

# Member States of the Economic Community of West African States eTrade Readiness Assessment



**United  
Nations**

# Member States of the Economic Community of West African States eTrade Readiness Assessment



**United  
Nations**

Geneva, 2022

© 2022, United Nations  
All rights reserved worldwide

Requests to reproduce excerpts or to photocopy should be addressed to the Copyright Clearance Center at [copyright.com](http://copyright.com).

All other queries on rights and licences, including subsidiary rights, should be addressed to:

United Nations Publications  
405 East 42nd Street  
New York, New York 10017  
United States of America  
Email: [publications@un.org](mailto:publications@un.org)  
Website: <https://shop.un.org/>

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

Mention of any firm or licensed process does not imply the endorsement of the United Nations.

This publication has been edited externally.

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

UNCTAD/DTL/ECDE/2022/1

ISBN: 978-92-1-113059-1  
eISBN: 978-92-1-001872-2  
Sales No. E.22.II.D.30

This report was developed with the partnership of the ECOWAS Commission and the financial support of the Kingdom of the Netherlands.



**ECOWAS COMMISSION**  
**COMMISSION DE LA CEDEAO**  
**COMISSÃO DA CEDEAO**



**Ministry of Foreign Affairs of the  
Netherlands**

## NOTE

Within the United Nations Conference on Trade and Development (UNCTAD) Division on Technology and Logistics, the E-Commerce and Digital Economy Branch conducts 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* as well as thematic studies on ICT for Development.

The Branch promotes international dialogue on ICT for development issues. It contributes to strengthening the capacities of developing countries to measure the digital economy and to design and implement relevant policies and legal frameworks. It also monitors the overall state of e-commerce legislation (<https://unctad.org/page/cyberlaw-tracker-country-detail>). Since 2016, the Branch has been coordinating a multi-stakeholder initiative called eTrade for all (<https://etradeforall.org/>), which aims to improve the capacity of developing countries, in particular the least developed countries (LDCs), to harness e-commerce. The initiative is also behind the eTrade Readiness Assessments, which are based on the seven policy areas of the initiative, and of the eTrade for Women programme, launched in 2019, which aims to promote a more inclusive digital economy, in particular through its network of Advocates. These women digital entrepreneurs are active in all developing regions, and contribute to capacity-building, mentoring and awareness-raising activities for more inclusive policies of this kind.

The following typographical signs were used in the tables:

- Two dots (..) mean that data are not available or are not provided separately. In the event that no data were available for all the elements composing a row of an array, they were omitted;
- A dash (-) means that the element under consideration is zero or that its value is negligible.

Unless otherwise stated, the term “dollar” means the dollar of the United States of America.

Due to rounding, the figures and percentages in the tables do not necessarily add up to the totals shown.

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





# CONTENTS

<b>NOTE.....</b>	<b>iii</b>
<b>FOREWORD .....</b>	<b>viii</b>
<b>ACKNOWLEDGEMENTS.....</b>	<b>x</b>
<b>ABBREVIATIONS .....</b>	<b>xii</b>
<b>INTRODUCTION .....</b>	<b>1</b>
1. E-commerce readiness assessment and strategy formulation .....	6
2. ICT infrastructure and services.....	11
3. Trade logistics and trade facilitation .....	25
4. Payment solutions .....	29
5. Legal and regulatory frameworks .....	34
6. E-commerce skills development .....	43
7. Access to financing .....	46
<b>CONCLUSION: PERSPECTIVE FOR A REGIONAL E-COMMERCE STRATEGY IN ECOWAS.....</b>	<b>49</b>
<b>BIBLIOGRAPHY .....</b>	<b>51</b>
<b>ANNEX.....</b>	<b>53</b>



## LIST OF BOXES

Box 1	Preparing for and opening up to e-commerce: context of the World Trade Organization e-commerce negotiations.....	4
Box 2	The development of relay points in Senegal – JEJE initiative (2020).....	26
Box 3	COVID-19 highlights the importance of electronic payments.....	33
Box 4	Experience of the Pan-African Payment Settlement System in the WAMZ.....	33
Box 5	The ECOWAS Commission ICT Strategy and Cyber Security Agenda.....	35
Box 6	Senegal adopts a law for start-ups .....	47
Box 7	Guidance for the preparation of the ECOWAS Commission's e-commerce strategy ....	50

## LIST OF FIGURES

Figure 1	E-commerce in its environment .....	3
Figure 2	E-Government Development Index (EGDI) indicators (ECOWAS, 2020) .....	9
Figure 3	ICT infrastructure and Internet access .....	12
Figure 4	Access to electricity, urban and rural areas (ECOWAS, 2020) .....	14
Figure 5	Mobile and Internet penetration (ECOWAS, 2020) .....	18
Figure 6	Global mobile Internet coverage, penetration and connection type (ECOWAS, 2020–2021).....	20
Figure 7	Cost of Internet access as a percentage of national income (ECOWAS, 2021) .....	21
Figure 8	Relative cost of Internet access and accessibility objectives (ECOWAS, 2021) .....	22
Figure 9	Integrated postal development indices (ECOWAS, 2021).....	26
Figure 10	Logistics performance (ECOWAS, 2018) .....	28
Figure 11	Mobile payment flows by country in ECOWAS.....	29
Figure 12	Mobile payment flows by type of electronic transaction in WAEMU.....	30
Figure 13	Financial inclusion: “Specialization” between banking and mobile currency account by ECOWAS subregion.....	31
Figure 14	Penetration of digital payments (ECOWAS, 2020).....	32
Figure 15	Primary and secondary school enrolment and literacy rates (ECOWAS, 2010–2020).....	44
Figure 16	Financing of activity by banks: ratio of loans outstanding to demand deposits (ECOWAS, 2020) .....	48



## LIST OF TABLES

Table 1	Policy impact of national and regional assessments – eT Readies .....	5
Table 2	Strategic framework of ECOWAS countries: digital economy strategies and e-commerce strategies.....	7
Table 3	International submarine fibre-optic cables.....	13
Table 4	Initiated projects for international fibre-optic submarine cable deployments .....	14
Table 5	Internet exchange points in ECOWAS countries .....	16
Table 6	Specific levies on access to and use of telecommunications networks .....	24
Table 7	Key digital and e-commerce laws .....	36
Table 8	State of play of regional and international conventions.....	38
Table 9	Legal framework for e-commerce – state of play and prospects.....	39

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\\_31738](https://www.yunbaogao.cn/report/index/report?reportId=5_31738)

