

Digital trade for intra-African trade and development

Digital trade is worth \$25 trillion to the global economy creating an enormous opportunity for African entrepreneurs and SMEs to access export markets and business opportunities. Access to mobile technology, digital marketplaces, cloud services, the internet and digital payment systems will help drive economic growth, lift incomes, improve productivity, increase financial inclusion and tackle inequality. Digital trade can help meet national and regional priorities as well as deliver the 2030 UN Sustainable Development Goals.

Benefits of digital trade

- ✓ INCREASING FINANCIAL INCLUSION
- ✓ EXPANDING CROSS BORDER EXPORTS
- ✓ IMPROVING ACCESS TO THE INTERNET
- ✓ PROMOTING SME GROWTH
- ✓ SUPPORTING ENTREPRENEURS



\$12 trillion
value of intra-African trade opportunity



1 billion
under 25-year-olds by 2030



35%
access to internet



500 million
mobile users by 2020



Four
of world's largest megacities by 2050



15
cities with over 5m population by 2030



66%
combined population Rwanda, Tanzania, Uganda use mobile money



\$188
moved per month by typical mobile money customer



50%
global growth in mobile money accounts was Africa



100%
growth in mobile money in West Africa 2012–2017



36%
registered global mobile money customers are women



4 of 5
digital businesses worldwide are run by women



Aligning development assistance with digital trade priorities has resulted in Ethiopia being the fourth largest ecommerce market in Africa, opening up new markets and business opportunities.



Digital technology has enabled entrepreneurs to increase trade in agricultural products between Senegal and Mali resulting in higher value goods and more local jobs.

Barriers to digital trade

- 1 POOR INFRASTRUCTURE
- 2 NO ACCESS TO ELECTRICITY
- 3 LOW USE OF ELECTRONIC PAYMENTS
- 4 UNDEVELOPED LEGAL SYSTEMS
- 5 LOW PURCHASING POWER
- 6 LACK OF ENFORCEMENT CAPABILITY
- 7 LOW LEVELS OF DIGITAL SKILLS



Supporters

The following organisations support progress on digital trade across Africa:

