



# **Digitalisation, trade and developing countries**

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*"Making the Digital Economy Work for Services Trade"*

Workshop organized by the Global Services Coalition

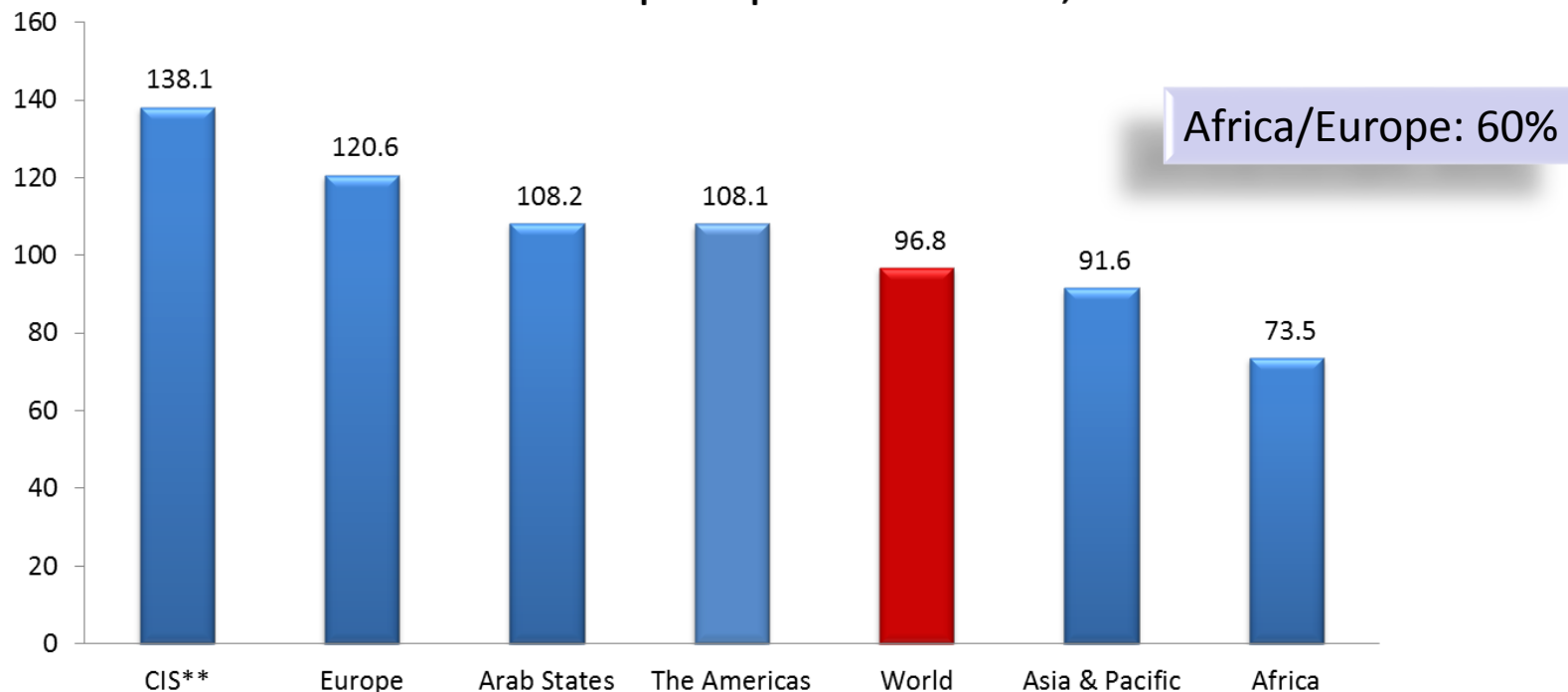
WTO Headquarters, Geneva



# Digitalisation Divides

## *Mobile divide has shrunk significantly*

**Mobile-cellular subscriptions per 100 inhabitants, 2015\***



Regions are based on the ITU BDT Regions, see: <http://www.itu.int/ITU-D/ict/definitions/regions/index.html>

Note: \* Estimate \*\* Commonwealth of Independent States

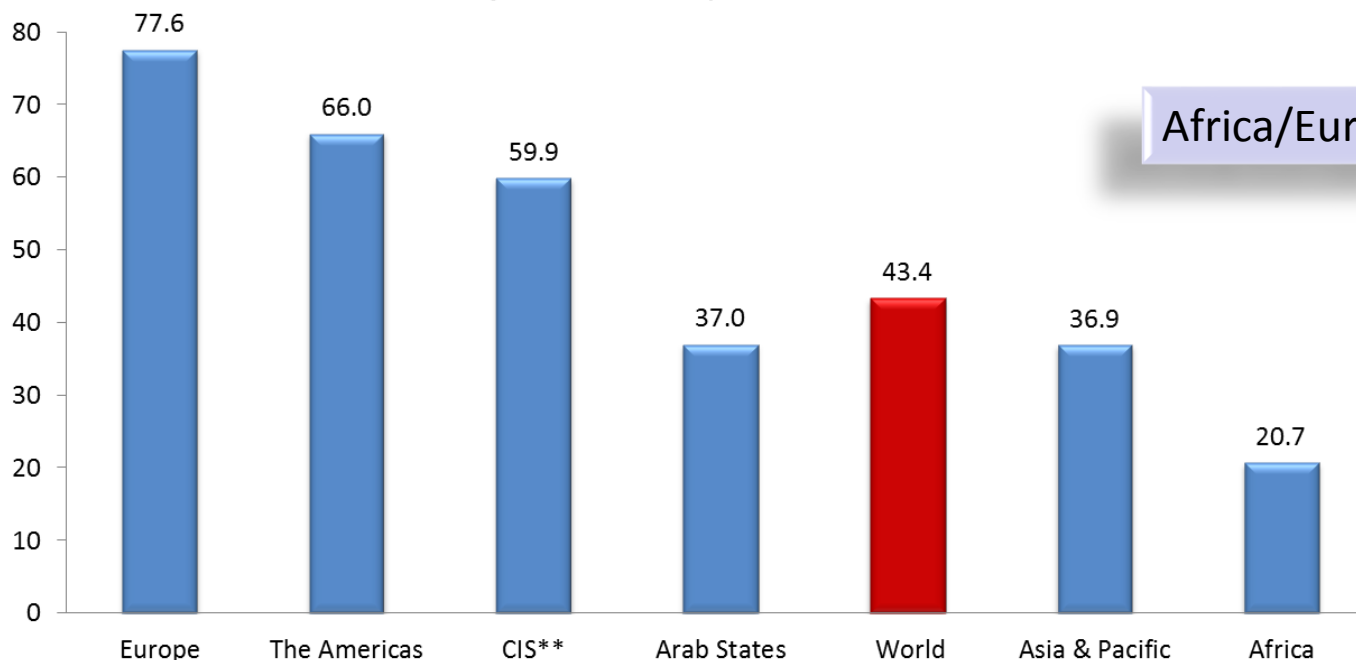
Source: ITU World Telecommunication/ICT Indicators database



# Digitalisation Divides

## *Internet divide still significant*

Individuals using the Internet per 100 inhabitants, 2015\*



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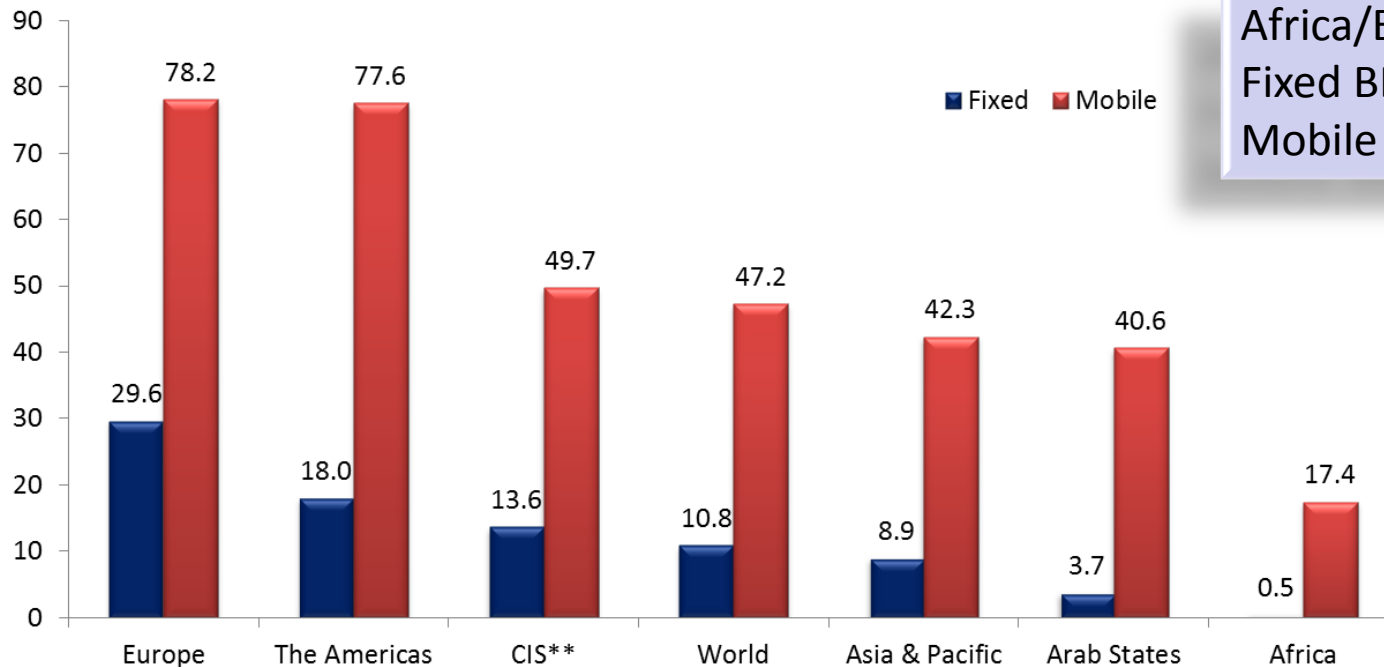
Source: ITU World Telecommunication/ICT Indicators database



# Digitalisation Divides

## *Broadband divide particularly wide*

**Fixed broadband and active mobile subscriptions per 100 inhabitants, 2015\***



Africa/Europe  
 Fixed BB: 22%  
 Mobile BB: 2%

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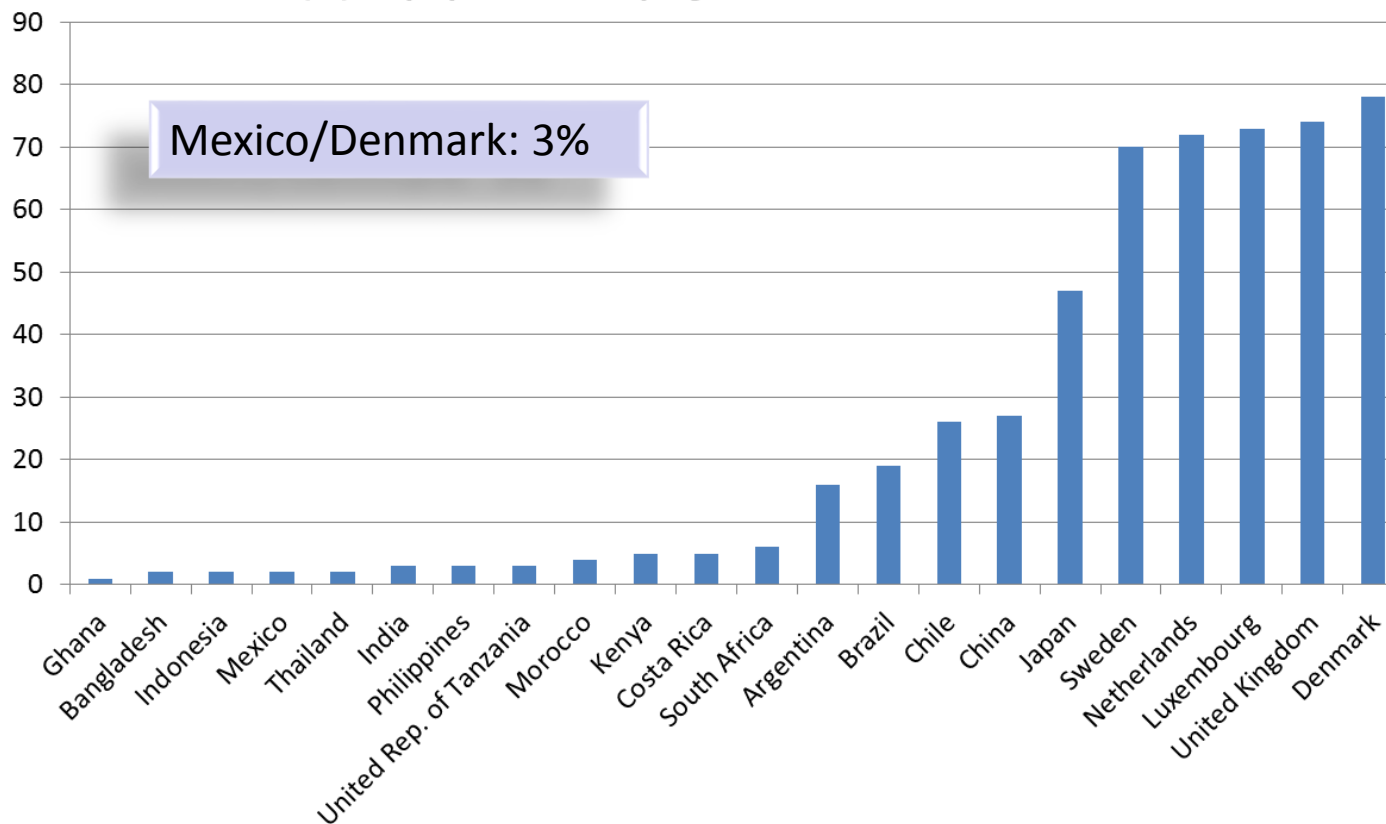
Source: ITU World Telecommunication/ICT Indicators database



# Digitalisation Divides

*The eCommerce Divide even more pronounced*

Share (%) of population buying online, 2014, selected countries



# Technology Catalysts for Societal Change

-- according to Intel



>1 Zetabyte Internet Traffic<sup>3</sup>



>15 Bn Connected Devices<sup>2</sup>



>1 Bn More Netizen's<sup>1</sup>

...by next year



Energy



Retail



Smart Cities



Healthcare



Finance



Transport

New Business + Usage Models

Tectonic Shifts



Big Data



Cloud



Mobile and Social



Internet of Things



Security



## **Many barriers to e-commerce uptake**

### ***Urgent need for capacity-building and assistance***

- Limited Internet use by SMEs and consumers
- Lack of awareness in governments and regulators
- Insufficient access to affordable ICT infrastructure
- Inadequate trade logistics and facilitation
- Weak legal and regulatory frameworks
- Lack of security and trust in online transactions
- Inadequate online payment facilities
- Lack of financing opportunities
- Limited e-commerce skills among enterprises
- Absence of statistical data on e-commerce