



CAPMAS Priorities of measuring digital economy in Egypt

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Introduction

- **The importance of e-commerce increased after appearance of Covid 19 pandemic**
- **The Egyptian government is applying digitalization in several governmental sector to monitor the advantage of information and communication technologies (ICTs).**



Measuring e-commerce inside establishments

- **The first trial to measure e-commerce was done during the last economic census, 2017/2018**
- **It was the first time to conduct economic census using Tablets in Egypt**
- **It has 12 questionnaires representing all the economic Activities**
- **The questionnaires contain general data like the establishment name, address, economic activity, legal entity, paid capital ,expenditures revenues and fixed assets.**
- **Adding e- commerce question for the first time**

Economic census questionnaires

1. Mining and quarrying
2. Manufacturing
3. Services
4. Maintenance
5. wholesale and Retail trade
6. Restaurants and coffee shops
7. Transportation and storage for others
8. Education (schools, institutes, faculties)
9. Other educational services
10. Agriculture
11. Building and Constructions
12. Communications

E-commerce in economic census

It is found that these two questions were not sufficient to measure the contributions of e-commerce in Egypt

Form No. 2 EC5

General Data (continued):

12. Does the establishment keep regular Accounts¹? Yes 1 No 2

13. Commercial Registry Number: Office: Date: --/--/----

14. Industrial Registry Number: Office: Date: --/--/----

15. Is the establishment a member in the Egyptian Industries Union? Yes 1 No 2

Name of the industrial chamber: Name of Division:

Membership number: Date of join:

16. Does the establishment use the e-commerce? Yes 1 No 2

17. What is the percentage of e-commerce sales to whole the sales of the est.?

18. Does the company receive a loan during the year? Yes 1 No 2

- **Therefore, CAPMAS is preparing to improve the e-commerce questions during the next economic census 2022/2023**
- **Researchers at CAPMAS started adding new section for e-commerce in labor outside establishments survey**

Measuring e-commerce outside establishments

A decorative graphic consisting of multiple parallel, wavy lines of small blue dots. The dots are arranged in a pattern that resembles a sine wave or a series of overlapping curves, creating a sense of motion and depth. The background is a solid, vibrant blue.

labor outside establishment survey

- It is a complementary survey to the economic census
- It can measure the informal sector outside establishments in Egypt
- Sample based on household survey sample
- We have designed 6 specialized questionnaires beside the household questionnaire
- We have conducted 2 quarters in 2022 and now we are conducting the third one

**Household
Questionnaire**

Manufacturing

**Retail and
wholesale
trade**

**Food and
beverage**

**Services and
maintenance**

Transport

**Construction
and building**

Examples of jobs in transportation	Economic Activity
Taxi driver, Uber, DiDi, Indriver microbus, bus, tuktuk, motorcycle, carriage	Land transport of passengers
Transport driver, truck, lorry	land transport of goods
Boat operator, boat, ferry, barge	Water transport of passengers and goods

Sections of the questionnaires

Section (1)

Principle Data

Section (2)

**Expenditures
Revenues**

Section (3)

Fixed Assets

Section (4)

E-commerce



Marketing tools



Question No.	Question	Answer
234	What is the marketing tool for your service (Multiple answers are allowed)	<p>Telephone <input type="checkbox"/></p> <p>Social Media <input type="checkbox"/></p> <p>Electronic platforms <input type="checkbox"/></p> <p>Direct contact <input type="checkbox"/></p> <p>Announcement <input type="checkbox"/></p> <p>Public stores <input type="checkbox"/></p> <p>Others (Specify)..... <input type="checkbox"/></p> <p>Individual not responsible for Marketing <input type="checkbox"/></p>

E-commerce section

Fourth Section: e- commerce

Questionnaire No. (5) Transportation



Question No.	Question	Answer
401	Do you have page on internet or on social media or on platforms?	Yes <input type="checkbox"/> No <input type="checkbox"/>
402	Do you have Mobile program to advertise or to sale your products?	Yes <input type="checkbox"/> No <input type="checkbox"/>
For enumerator : In case of answering with No in both questions 401,402 you should finish the interview		

E-commerce section (cont.,)

403	What are the uses of web page or social networking sites or electronic platforms or mobile application? (Multiple answer are allowed)	Presentation and marketing of the product (good - service) (1) Communicate with customers to inquire about the product or Service and Troubleshooting (2) Receive customer requests (3) Collecting the value of the product from customers through electronic payment (4) Communicating with suppliers (vendors) (5) Others (specify).....(6)
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E-commerce section (cont.,)

404	What is the percentage of sales / Revenues achieved from the website or Social networking sites, electronic platforms, or mobile software	<input type="text"/> %
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e-commerce expenditure

Work Expenditure			
Question No.	Question	Last week	Last Month
25	E-Commerce Expenses:		
251	Online platform subscription		
252	Page Design (Facebook - Website - Mobile Application.....etc		
253	content management		
254	Page/Website/Mobile Application Management		
255	Advertisements		
256	Website/App Protection		
257	Shipping/delivery fees		

Designed tables

e-commerce in transport sector	
Economic Activity According to ISIC Rev.4	
No. of employees in Transport Sector	
number of working vehicles	
Proportion of vehicles that uses Mobile application to present their services	
Proportion of vehicles that uses Mobile application or platforms to contact with customers	
Proportion of vehicles that uses Mobile application or platforms to present their services	
Proportion of vehicles that uses Mobile application or platforms to received orders	
Proportion of vehicles that accept the value of service by electronic pay	
Proportion of vehicles that uses mobile application or platform to contact with sellers	
Proportion of expenditure from e-commerce to whole expenditures	
Proportion of Revenues from e-commerce to whole Revenues	

Future work

- **CAPMAS will conduct e-commerce survey in the following sectors:**
 - **Family sector**
 - **Private and public sector**

**Thank you for
your attention**