

Designing Effective National e-Trade Strategies

Regional e-Business Forum for Latin America
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Agenda

- **Background and Objectives**
- E-Trade Paradigm
- Country Cases
- Measuring e-Trade
- Principles of Strategy Design
- Working Sessions
- Workshop Recommendations

Workshop Objectives

- Establish the relevance or need for a national e-trade strategy
- Identify potential measures and key performance indicators for an e-Trade Strategy
- Share knowledge of best practices
- Recommend concrete actions which can help regional partners build capacities for e-Trade strategy design.

First Principles

Number 1: e-Trade is Good for Development

- Human and economic development are the primary goals of societies
- Trade fosters economic development
- Competitive businesses are engines of trade
- E can help businesses be competitive

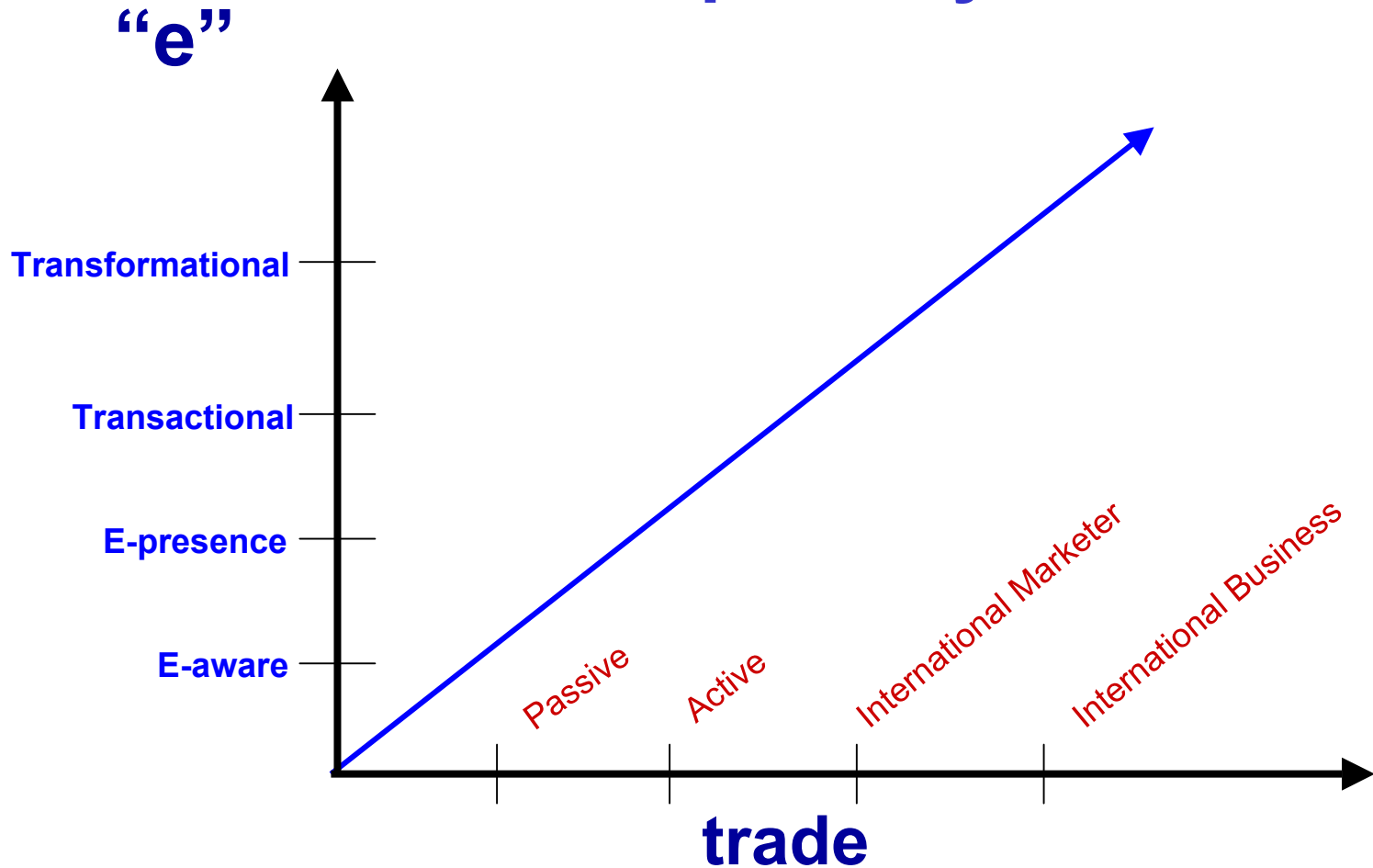
**Countries
don't export**

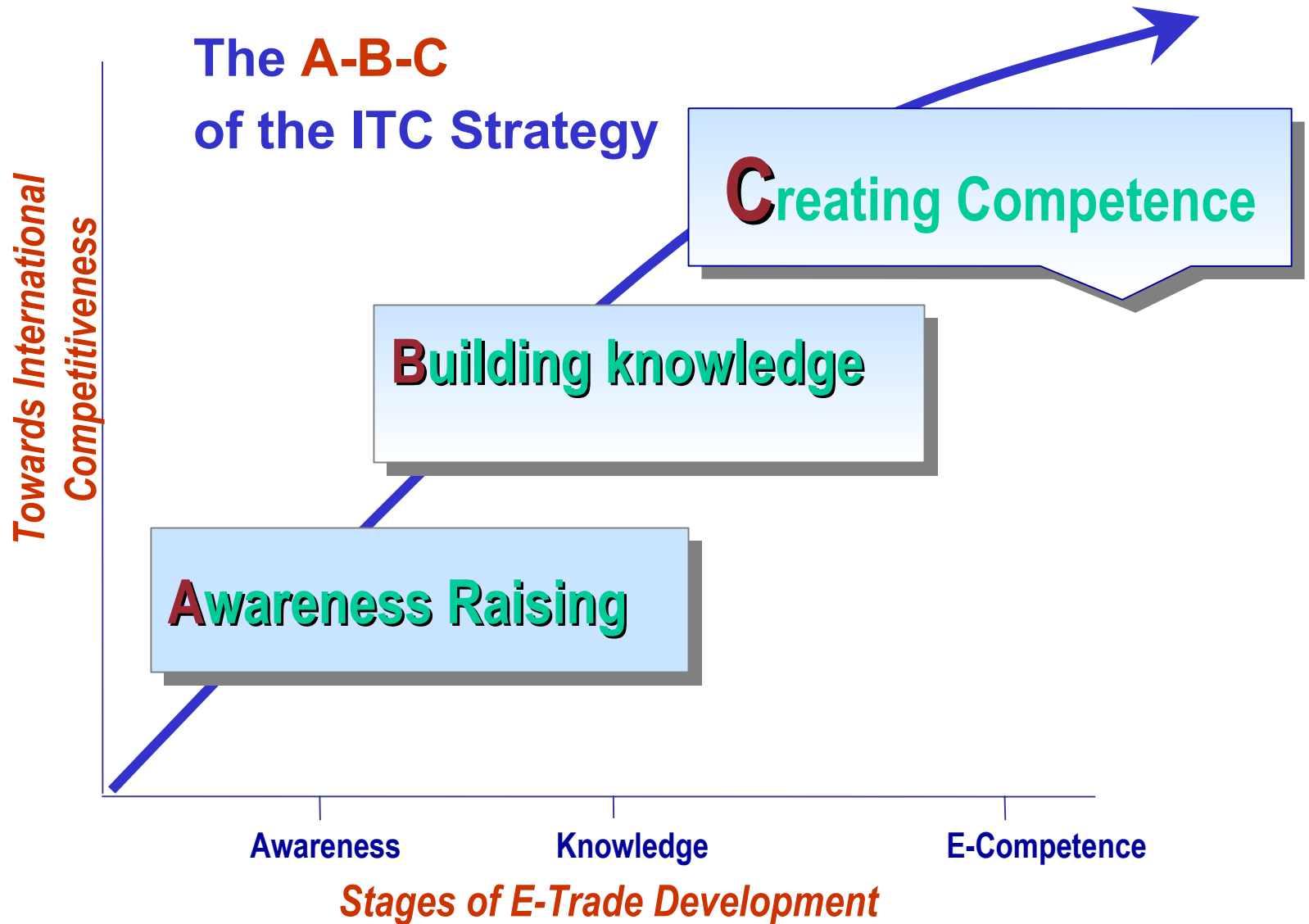
Companies Do.

E-trade is.....

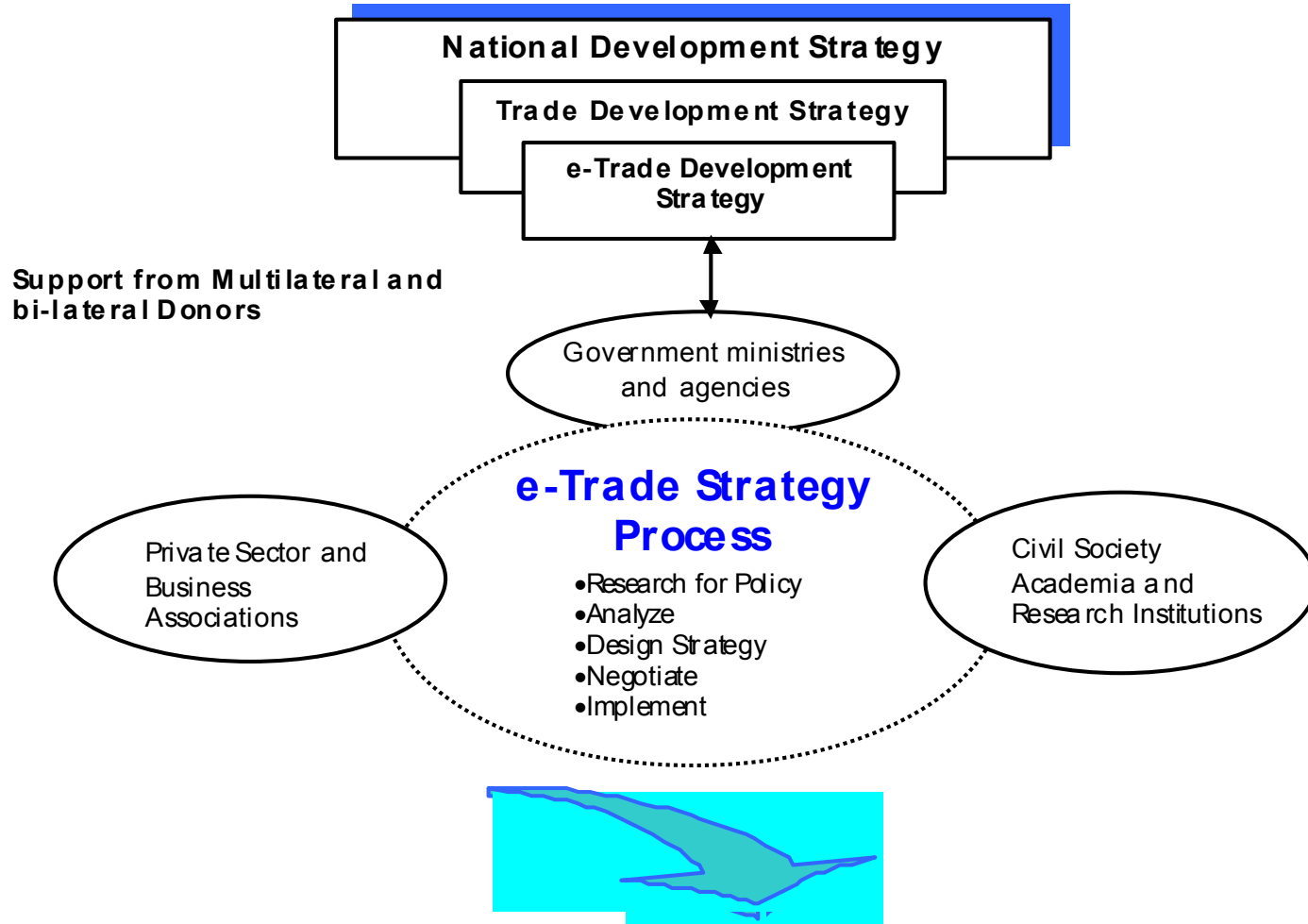
...the application of **networking technologies** to improve international competitiveness by **transforming** business processes and **transacting** trade electronically across **national borders**.

E-competency meets trade competency..... e-trade





National Development Strategy and the e-Trade Policy Process



Sustainable e-trade strategies which harness ICT to generate wealth and alleviate poverty

What Do SMEs Need to e-Trade?

Understanding of information as a strategic asset

Cost effective Internet access

A safe, secure transactional website



Visibility in the e-marketplace

New process and product design skills

Experience of use

Language Skills

Trade Strategy

- Key Export Sectors
- Growth in Trade: Trends
- Key Markets

ICT Strategy

- Connectivity and Bandwidth
- Competition
- Foreign Investment
 - Key sub-sectors
 - Skills

Key Areas for Investigation

- Company Base
- SMEs, Exporters, e-traders
- Sectoral Make-Up
- Geographic Location

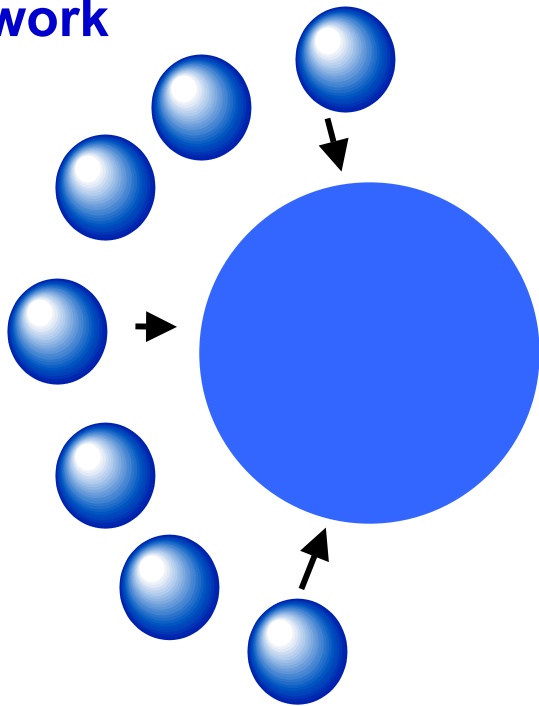
- Resources for e-trade
- Who is Doing What
- Segment by Service Function

SME Capabilities

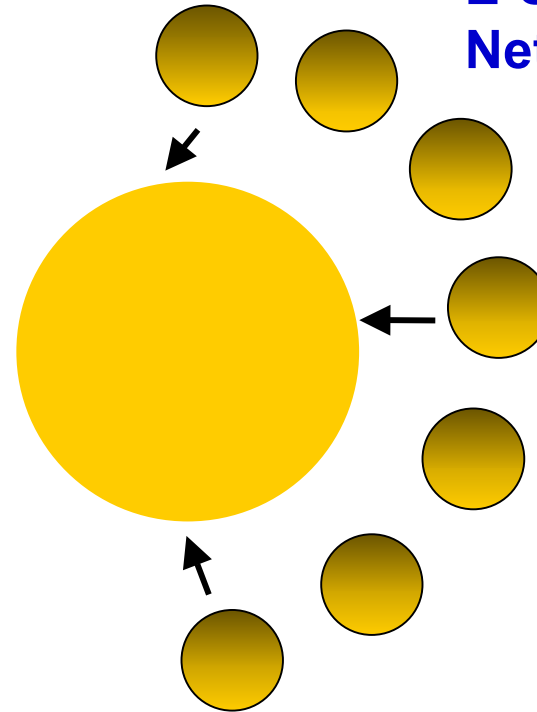
E-Trade Services Network

.....becoming e-Trade Competent

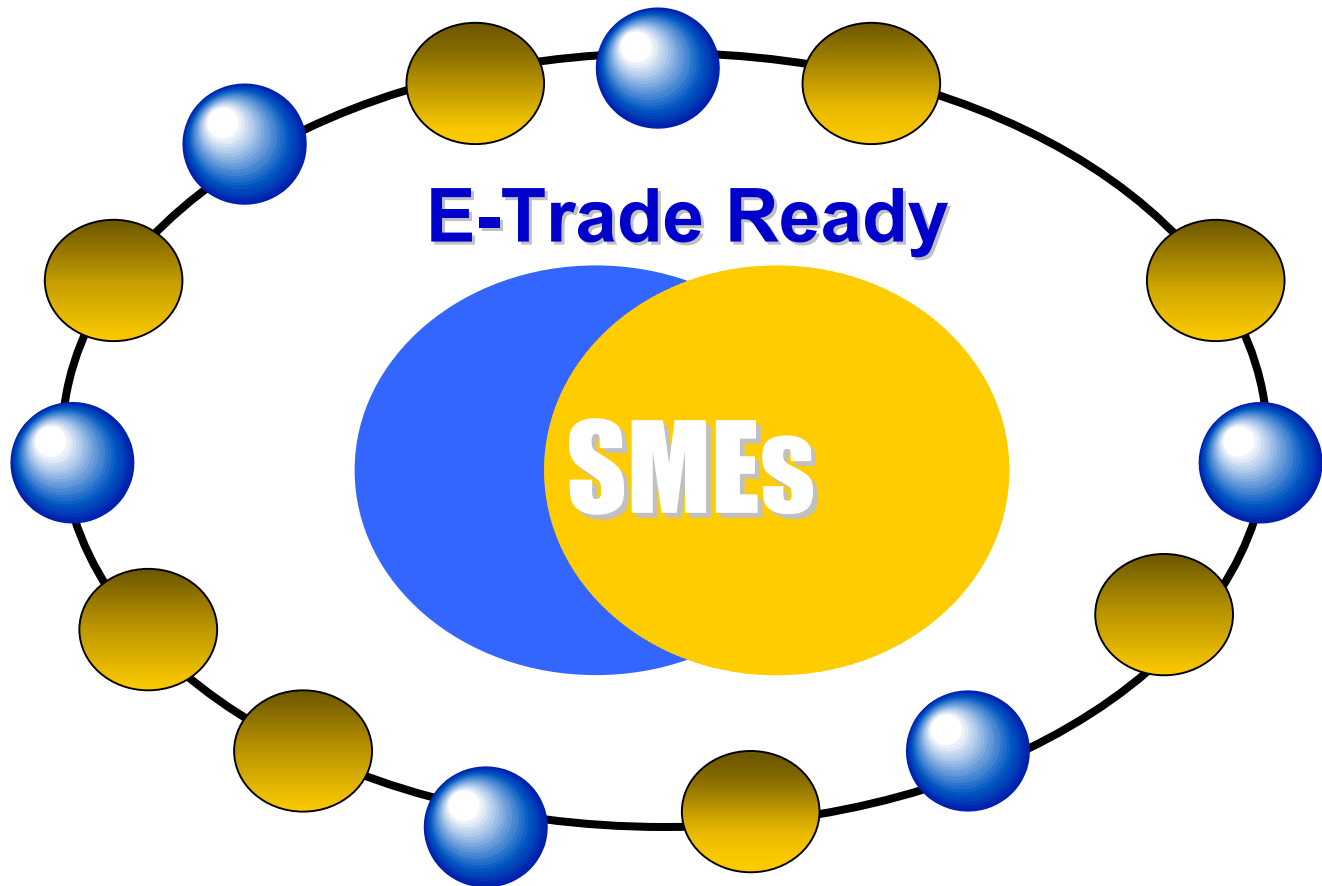
Trade Support
Network



E-Support
Network



.....becoming e-Trade
Competent



Questions

1. What is the evidence for a link between ICT usage and improved export performance? Are companies which use ICT becoming more (or less) competitive in the international market?
2. What measures should be established to gauge the success of a national e-trade strategy? What are the indicators of achievement?
3. What are some of the best practices from the region in terms of e-trade support available from the trade support network (private and public)? How was success measured?

Questions (Continued)

4. What are the needs of SME managers to help them trade more effectively across borders using ICT?
5. What is the evidence for e-trade within Latin America and from Latin America to the rest of the world? Who are the winners and who are the losers? Are B2B marketplaces a viable option for small companies who want to trade electronically? Or should they use payment systems like Bolero?
6. What can be done to ensure that the impact of ICT is included in national export strategies and to promote co-operation between key government agencies working in 1) trade and 2) ICT?

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National Approaches to ICT Development

National Approaches to ICT

ICT as a Sector

ICT as an Enabler

National Capacity/
Domestic Market
Focus
*Brazil, India (1960s-
1980s)*

Export Market
Focus
*Costa Rica, India
(1990s)*

Global
Positioning
Focus
*Malaysia
Ireland*

Development
Goals Focus
*Estonia, South
Africa (1990s)*

UNDP in Action in **Bolivia**

Fostering a Consultative Approach to connect top-down and bottom-up

National
Development
Goals Focus

National ICT for Development Goals

An Integrated approach to foster ICT deployment in key development areas - education, rural development, and to enhance anti-corruption efforts

Issues

- Plethora of ICTD initiatives, lack of coordination
- Disconnect between government and civil society approaches
- Strategy lacked ownership/participation from civil society and private sector.

UNDP Role

- Support to broad based consultation process to de-politicise and legitimise strategy to enhance ownership & sustainability
- Add value with the DOI framework to frame initiatives
- Key co-ordination role in the country for ICTD

An E-Trade Model

E for business

E as business

E in business

Macro

Initiatives taken by macro level institutions concerning resource creation to facilitate the utilization of ICT by SMEs.

Policies, strategies concerning the creation of a pool of resources which are needed by the SMES to utilize ICT (human, financial, physical, information, networks & relationships)

Initiatives taken by macro level institutions to institutionalise businesses dealing in e.

National telecommunication companies, national internet access providers, etc.

Initiatives taken by macro level institutions that use ICTs in the management of their processes.

Using ICT to conduct the processes of macro level institutions (government procurement, information dissemination, online administrative procedures, etc.)

Meso

Initiatives taken by meso level institutions concerning resource allocation to facilitate the utilization of ICT by SMEs.

Providing resources to SMEs (HR training on e from training institutions, financial support for e from finance institutions, etc.)

Initiatives by meso level institutions in the e-industry.

Enterprises whose business is ICT-centric (ISPs, web designers, solution providers, portal managers, etc.)

Initiatives taken by meso level institutions that use ICTs to manage their processes.

Using ICT to produce and market Meso-level products and services (online training, selling equipment online, online financing, etc.)

Micro

Initiatives taken by SMEs concerning resource acquisition to facilitate the utilization of ICT.

Measures by SMEs to facilitate a paradigm shift enabling ICT usage.

Initiatives taken by SMES that use ICTs to manage their business processes.

Digitisation of management (planning, execution and control of the resources of a business) and/or production and marketing business processes.