



E-COMMERCE MEASUREMENT @UNCTAD

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Regional Workshop on International Merchandise Trade Statistics **Strengthening Data**

Compilation and Analytical Capacity

Suzhou, China

11-13 September 2017



Opening session

Overview on activities of International Organizations in the area of IMTS

UNCTAD



OVERVIEW

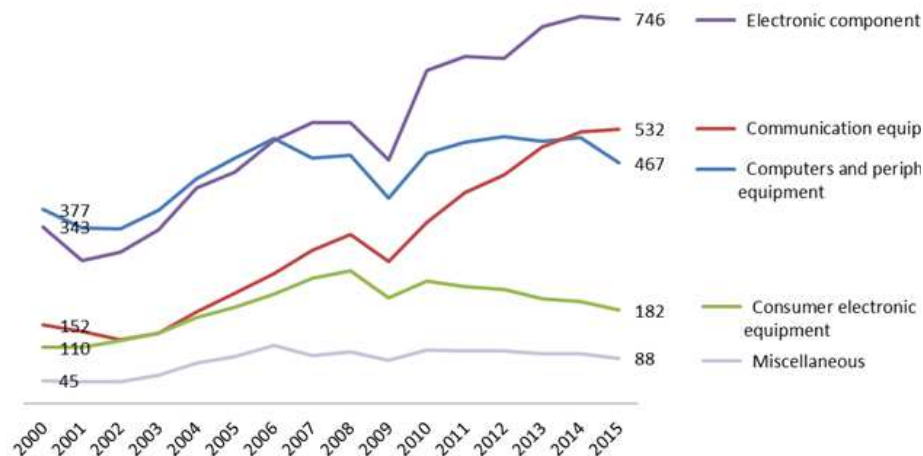
- UNCTAD work on measuring ICT, with the Partnership on Measuring ICT for Development
 - Size of ICT sector
 - Use of ICT by enterprises
 - Trade in ICT goods
 - Trade in ICT services and ICT-enabled services
- UN Task Force on International Trade Statistics
- Joint initiative with WTO, UPU and OECD on measuring cross-border e-commerce
- WCO working group on measuring e-commerce



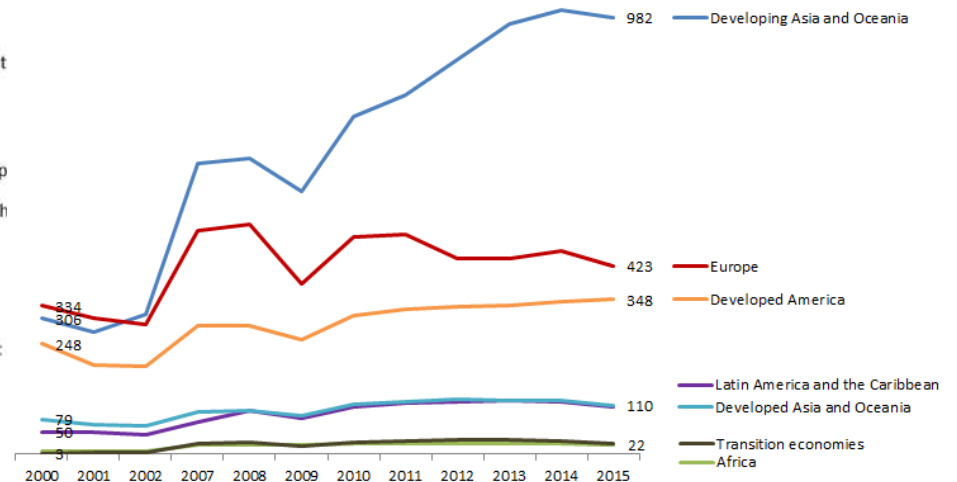
OVERVIEW: TRADE IN ICT GOODS

- **ICT goods:** 95 products at six-digit level of HS 2007
- World imports of **ICT goods:** USD 2 trillion in 2015
- Electronic components largest category
- Developing Asia largest and fastest growing region

Global imports of ICT goods, billion USD



Global imports of ICT goods by region, billion USD

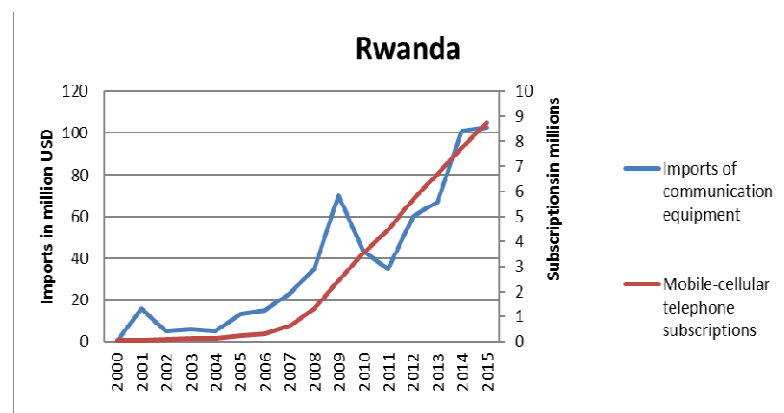
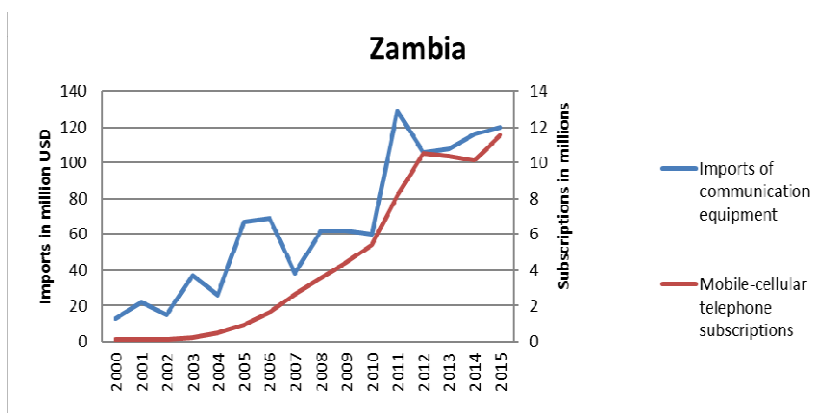


Source: UNCTADstat, stats.unctad.org/ict3ict4



TRADE IN COMMUNICATION EQUIPMENT

- Fastest growing segment of trade in ICT goods
- Much of the growth in imports of communication equipment to developing countries is associated with the "mobile revolution"
- LDCs: > 70 mobile subscriptions per 100 inhabitants
- Important for the SDGs: communication, financial inclusion, health, etc.
- Job creation: Viet Nam 29,000 people developing mobile apps

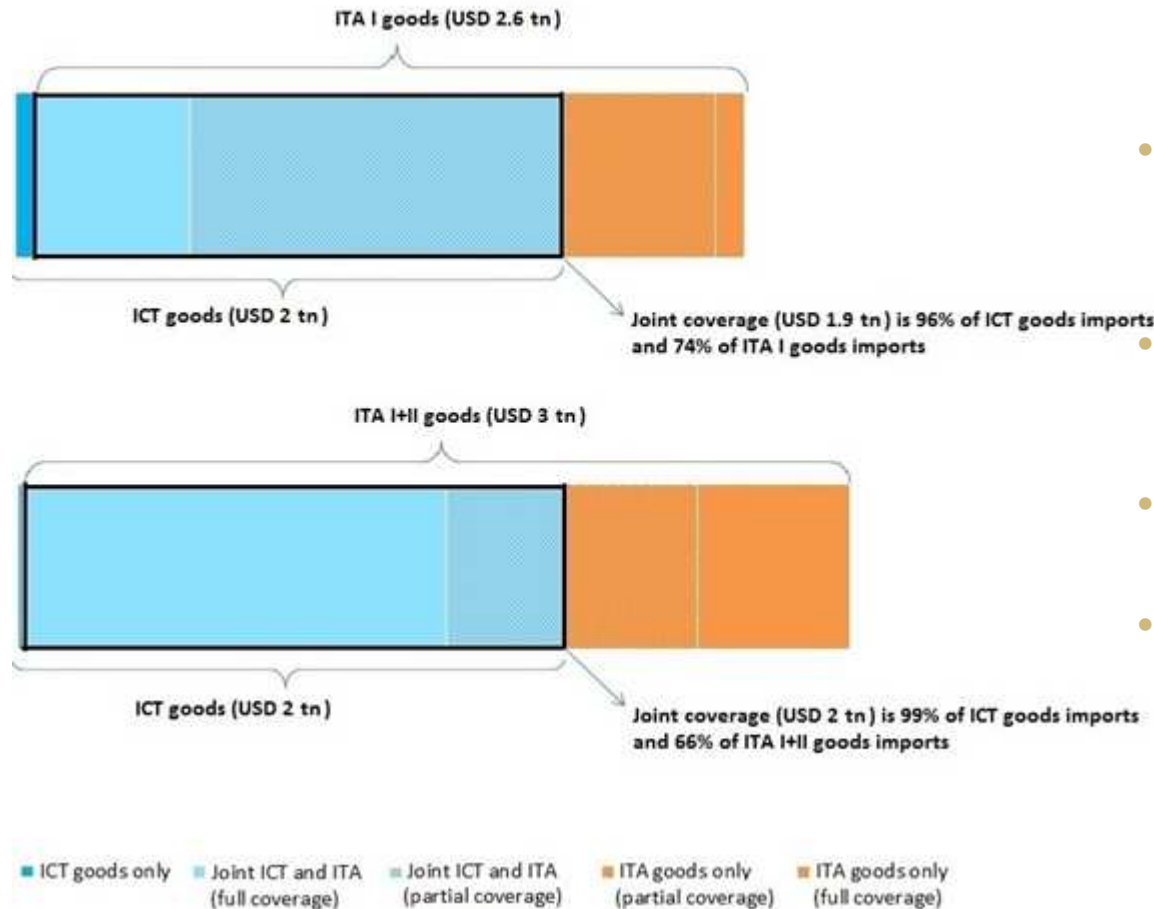


Source: UNCTAD, based on data from UNCTADstat and ITU.



ICT GOODS vs. ITA GOODS

Value of global imports in 2013

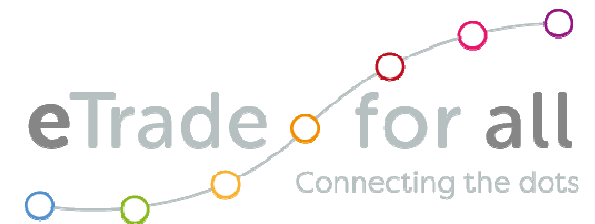


- ICT goods mostly covered by ITA II
 - 99% of ICT goods imports (in principle)
- 13 product codes only partially covered
 - imports of \$440 bn
- 19 product codes not covered
 - imports of \$16 bn
- One third of ITA II imports are not "ICT goods"



RELATED & UPCOMING

- **eTrade for all**, <https://etradeforall.org/>
 - Measuring the environment for e-commerce
 - eTrade country profiles



- UNCTAD Intergovernmental Group of Experts on E-commerce and Digital Trade, 4-6 October 2017
- Possible UNCTAD Working Group on Measuring E-commerce
- UNCTAD E-Commerce Week, 16-20 April 2018
- UNCTAD B2C E-commerce Index 2017

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THANK YOU