

Economic and Social Commission for Western Asia

# Arab Digital Agenda implementation and collaboration framework

Roadshow on Ongoing and New  
programmes / initiatives / projects for the Arab region

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Consultative Conference and Expert Meetings on the Arab Digital Agenda and  
the Arab International Digital Cooperation and Development Forum  
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UNITED NATIONS

الشرق  
ESCWA

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# General Information about the Programme / Initiative / Project



**E-Commerce and Digital Economy Programme**



**Until further notice**



**Global programme aimed at enhancing the capacities of developing countries to harness the evolving digital economy for more inclusive development.**



**Enhanced inclusive and sustainable development gains from e-commerce and the digital economy for people and businesses in developing countries, particularly LDCs**



# E-commerce and Digital Economy Programme UNCTAD

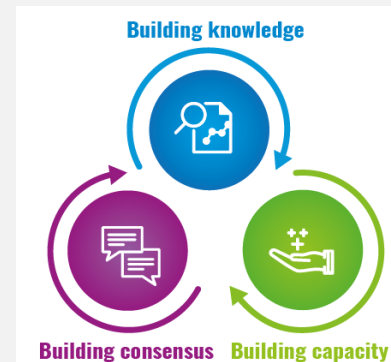


## Until further notice



# Issue(s) addressed by the Programme / Initiative / Project

With its three pillars of research and analysis, consensus-building, and technical cooperation, as well as multi-stakeholder partnerships, the ECDE Programme provides a unique platform to enable governments and other stakeholders to understand the implications of digitalization for sustainable development; provide assistance to policy makers in developing countries as they seek to prepare for and adapt to digital disruptions; and foster global multi-stakeholder dialogue and a more coordinated approach on harnessing the evolving digital economy for trade and sustainable development. Synergies between the different pillars enhance this potential, while partnerships strengthen external coordination, facilitate knowledge-sharing and promote efficiency for greater results.





# Programme / Initiative / Project contribution to the Arab Digital Agenda: Desired Results and expected accomplishments

## Technical assistance and capacity-building

- eTrade Readiness Assessments and follow up (*Bahrain, Iraq, Jordan, Tunisia*)
- Action Plans and E-commerce Strategies (*Egypt, Jordan, Oman, Tunisia*)
- Measuring E-commerce and the Digital Economy
- eTrade for Women – Mona Ataya, Advocate for the Middle East Region

## Research and analysis

- Digital Economy Report
- Technical Notes and other Research Studies

## Consensus-building and partnerships

- Intergovernmental Group of Experts on E-commerce and the Digital Economy
- eTrade for all (ESCWA, ITFC members)





# Contribution to the Arab Digital Agenda

## Linkages to ADA Clusters:



- X Cluster 1 National, regional and international strategic frameworks
- X Cluster 2 Infrastructure, governance and legal environment policy areas
- X Cluster 3 Digital economy, employment and trade policy areas
- Cluster 4 Society Public administration and social inclusion
- Cluster 5 Culture and media policy areas



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# Thank you

Responsible Entity: UNCTAD

Website: <https://unctad.org/topic/ecommerce-and-digital-economy>

e-mail: [ecde@unctad.org](mailto:ecde@unctad.org)

# Linkages to ADA Cluster-1 goals: National, regional and international strategic frameworks

- Goal 1.** Develop strategic plans and visions to advance digital development at the regional and national levels, to keep pace with global changes and systematically monitor progress achieved
- Goal 2.** Enhance active and effective participation in international and regional cooperation processes



# Linkages to ADA Cluster-2 goals: Infrastructure, governance and legal environment policy areas

- Goal 1. Enhance the competitiveness and improve the regulatory environment of the telecommunications sector in the Arab countries
- Goal 2. Strengthen cooperation and coordination in the regulatory environment among Arab countries to improve access to regional digital and telecommunications services
- Goal 3. Improve access rates to basic telecommunications services
- Goal 4. Improve Internet access speeds while maximizing the use of its services and interactive content.
- Goal 5. Develop the Internet backbone and interconnection at national and regional levels.
- Goal 6. Enable the use of e-signature services and e-transactions at national and regional
- Goal 7. Safeguard the privacy of personal data online
- Goal 8. Enhance the cybersecurity in the Arab region

# Linkages to ADA Cluster-3 goals: Digital economy, employment and trade policy areas

- Goal 1. Adopt international classification of ICT enterprises and avail resultant data to track and enhance the ICT sector's performance
- Goal 2. Promote investment in ICT enterprises
- Goal 3. Promote and foster ICT research and development.
- Goal 4. Measure the contribution of the ICT sector to the national economy
- Goal 5. Enhance the contribution of the ICT sector to the national economy
- Goal 6. Promote the use of ICT in other productive sectors
- Goal 7. Promote the export of ICT goods and services in the Arab countries
- Goal 8. Expand the e-commerce market in the Arab countries while providing incentives to launch companies working in the field
- Goal 9. Adopt an inclusive approach with digital currencies according to sound legal basis that is beneficial to the economy
- Goal 10. Develop the ICT proficiencies and skills of Individuals
- Goal 11. Improve remote working opportunities
- Goal 12. Boost the productivity of enterprises through developing employees' ICT skills and proficiencies

# Linkages to ADA Cluster-4 goals: Digital transformation and social inclusion policy areas

- Goal 1. Enable affordable access to broadband services
- Goal 2. Promote an inclusive access to the Internet for all, especially women
- Goal 3. Improve accessibility and digital inclusion of persons with disabilities in the Arab region
- Goal 4. Empower young people to use the Internet safely and responsibly
- Goal 5. Enhance and improve Internet connectivity for schools and health centers (and community centers), especially in rural and remote areas
- Goal 6. Enhance the benefits of using ICT in education
- Goal 7. Develop a comprehensive infrastructure for e-government and its services in the Arab countries
- Goal 8. Increase the efficiency and quality of e-government services infrastructure
- Goal 9. Improve the health sector's efficiency through the use of ICT

# Linkages to ADA Cluster-5 goals: Culture and media policy areas

- Goal 1. Promote Arab cultural and media content on the Internet
- Goal 2. Activate the registration of Arabic domain names
- Goal 3. Convergence (governance) between ICT and media
- Goal 4. Maximize the social media usefulness while limiting its negative impact