX	44
Annex I: Tanzania country profile on etradeforall.org.....	53
Annex II: Bibliography and websites used	55
Annex III: List of UNCTAD Rapid eTrade Readiness Assessments of LDCs.....	58

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