E-COMMERCE MEASUREMENT @UNCTAD

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Regional Workshop on International Merchandise Trade Statistics Strengthening Data Compilation and Analytical Capacity
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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

Source: UNCTADstat, [stats.unctad.org/ict3ict4](http://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"

• eTrade for all, [https://etradeforall.org/](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
THANK YOU