



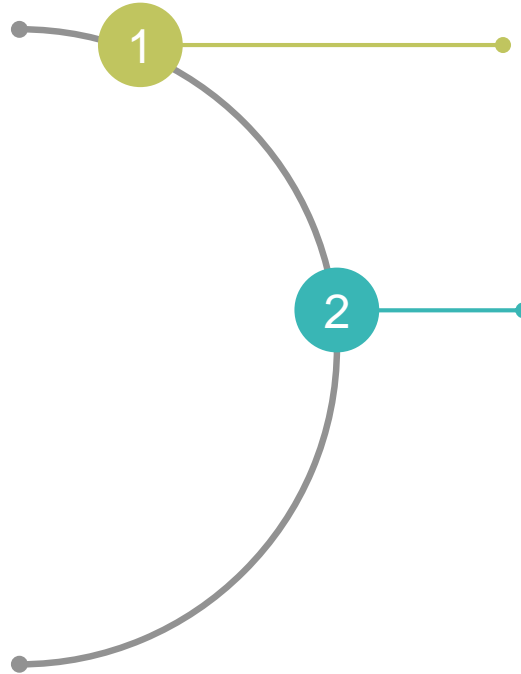
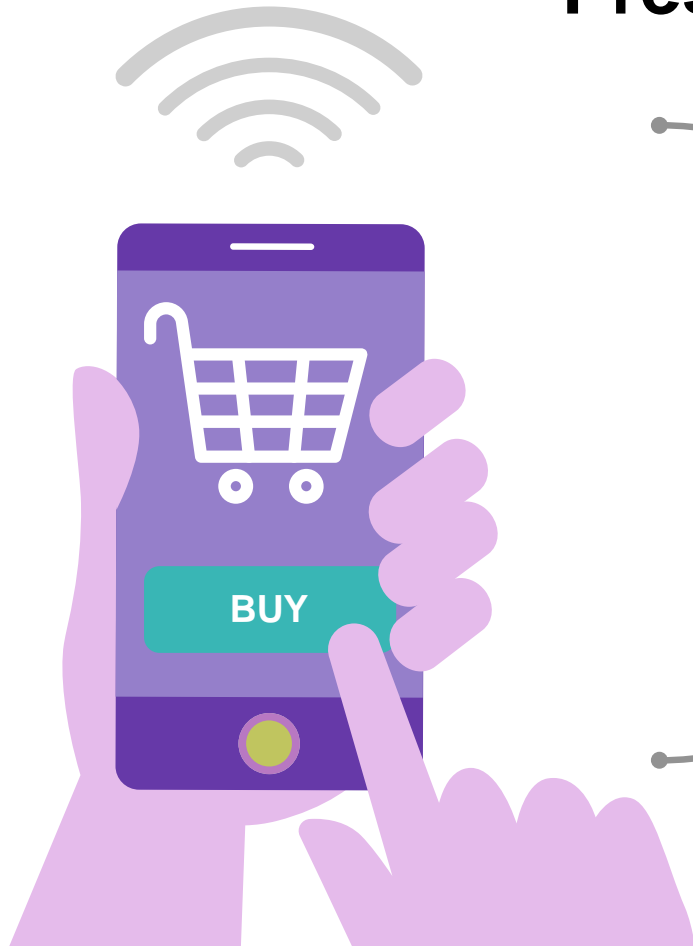
COMCEC

“IMPROVING E-COMMERCE CAPACITIES OF THE OIC MEMBER COUNTRIES”

Assoc. Prof. Dr. Ali AYCI



Presentation Plan



Study Framework
5 Minutes

**First Draft Study
Presentation**

Introduction and Trends
15 Minutes

Case Study (Ireland)
15 Minutes

Study Framework

The study has been prepared as a guide for the creation/development of an effective e-commerce environment in the OIC Member Countries. The Guide basically consists of 5 chapters.

1. Introduction

2. Current Trends of E-commerce

In the second part, E-Commerce trends are analyzed in terms of macro, OIC countries and Enterprises.

3. Countries Experience

Researches on the development of e-commerce in OIC countries are carried out with desk research, interview and survey methods.

3.1. Desk Research

Ireland, Pakistan, Somalia, Tunisia

3.2. Field Visits

Azerbaijan and Jordan

(Best practices, Barriers on E trade, Suggestions, Policies)



3.3 Survey

E-Commerce Business

(Problems, Motivations and Expectations)

Regulatory and Supporting Institutions and Organizations

(Problems, motivations and expectations E-Commerce Business)

Ask for recommendations regarding the development of the e-commerce environment within the OIC countries.



4. Standards and Recommendations

5. List of Standards and Recommendations

Annexes (Ex.)

- National Public and Private Stakeholders Statistics
- International or Regional Market Information and Trade Data Sources
- Web Site Addresses
- Entities and Contact Points

Expectations from the OIC Member Countries

Survey

Information, data

Contact points

Contributions to Report



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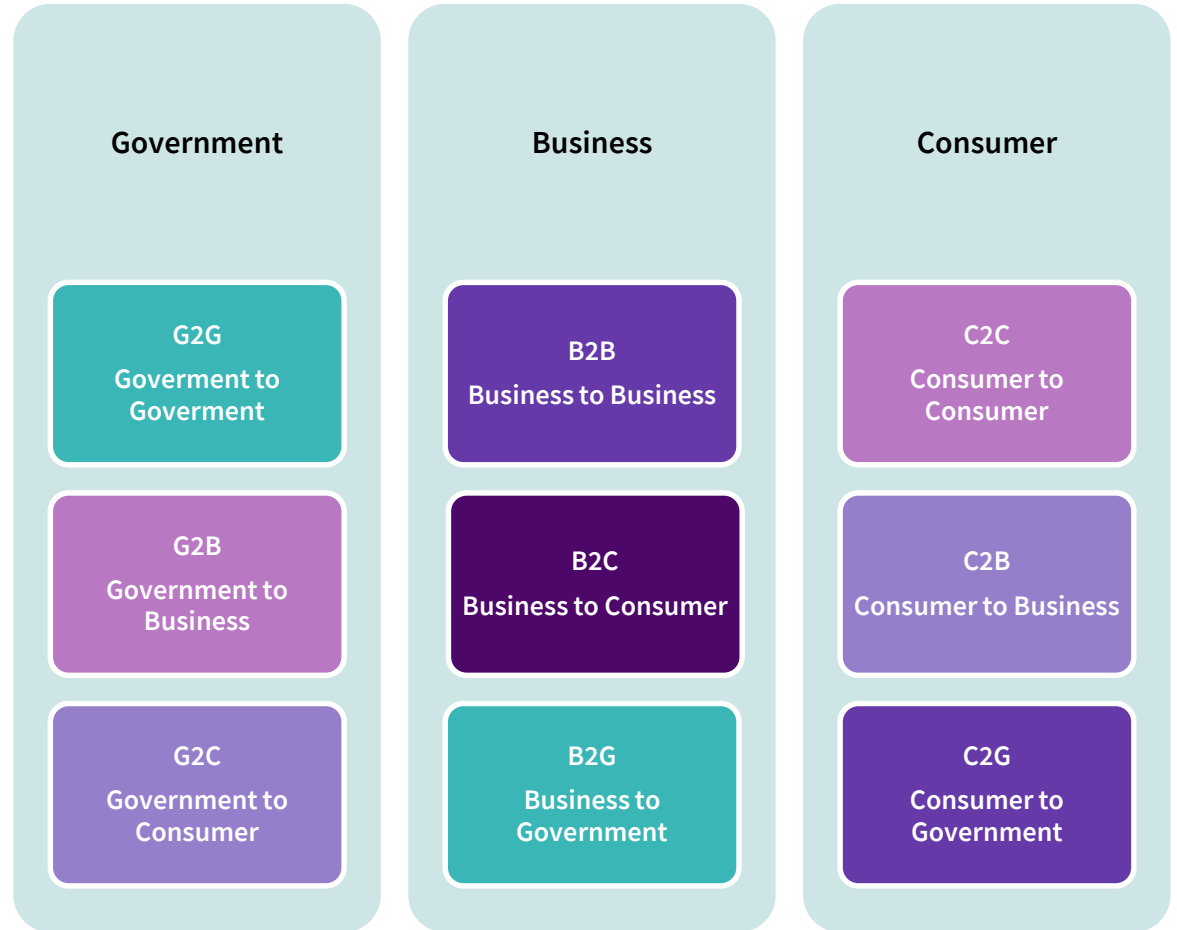
**IMPROVING
E-COMMERCE CAPACITIES
OF THE OIC MEMBER COUNTRIES**

**First Draft Report
02/05/2023**



1. Introduction

- Definition
- Types
- Benefits
- Challenges



Basic Determinants of E-Commerce Environment

- Economic and Financial Environment
- Political and Legal Environment
- Digital Skills and Entrepreneurship
- Digital Infrastructure and Trust Environment
- Trade Facilitation and Logistics



Key Partners and Initiatives of E-Commerce Environment

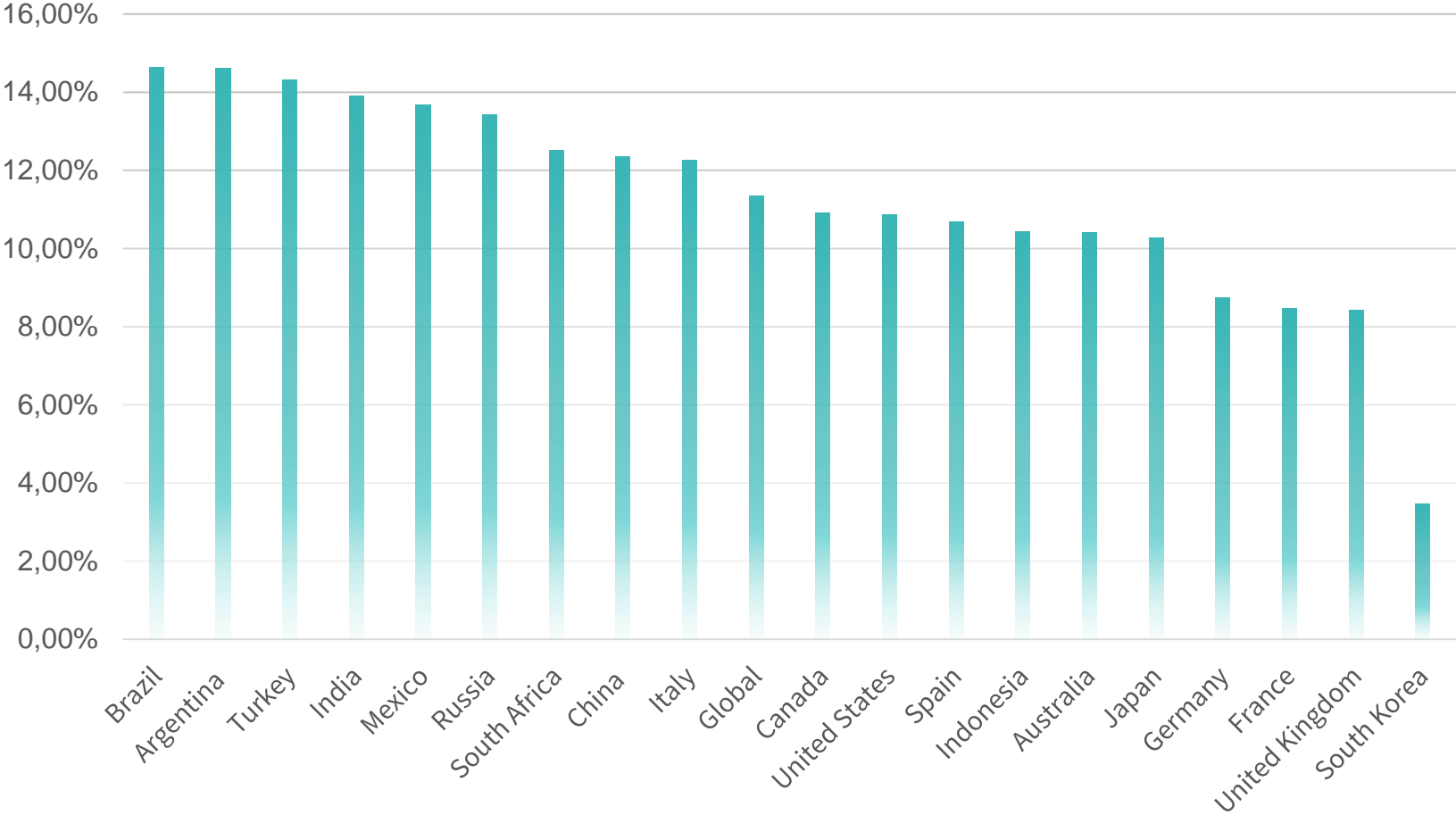
- World Trade Organization (WTO)
- United Nations Conference on Trade and Development (UNCTAD)
- European Commission
- Organisation for Economic Co-operation and Development (OECD)
- World Bank
- The World Customs Organization (WCO)
- E-Trade Networks
 - The European Digital Commerce Association (Ecommerce Europe)
 - AfricaPLC
 - African E-Commerce platform

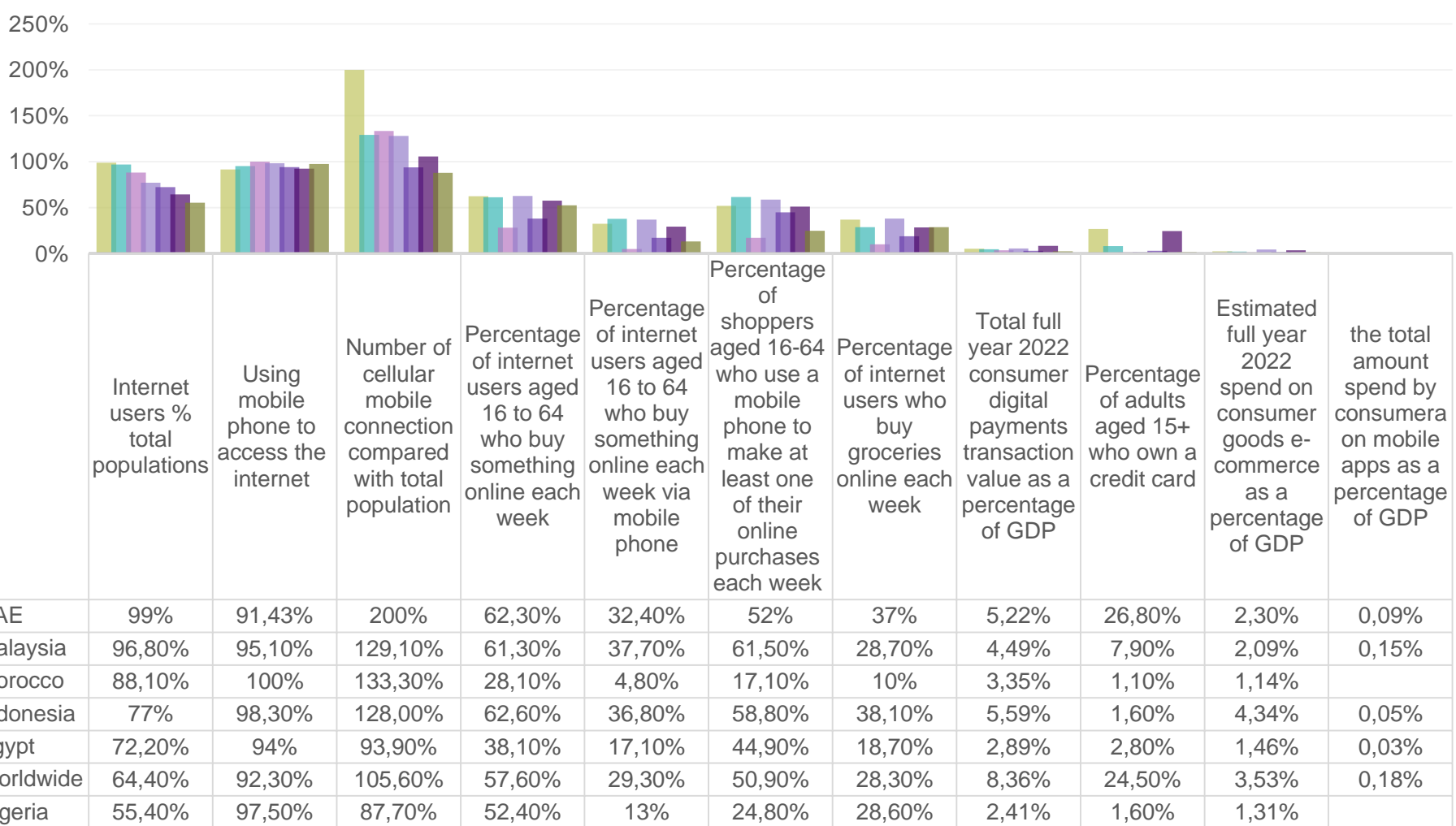
2. Current Trends of E-Commerce

Trends on E-Commerce Based Indicators

- In 2021, retail E-Commerce sales are approximately 5.2 trillion dollars worldwide. It's forecasting to reach 8.1 trillion dollars by 2026
- MENA region has witnessed considerable development in the E-Commerce market.
- In the Gulf Cooperation Council (GCC) region particularly, high per capita income, established logistics networks, and a growing tech-savvy young population offer high spending potential.
- A region powerhouse, the UAE E-Commerce market size is forecasted to reach 17 billion US dollars by 2025 (Statista, 2020).

Retail E-Commerce sales compound annual growth rate from 2023 to 2027, by country





UAE Malaysia Morocco Indonesia Egypt Worldwide Nigeria

OIC Member Countries' E-Commerce SWOT Analysis

Strengths

- Increase in their GDP
- Intra-OIC trade expanded
- Islamic financial assets
- Young population
- Maritime choke points

Weakness

- Legal and regulatory environment
- Human development
- Digital Infrastructure and Trust Environment
- Rail networks
- E-Trade Networks
- Lack of data and lack of research

Opportunities

- Increasing share of e-commerce in world trade
- Easier and cheaper communication infrastructure
- Increasing demand for technology use in OIC countries
- increased awareness in governments

Threats

- The negative impact of global companies in e-commerce.
- Consumer confidence in e-commerce in OIC countries.
- Foreign dependency in infrastructure investments

. **New Business Trends In E-Trade**

- **Mobile commerce and Social Commerce in E-Commerce**
- **Personalization and local language**
- **Technological Trends on E Commerce**
 - Blockchain-based technologies
 - Artificial Intelligence(AI) and Machine Learning (ML)
 - Service trades via digital platforms
 - Mobile payments
 - 3D-printing

E-Commerce in Ireland

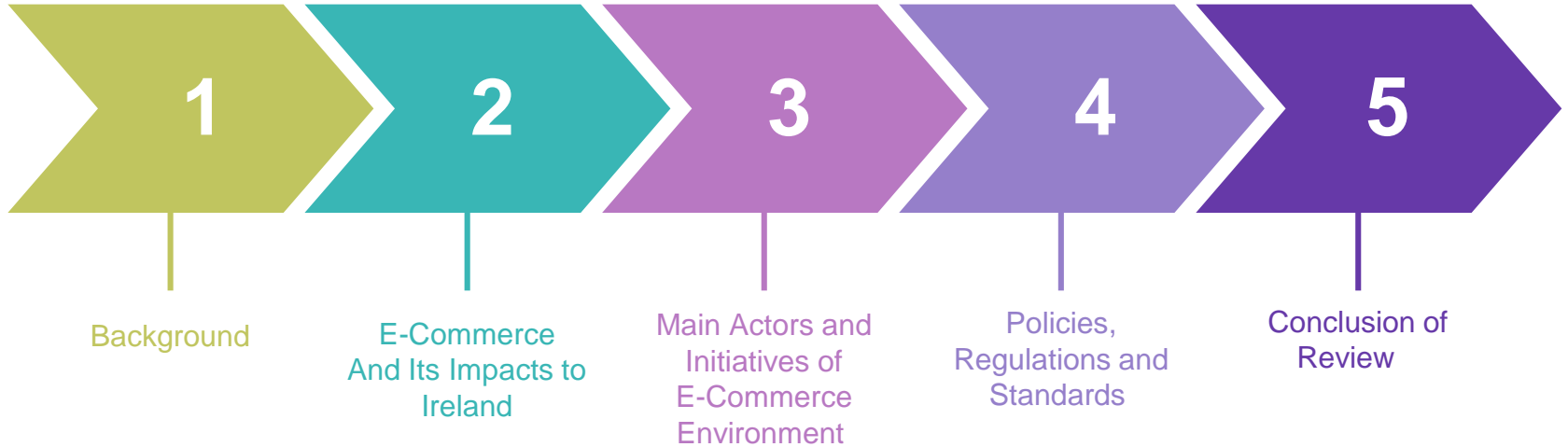


Country Experience: Ireland

- The worst performance economy in Europe in 1987, today it is one of the best performing economy
- Ireland made major investments in communications infrastructure in 1980
- One of the most developed countries in terms of e-commerce ecosystem and ranked 8th out of 152 countries



Framework

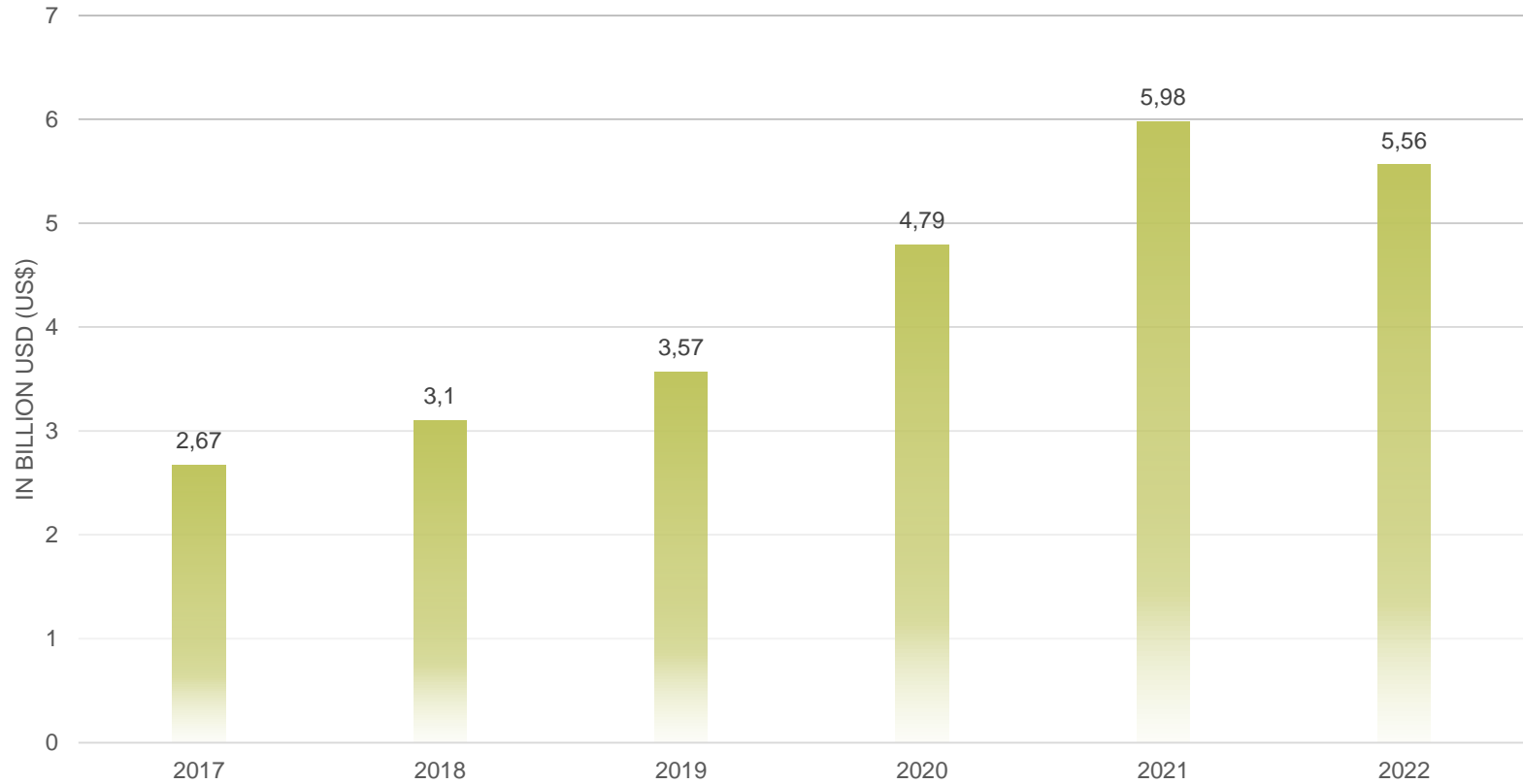


1. Background

Ireland: At a Glance

Variable	Value, Percentage	Source
Population	4.8 million	(J.P. Morgan, 2019a)
Average age	36.8 years	(J.P. Morgan, 2019b)
Gross domestic product	€294 billion	(World Bank Open Data, 2023)
Mobile commerce market size	€2.9 billion	(J.P. Morgan, 2019c)
Mobile commerce as a percentage of E-Commerce market	42%	(Ecommerce News Europe, 2018)
Internet penetration	83%	(J.P. Morgan, 2019d)
Smartphone penetration	71%	(J.P. Morgan, 2019e)
Bank account penetration	95.3%	(J.P. Morgan, 2019f)
Card penetration per capita	1.37	(J.P. Morgan, 2019g)

Annual Revenue Development of E-Commerce in Ireland



2. E-Commerce and Its Impacts to Ireland



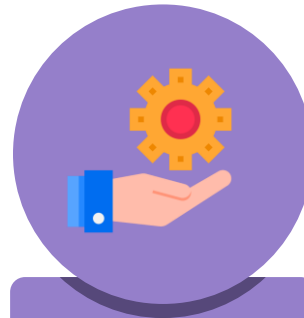
National
Economy



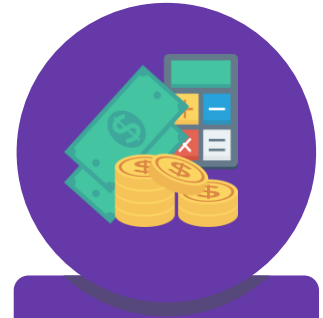
Taxation



Employment



Custom
Service



Finance
Sector

2. E-Commerce and Its Impacts to Ireland



National
Economy



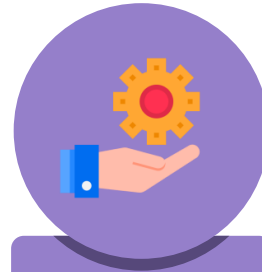
Technological
Investments



Taxation



Employment



Custom
Service



Finance
Sector

3. Main Actors and Initiatives of E-Commerce Environment

- Enterprise Ireland
- eiLearn
- E-Commerce Association Ireland (eCAI)
- Digital Business Ireland (DBI)
- **Data Providers**

Weare.ie, The Central Statistics Office,
Data.gov.ie, Consumer Protection Commission (CCPC),



4. Policies, Regulations and Standards

- Regularly check
- EU's Digital Single Market strategy
- Scale of Goods Act 1893 and the Scale of Goods and Supply of Services Act 1980, The Electronic Commerce Act , The Eidas Regulation etc.
- The Consumer Rights Act (2022)



Conclusion of Review

- Tech Investments
- COVID-19 pandemic has accelerated the digital transformation
- Tax regulations
- Supportive initiatives
- Data pools
- Trainings



Thank You

