



# ITC's Digital Trade Policy and Regulatory work for SMEs

## Focus on Africa

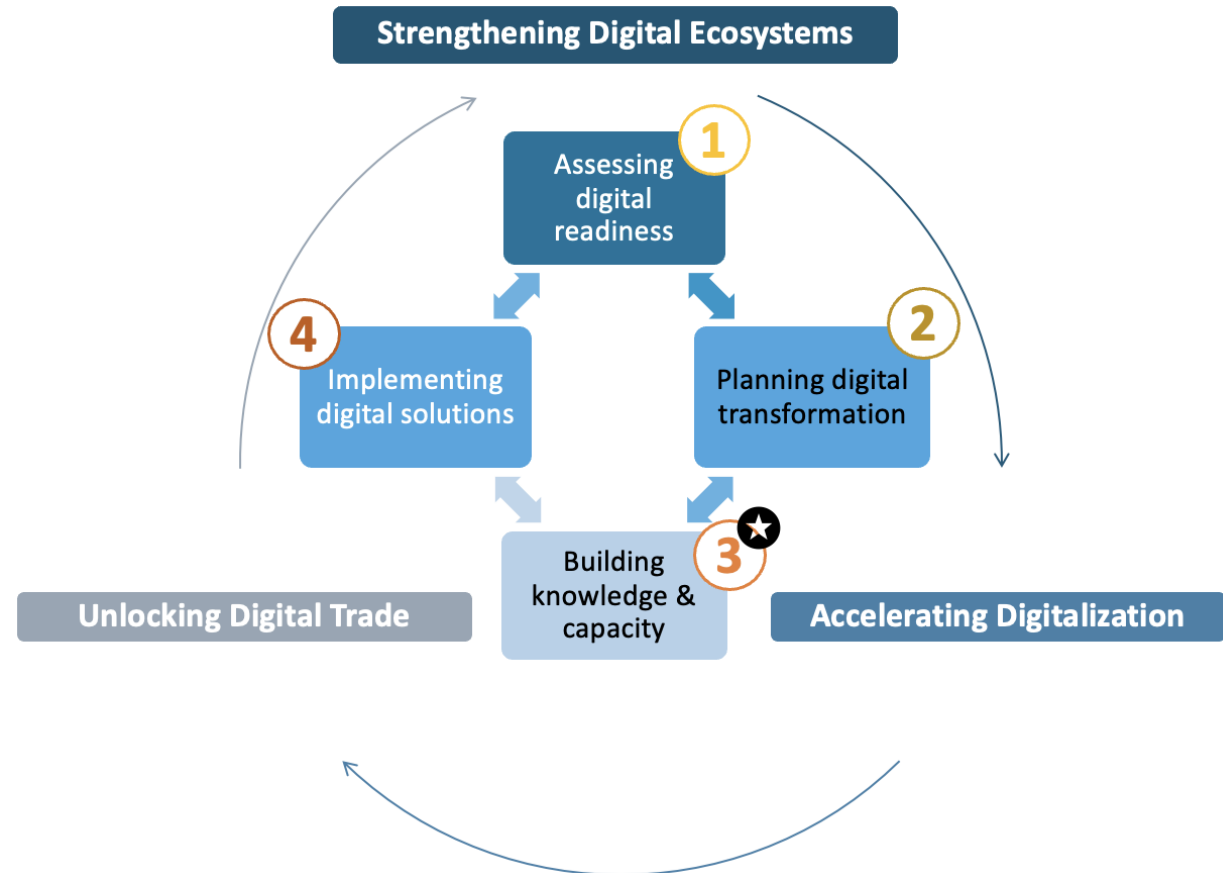
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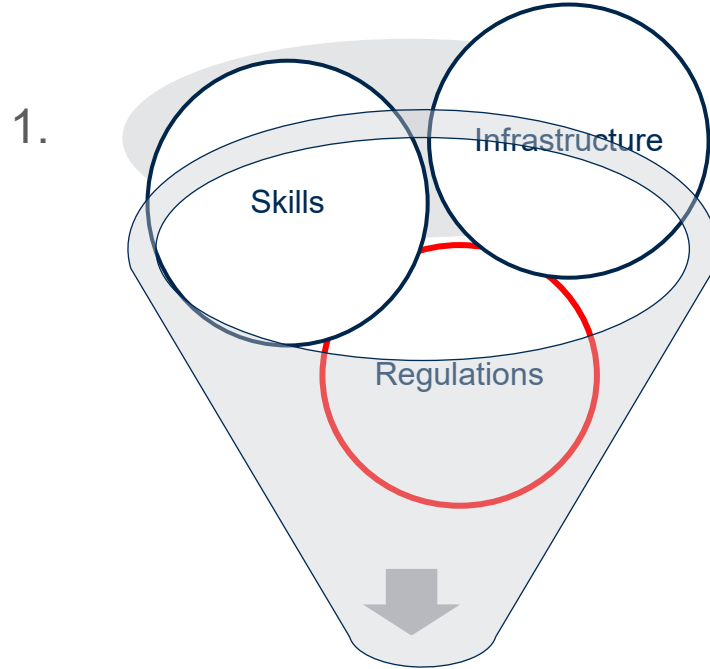
Geneva, 26.06. 2025

# *Developing a holistic policy ecosystem for digital trade*

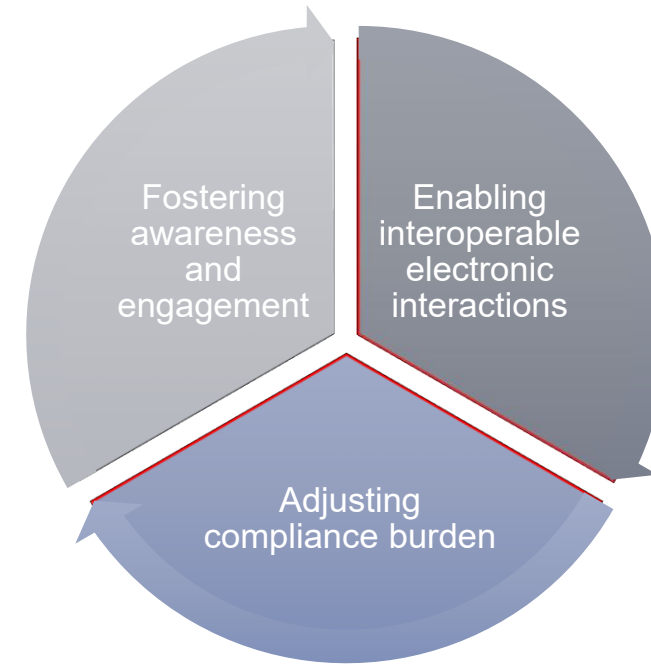
Focus areas and groups of regulatory and policy interventions



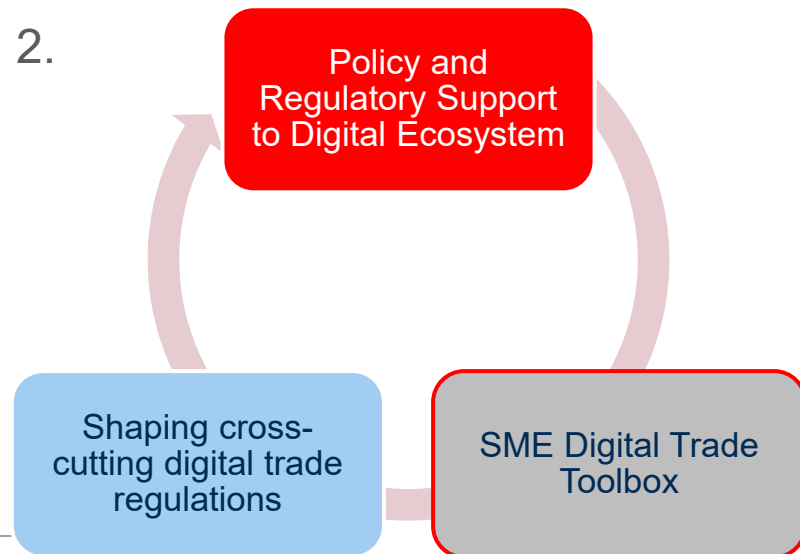
# Regulatory / Policy support to SME digital trade engagement: an overview



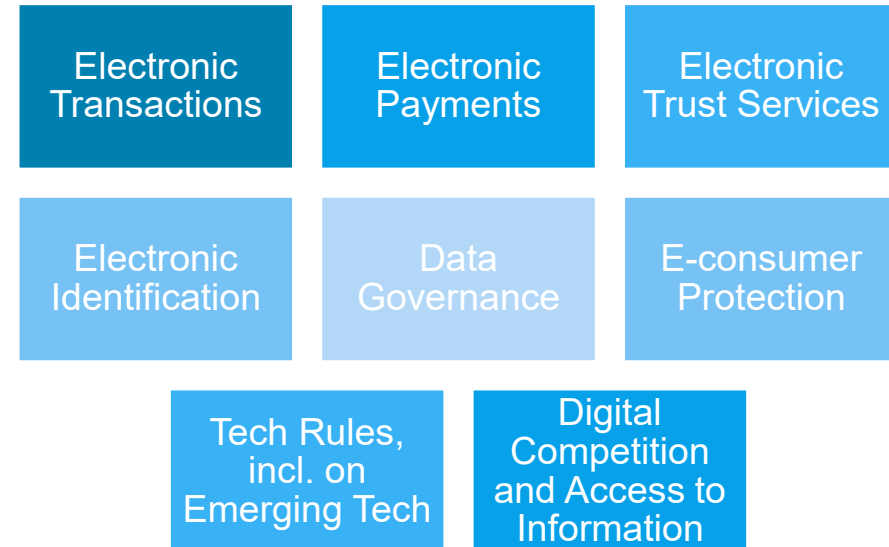
3.



2.



4.



# Regulatory / Policy support to SME digital trade engagement: Examples, 2025



## SME AfCFTA Webinar, 5.03.2025



SME AfCFTA Masterclass, 7.05.2025, AfCFTA Digital Trade Forum, Zambia



Workshop on Digital Trade Rules for Small Cross Border Traders, 29.03.2025, Gatuna Border, Rwanda



# Targeted DTRRAs in Action or Planned (globally and in Africa)



**Kazakhstan, Kyrgyzstan, Tadjikistan, Turkmenistan, and Uzbekistan** : comparative targeted DTRRA («**WTO E-commerce Agreement Readiness**»)



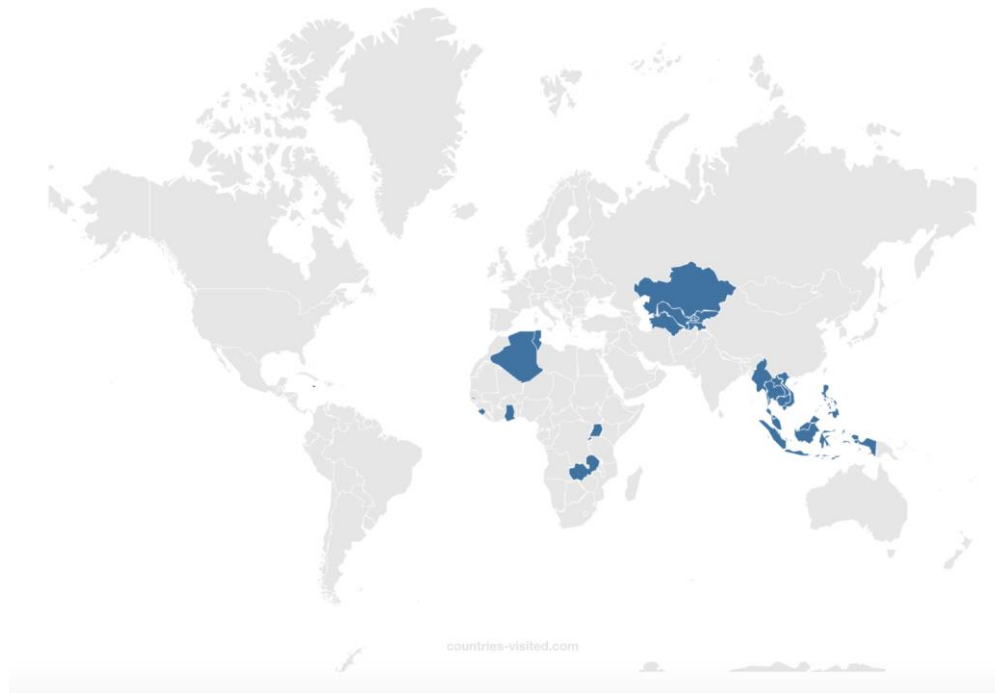
**Algeria, Ghana, Sierra Leone (TBC), Tunisia, Zambia**: targeted DTRRA\* focused on compliance with **AfCFTA Digital Trade Protocol**



**The Gambia**: targeted DTRRA\* for enabling tourism and creative industries sectors



**Rwanda, [Uganda] (TBC)** targeted DTRRA\* enabling e-commerce for small cross-border traders



**Timor-Leste**: targeted DTRRA focused on WTO post-accession (**WTO E-commerce Agreement Readiness**) / ASEAN accession, incl. DEFA



**Jamaica**: targeted DTRRA focusing on Electronic Transactions and Online Consumer Protection



**ASEAN**: targeted DTRRA for monitoring of implementation of selected provisions of the ASEAN E-commerce Agreement (technological neutrality-protection of personal information/privacy-ODR-online consumer protection).

\*DTRRA – Digital Regulatory Readiness Assessment, based on the methodology developed by the ITC (DTRRAM). For the targeted AfCFTA Digital Trade Protocol Regulatory compliance and related assessments, cooperation with the AfCFTA secretariat and other development partners is expected

# Targeted DTRRAs in Action or Planned (Targeted AfCFTA DTRRAs – National Regulatory Readiness Assessments for Compliance with AfCFTA Digital Trade DP and its 8 Annexes (step-by-step methodology in the making)



1. **Detailed matrix assessing regulatory and policy support to digital trade**, including efforts related to implementation, cross-border cooperation, and interoperability initiatives. *The matrix addresses rules embedded in all the provisions of the Digital Trade Protocol and its 8 Annexes.*
2. **Desktop analysis** resulting in narrative reports and color-coded reflections based on the “traffic light” pattern AND **Stakeholder mapping** to identify public and private sector stakeholders responsible for implementing each of the rules embedded in the Protocol (over 30 areas).
3. **Stakeholder engagement** to gather additional information and validate the results of the desktop analysis.
4. Based on the assessment, **elaboration and stakeholder validation of national roadmaps for domestic reforms** in the digital trade area.
5. As appropriate, **shaping regional and continental initiatives to support the implementation of the AfCFTA Digital Trade Protocol**, using the results obtained from the assessments.

# Targeted AfCFTA DTRRA – regulatory / policy areas to be assessed (high level)



E-ID, E-transactions,  
E-trust services

Digital payments incl.  
Fintech

Data governance

Cybersecurity /  
Online safety and  
Security

Online consumer  
protection

Digital Products and  
Electronic  
Transmissions

Rules applicable to  
digital technologies,  
incl. emerging &  
advanced tech.

Development,  
technical assistance,  
and capacity building

Digital Inclusion

Market access in ICT  
goods and e-  
delivered services

Digital Innovation  
and entrepreneurship

Support to ICT  
infrastructure / ICT  
sector development

Paperless trade

Transparency over  
digital trade  
measures

Logistics and last  
mile delivery