

REPUBLIC OF RWANDA



Ministry of Trade & Industry

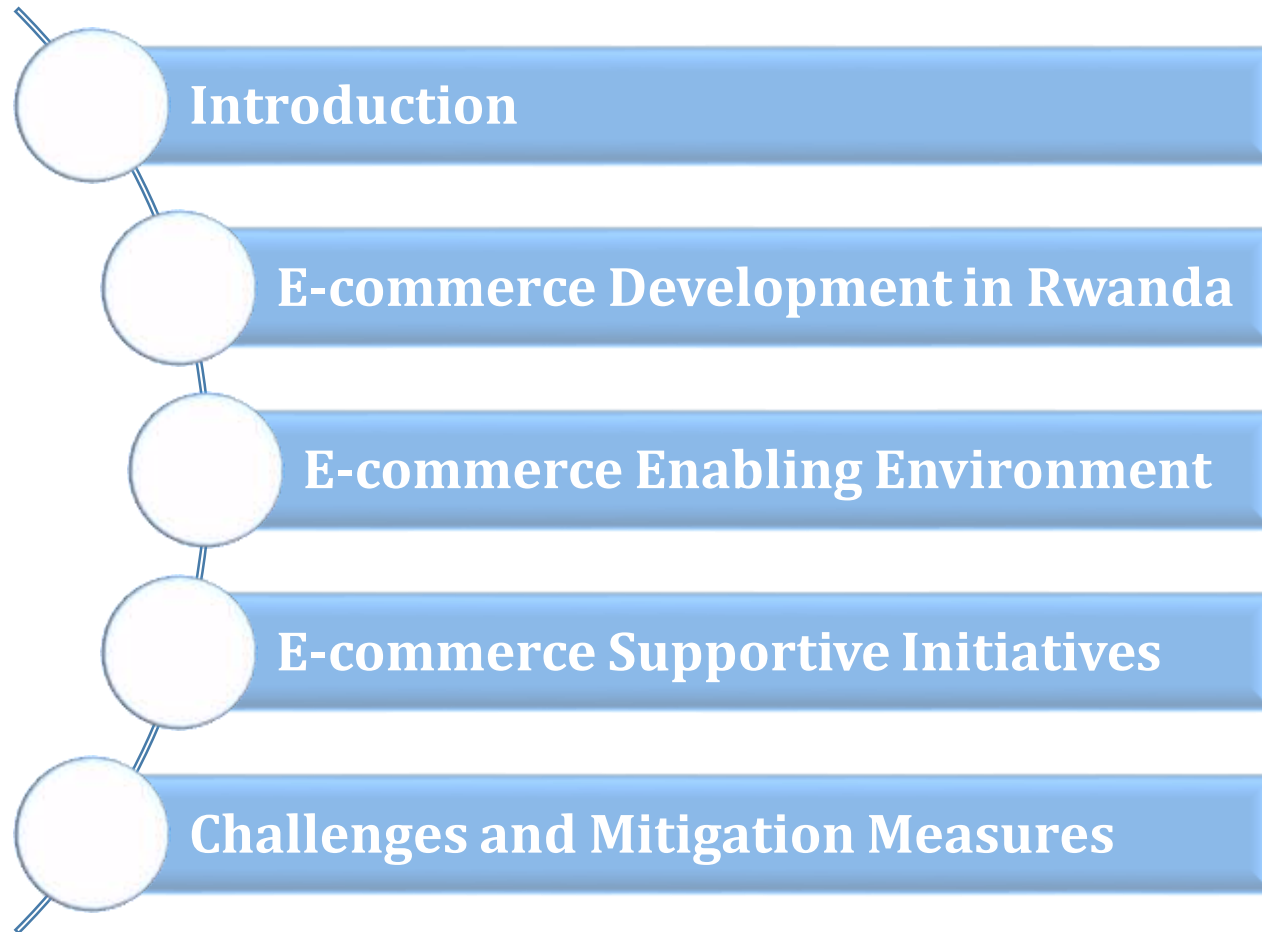
GDD 2023: E-COMMERCE FOR DIGITAL TRADE AND ECONOMIC DIVERSIFICATION

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Presentation Outline





E-commerce Development in Rwanda



The Government of Rwanda is committed to mobilize and strengthen the effectiveness of available resources and efforts among stakeholders to harness the power of digital trade for economic growth and socio-economic development.



In the spirit of supporting our private sector, all national ICT frameworks are with the objective of laying a firm ground for the private sector to drive the e-commerce agenda with the Government as a catalyst to accelerate growth while taking advantage of domestic, regional and international market opportunities.



The key success factors have been investing in technology, payment solutions and upgrading our logistic infrastructure with interest to reduce barriers to entry for many of our small and medium enterprises.



E-commerce Development in Rwanda



The Government has also invested heavily in upskilling people in e-skills through different initiatives and programs.



The national data protection law has also been put in place to guarantee the securities of data along the digital transactions and information. This was approved in Oct 2021.



In strengthening institutional establishment, the Government has also put in place a national cyber security agency which will facilitate Government to provide an implementation guidance of the defined National cyber securities policy.



E-commerce enabling environment in Rwanda

The regulatory sandbox

This regulation” enables innovative financial services and products to be tested and deployed in a live environment with real customers. It fosters innovations that improve quality, access, and usage of financial services while adequately managing risks and setting safeguards to ensure consumer protection and financial stability.

E-commerce policy

It aims at accelerating, mobilizing and strengthening the effectiveness of available resources and efforts among stakeholders to harness the power of e-commerce for economic growth and socio-economic development.

E-commerce strategy

This national e-commerce strategy provides strategic recommendations and an action plan for the development and use of e-commerce in Rwanda covering initiatives in both the public and private sectors.

Consumer Protection policy and related Law (under review)

To promote fair competition, providing consumers access to products and services at competitive prices and better quality and to create an environment, which is conducive to investment.

Law Relating Protection of Personal Data and Privacy

This Law aims at the protection of personal data and privacy and determines their processing.

National Payment System Strategy (2018-2024)

It serves as a guide for the Rwanda payment industry, including regulators, public and private sector players to promote the continued development and modernization of the Rwanda Payment System (RPS). Current trends indicate that the Payment transactions done electronically as percentage of GDP were at 34,2% in 2018, 54% as of June 2020 and expected to reach 80% by 2024.



E-commerce supportive initiatives

Electronic World Trade Platform (eWTP)

- Officially Launched on 31st October 2018 with the objective to supporting the development of the digital economy in Rwanda and making it easier for Rwandan companies to participate in global trade. Under this project, the focus is on four main areas: Tourism, Trainings and Education, e-commerce, and e-payment. Currently, 7 companies are selling on Alibaba online platforms (Alibaba.com and Tmall), excluding the ones in the tourism services sector.

E-commerce Centre

- It aims at opening e-commerce opportunities to SMEs in Rwanda through building capacities in understanding and preparedness to market goods and services online. Currently, **619 SMEs with 4,470 products** are on-boarded on <https://rwandamart.rw/> and can sell their products through the platform.

Digital ambassador's program

- It is a national program aiming at increasing the digital literacy of **5,000,000 Rwandan citizens**, and their resulting access and use of online systems and services **by 2024**. DAP's delivery approach is based on the model of recruiting young women and men with entrepreneurship ambition to provide digital literacy training and act as catalysts of change in their communities.

AeTrade Group

- Rwanda hosts the continental headquarters of the AeTrade Group, an African Diaspora-led social entrepreneurship initiative that aims to fill crucial gaps in e-commerce and other information and communication technologies.



Challenges and mitigation measures

Challenges

- Low levels of e-commerce adoption by traditional businesses,
- Low level of e-commerce awareness amongst citizens / consumers,
- Lack of sufficient and robust logistics and supply chain facilitation both in-country and abroad,
- Lack of trust of e-commerce processes among urban consumers,
- High transaction fees and integration,
- Lack of universal acceptance of digital payment methods,
- Lack of sufficient understanding of the consumer protection and Intellectual property framework,
- Etc.

Mitigation

- Availing incentives to facilitate traditional businesses to get on-boarded on e-commerce platforms,
- Doing awareness campaigns through different channels including TV programs, caravans, workshops etc.,
- Kigali Logistics Platform inaugurated in 2019 and since the commencement of its operations truck-turnaround time was reduced from an average of 10-14 days to just 3 days,
- Development of the Trust Seal Solution for e-commerce platforms,
- Review of consumer protection policy, IP and internal trade laws to accommodate e-commerce,
- Promoting interoperability of payment service providers and waiving some charges,
- Capacity building of SMEs on different aspects of e-commerce with an emphasis on youth and women owned businesses.

THANK YOU