



# Kenya eTrade Readiness Assessment



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NOTE

Within the UNCTAD Division on Technology and Logistics, the E-Commerce and Digital Economy Branch carries out policy-oriented analytical work on the development implications of information and communication technologies (ICTs), e-commerce and the digital economy. It is responsible for the preparation of the Digital Economy Report (DER) as well as thematic studies on ICT for Development.

The Branch promotes international dialogue on issues related to ICTs for development and contributes to building developing countries’ capacities to measure the digital economy and to design and implement relevant policies and legal frameworks. It also monitors the global status of e-commerce legislation ([UNCTAD Cyberlaw Tracker](#)). Since 2016, the Branch has coordinated a multi-stakeholder 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. The initiative is also behind the UNCTAD eTrade for Women (eT4w) programme, launched in 2019, which aims to promote a more inclusive digital economy, in particular through its network of Advocates. These female digital entrepreneurs are active in all developing regions and contribute to capacity-building, mentoring and awareness raising activities for more inclusive gender policies.

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 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 “K Sh” means Kenya shilling;

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 session of the United Nations Conference on Trade and Development (UNCTAD XIV) 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 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 valuable inputs 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 further help developing countries and least developed countries (LDCs) to identify areas in which they could benefit from assistance by partners of eTrade for all.

The Kenya eTrade Readiness Assessment is the fifth assessment conducted by UNCTAD in a non LDC country, and follows an enhanced methodology. As per this methodology, surveys were disseminated as part of the data collection effort. In Kenya, they targeted respondents in three distinct groups – public sector, private sector and consumers. Through collaboration with the British Standards Institution (BSI), an eTrade for all partner, the surveys were enriched to investigate the role of standards in e-commerce development. The assessment adds to the 31 assessments conducted by UNCTAD since 2017. The eTrade Readiness Assessment for Kenya was conducted during a period when the coronavirus disease (COVID-19) pandemic was ongoing, and it is reflected in some of the findings of the report. The enduring economic and social impacts of the pandemic make it even more important for policymakers and other stakeholders to join forces to take actions aimed at addressing the e-commerce situations. With the eTrade for all partners, UNCTAD is committed to supporting Kenya in its resolve to harness the potential of e-commerce for development.

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