

Boosting Women in trade through the digital economy

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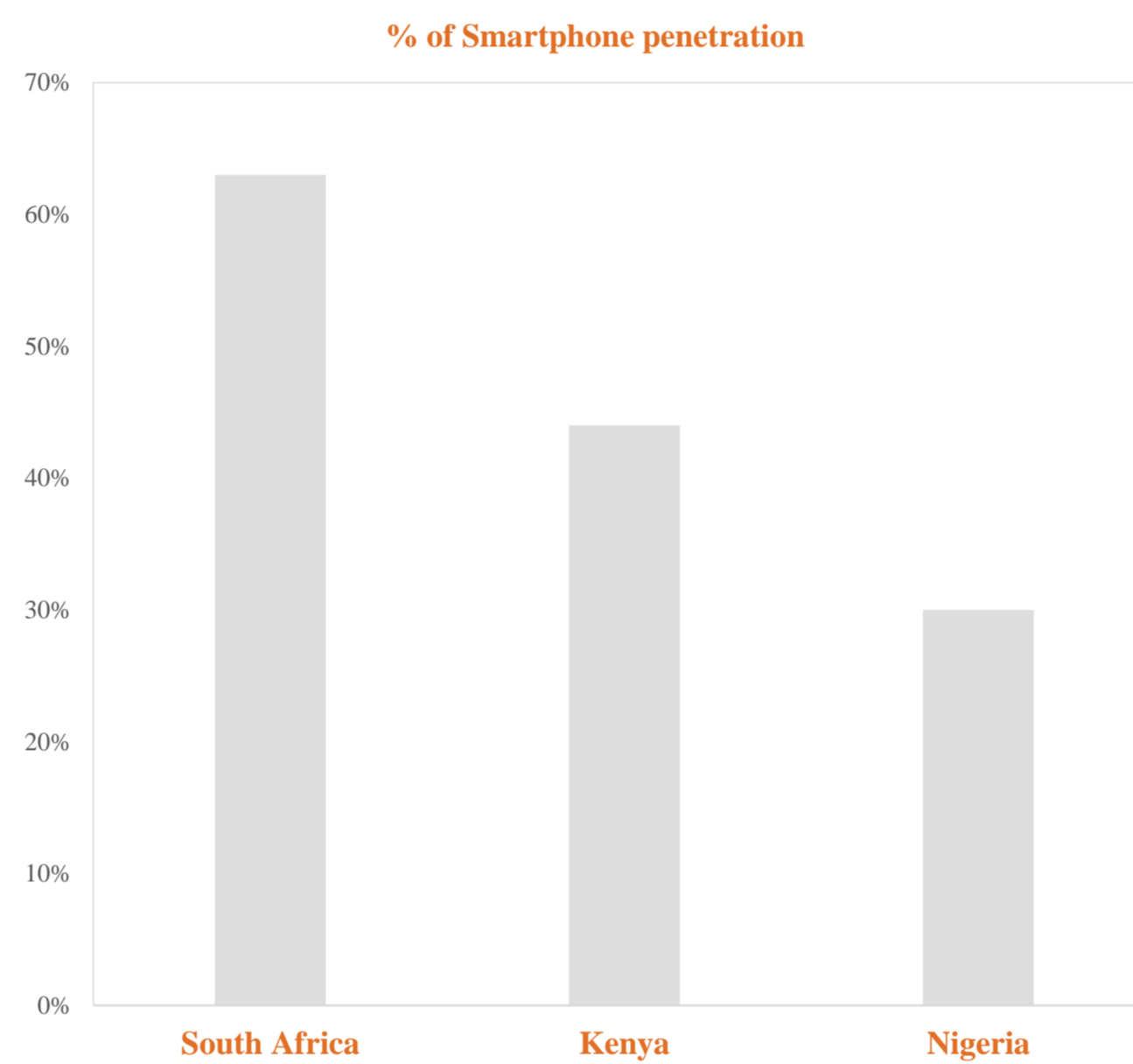
What: Boosting intra-Africa trade through services trade; harnessing the digital economy.

- **Why?** Approximately 750 000 000 cellphone penetration in Africa
- Target market of intra-Africa trade are youth consumers – 60% of African population are youth
- **How?** E-commerce, E-Payment, Social media (women make up about 85% of all consumer purchases)
- Logistics – delivery services

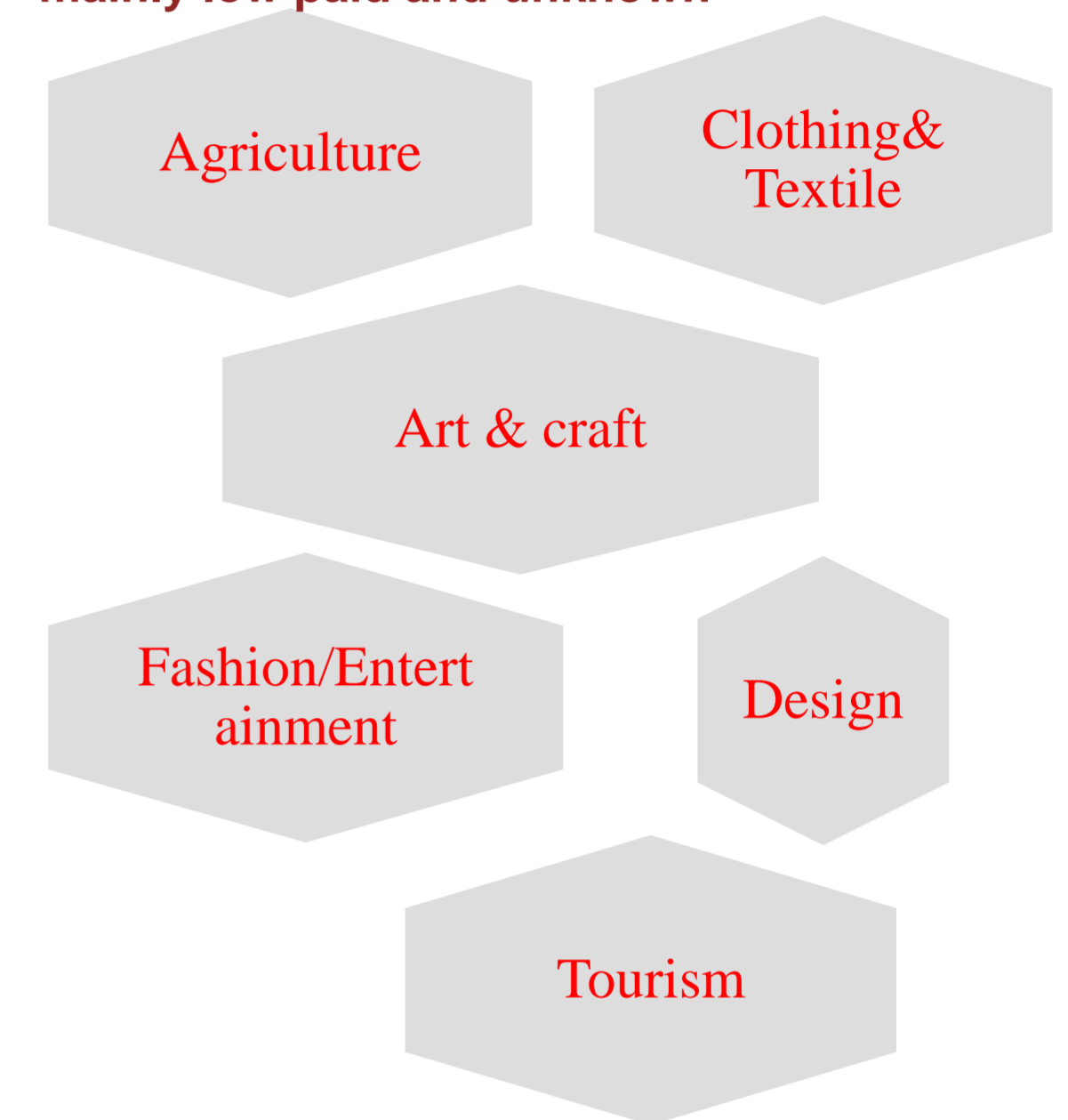
Policy recommendations:

- **Governments should implement social media training to women SMEs to access e-commerce markets and to create visibility of their products online. This could boost cross-border trade.**
- **Trade in services negotiations is crucial particularly to the youth and should be prioritized in the CFTA agenda (movement of business persons, skills exchange, financial services/regulations)**
- **Present challenges of e-commerce will be addressed by the implementation of Trade Facilitation agreement**

- **Africa has the most women entrepreneurs in the world, but their products remain invisible to the world.**
- **Female entrepreneurship in Sub-Sahara Africa the highest in the world at 25.9% (globally it is 10%)**
- **Ecommerce platforms can also deliver market prices to female farmers and facilitate payment of produce**



Sectors occupied by women in Africa, mainly low paid and unknown



Online Presence



Visibility through social media, online store

E-commerce



Market Access through bulk distribution. Ecommerce platforms such as kilimall

Consumer



End market

Women in trade



- **By 2020 sub-Sahara Africa is expected to have 1 billion cellphone users. As more Africans gain access to the internet, online shopping could account for up to 10% of retail sales (with a value of around US \$75 billion) by 2025**

- **The share of females working in the services sector in Sub-Sahara Africa is projected to grow to 36.43% by 2021**

Acknowledgments/References

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