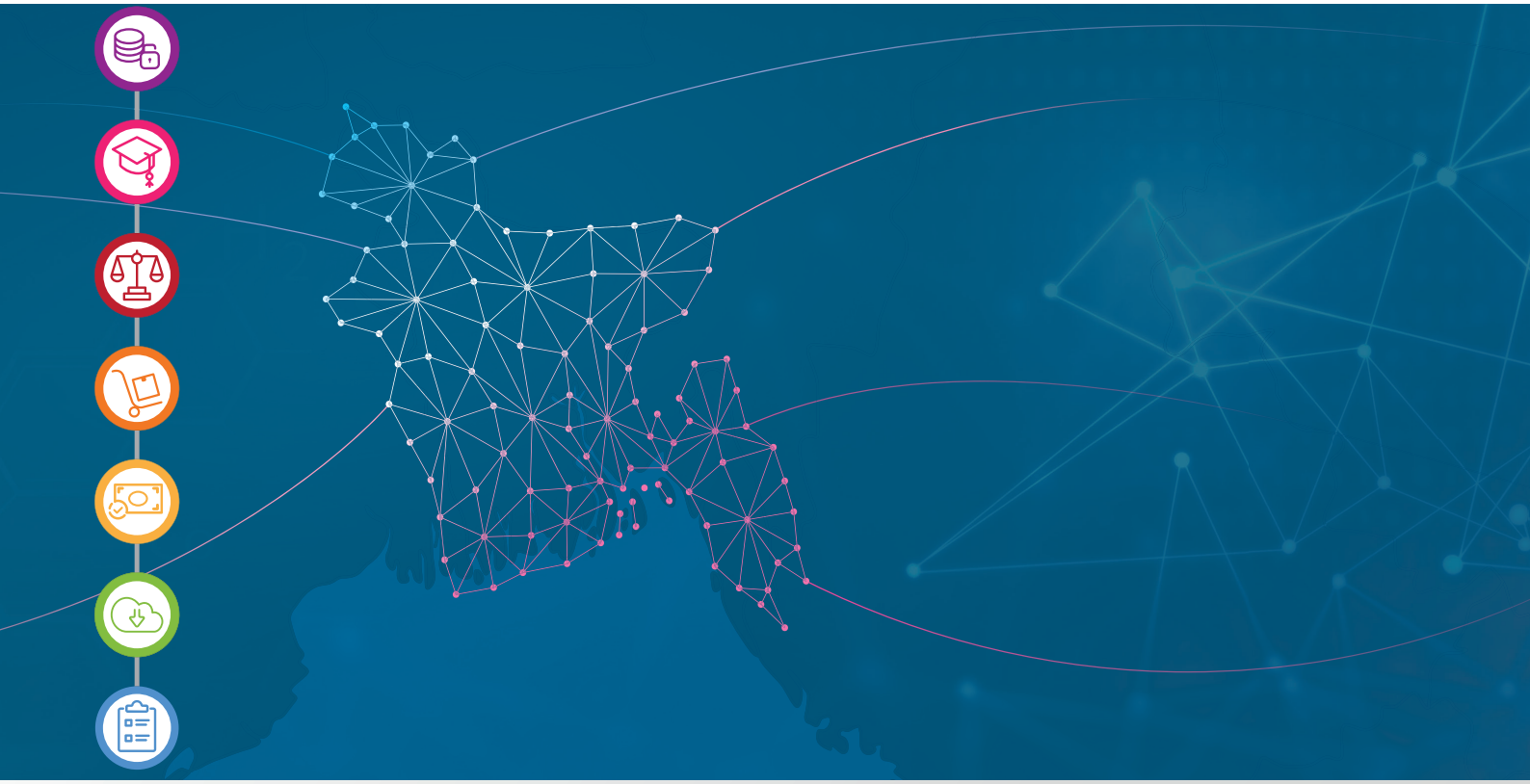
UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

UNCTAD

Bangladesh
Rapid eTrade Readiness Assessment

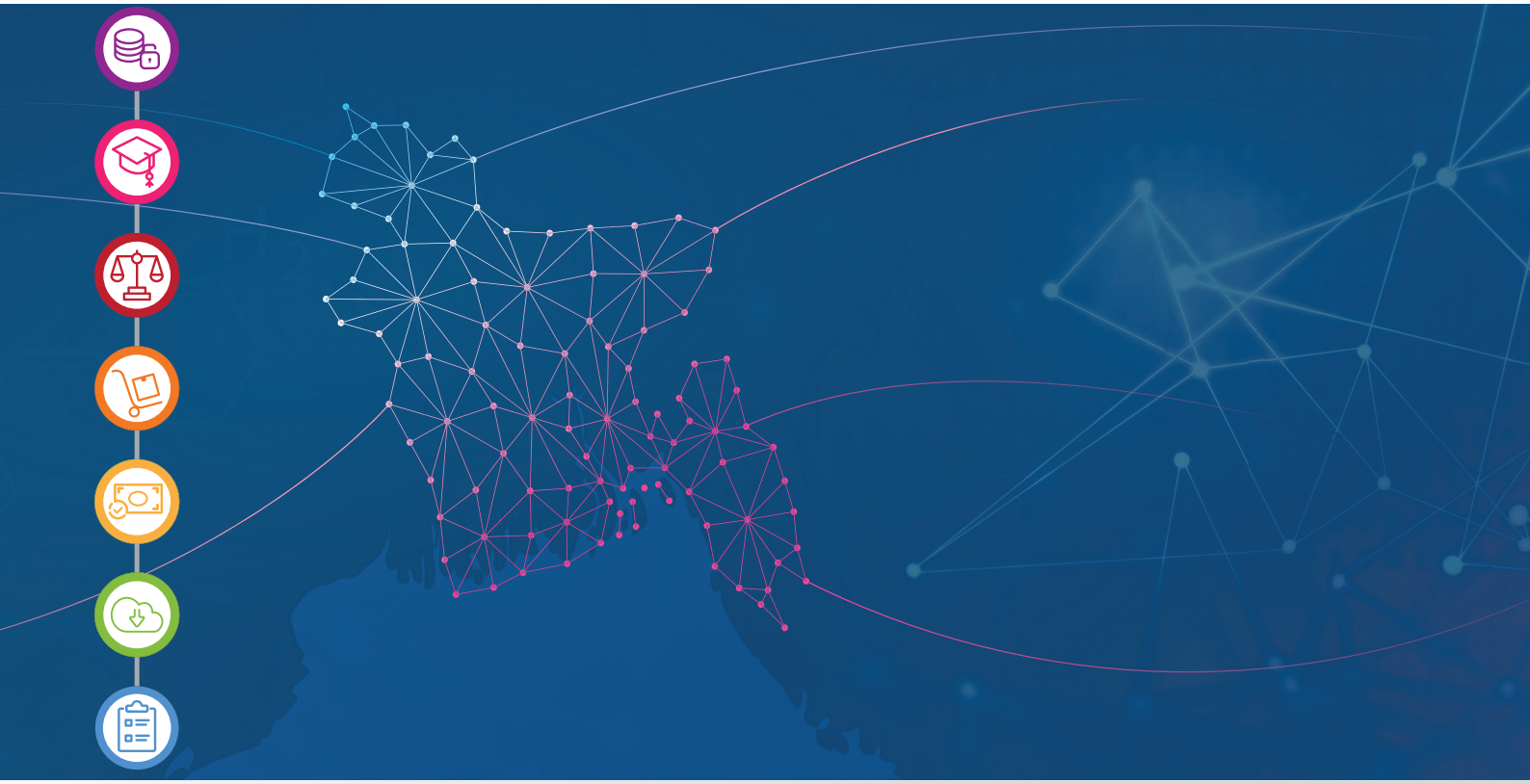


UNITED NATIONS

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

UNCTAD

Bangladesh
Rapid eTrade Readiness Assessment



UNITED NATIONS

© 2019, United Nations

This work 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 designation 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.

Photocopies and reproductions of excerpts are allowed with proper credits.

This publication has been edited externally.

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

UNCTAD/DTL/STICT/2019/6

eISBN: 978-92-1-003971-0

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 Information Economy Report (IER) 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 "taka" (BDT) means Bangladeshi Taka, unless otherwise indicated. (1 US$ is equal to approx. 84.02 BDT on February 19, 2019).

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. 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 on E-commerce and the Digital Economy. It may furthermore help LDCs to identify areas in which they could benefit from assistance by partners of eTrade for all.

Bangladesh has made significant strides in the ICT area, and its efforts to develop the digital economy with strong public and private sector collaboration is a case study in policy development. The growth trajectory of the ICT sector, which has benefited from such collaboration in the past, is an indicator of how the e-commerce ecosystem can grow in Bangladesh. Indeed, with its young, dynamic and IT savvy population, Bangladesh is fertile ground for e-commerce to take root and benefit companies and end-consumers alike.

This report is expected to contribute to the ongoing efforts of the Government of the People's Republic of Bangladesh (GoB) to realize the vision of "Digital Bangladesh" and to build a robust, safe and business-friendly e-commerce ecosystem.

With the eTrade for all partners, UNCTAD is committed to continue supporting Bangladesh in its resolve to harness the potential of e-commerce for its development.

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

ACKNOWLEDGEMENTS

This Rapid eTrade Readiness Assessment for Bangladesh was prepared by Felix Christian Haas, UNCTAD Consultant, and Rahul Bhatnagar, Programme Management Officer, with the support of Mostafizur Rahaman Sohel, National Consultant and Convener of the BASIS E-Commerce Alliance, Bangladesh, in close collaboration with a team comprising Cécile Barayre, Marian Pletosu and Dominic Leong under the overall guidance of Torbjörn Fredriksson.

Profound gratitude goes out to the Honorable Mr. Shubhashish Bose, Secretary, Ministry of Commerce, Government of the People's Republic of Bangladesh; Md. Munir Chowdhury, Director General, WTO Cell, Ministry of Commerce, Government of the People's Republic of Bangladesh; Mr. Hafizur Rahman, Director/Joint Secretary, WTO Cell, Ministry of Commerce, Government of the People's Republic of Bangladesh; and Mohd. Khalid Abu Naser, Deputy Secretary, Bangladesh Competition Commission.

During the assessment mission to Bangladesh, the UNCTAD team equally enjoyed exceptional support by Ministry of Posts, Telecommunications and Information Technology. UNCTAD was honored to be received by H.E. Mr. Mustafa Jabbar, Minister, Ministry of Posts, Telecommunications and Information Technology, Government of the People's Republic of Bangladesh. UNCTAD also acknowledges the contribution of Mr. Zunaid Ahmed Palak, MP, State Minister, Ministry of Information and Communication Technology Division, for his support towards this initiative. The assessment would not have been possible without the technical input of the different units of the Ministry.

UNCTAD also acknowledges contribution of private sector business leaders, especially from Mr. Sheikh Fazle Fahim (Senior Vice President, FBCCI),Mr. Syed Almas Kabir (President, BASIS) and Ms. Shomi Kaiser (President, eCab), for their heartfelt support. Mr. Syed Mohammad Kamal (Country Manager, Mastercard) and Mr. Ashish Chakraborty (Director, eCab) have been very much involved in the whole process to make this assessment successful.

UNCTAD is grateful for the kind assistance of the Bangladesh Permanent Mission to the United Nations in Geneva in facilitating essential preparations for the in-country mission. Various other departments and regulatory agencies, including Bangladesh Bank and Bangladesh Telecommunication Regulatory Commission, have provided indispensable technical input to the assessment.

Comments and inputs provided by the following eTrade for all partner agencies, ITC, UNCITRAL and UPU have substantially improved the final report.

Desktop publishing was prepared by Keel Chan and the cover was designed by Magali Studer. The document was externally edited by Nancy Biersteker.

Funding for this report was provided by the Government of Germany.

TABLE OF CONTENTS

NOTE III
PREFACE IV
ACKNOWLEDGEMENTS V
ABBREVIATIONS VII
EXECUTIVE SUMMARY 1
METHODOLOGY 4
SUMMARY OF MAIN FINDINGS AND MAIN RECOMMENDATIONS 5
FINDINGS UNDER THE SEVEN ETRADE FOR ALL POLICY AREAS 8
1. E-COMMERCE READINESS ASSESSMENTS AND STRATEGY FORMULATION 8
2. ICT INFRASTRUCTURE AND SERVICES 16
3. TRADE LOGISTICS AND TRADE FACILITATION 20
4. PAYMENT SOLUTIONS 25
5. LEGAL AND REGULATORY FRAMEWORK 30
6. E-COMMERCE SKILLS DEVELOPMENT 32
7. ACCESS TO FINANCING 34
CONCLUSION 37
THE WAY FORWARD: ACTION MATRIX 38
Annex I: Bangladesh country profile on etradeforall.org 43
Annex II: Bibliography and websites used 45
Annex III: List of UNCTAD Rapid eTrade Readiness Assessments of LDCs 47

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_8932