

E-commerce: ITC publications



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Several International Trade Centre (ITC) publications provide insights that help small and medium-sized firms make the most of e-commerce.

The collection is free on ITC's online publications catalogue:

<http://www.intracen.org/publications/collections/>

ITC publications on e-commerce



What sells in e-commerce: New evidence from Asian LDCs

Cross-border e-commerce can help least developed countries (LDCs) become more competitive and diversify their exports – and this is especially true for Asia-Pacific, the most dynamic region in global e-commerce. To capture that potential, small businesses in these countries need more market intelligence.

This paper uses market data from Alibaba.com to identify which products from five Asian LDCs – Bangladesh, Cambodia, Lao People's Democratic Republic, Myanmar and Nepal – can generate the most demand abroad.

Published: 2018
Available in: English



How to reach Chinese e-consumers: A practical guide for small businesses

This report helps small businesses tap into the Chinese e-commerce market, which is the world's largest.

The publication recommends cross-border e-commerce, which allows opening stores in marketplaces rather than opening Chinese sites. It provides systematic instructions on the process, including logistics and payments.

Published: 2018
Available in: English



New Pathways to E-commerce: A Global MSME Competitiveness Survey

This first ITC e-commerce survey provides valuable insights that will allow countries to shape policies and practices that address the real business needs on the ground.

To ensure that micro, small and medium-sized enterprises (MSMEs) can benefit from e-commerce, they need better access to e-platforms, payment and delivery services; streamlined customs procedures; and targeted skill building. These are the key findings from this ITC survey of 2,200 MSMEs in 111 countries.

Published: 2017
Available in: English



Status, Opportunities and Challenges of BRICS e-commerce

BRICS countries – Brazil, the Russian Federation, India, China, and South Africa – are becoming increasingly important players in the global e-commerce market.

This joint report by UNIDO and ITC examines business-to-clients e-commerce markets in each BRICS country in the context of global e-commerce trends, analysing their growth trajectories, business ecosystems and regulatory frameworks. It identifies key bottlenecks for BRICS to further tap into their e-commerce potential and provides policy recommendations.

Published: 2017
Available in: English



[E-commerce in China: Opportunities for Asian firms](#)

This joint ITC-Alibaba publication reviews e-commerce development in China and what is needed for foreign firms to enter the market.

Rapid growth in this area offers significant potential for neighbouring countries, especially small businesses in Asia, to increase their trade with China.

Published: 2016
Available in: English



[Bringing SMEs onto the e-commerce highway](#)

This report is a starting point for public-private dialogue to address e-commerce bottlenecks, especially for small firms in developing countries.

Policy challenges affect small firms in four processes common to all: establishing online business; international e-payment; international delivery; and aftersales. Policy guidance checklists and case studies from e-commerce entrepreneurs in developing countries are included.

Published: 2016
Available in: English



[International e-commerce in Africa: The way forward](#)

African enterprises can be successful in international e-commerce, if they are supported to address financial, infrastructure and socio-political barriers.

This report outlines common concerns of African small and medium-sized business owners, based on surveys, interviews and literature reviews. The report recommends public-private sector initiatives, institutional and corporate capacity building, shared structures and technology, and improved access to transport and logistics.

Published: 2015
Available in: English



[Secrets of electronic commerce: A guide for small and medium-sized enterprises \(2nd edition\)](#)

This book provides e-commerce advice for small businesses in a question-and-answer format. Evergreen topics include financial aspects, legal issues, trust, online marketing techniques, market research and more.

Published: 2009
Available in English, French and Spanish

Related publications collections

Trade facilitation



The ITC trade facilitation collection includes practical insights on issues common to all cross-border e-commerce entrepreneurs. The publications explain what small and medium-sized firms need to know about the WTO Trade Facilitation Agreement, and how to influence national policy in this area. The collection also includes legal advice and insights on what businesses perceive as regulatory and procedural obstacles to trade. See:

<http://www.intracen.org/publications/collections/>

Women and trade



Among ITC's collection of books on women in trade, see especially *Unlocking Markets for Women to Trade*, with its concise roadmap for action on the basics that help women entrepreneurs cross borders, including through e-commerce. See also the ITC publication on public procurement opportunities, including those online. See:

<http://www.intracen.org/publications/collections/>

Related videos



ITC YouTube playlist: E-commerce solutions



See the ITC playlist on YouTube for e-commerce solutions, to hear practical e-commerce tips directly from entrepreneurs, for entrepreneurs.



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