



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



# BRICS PLUS E-COMMERCE DEVELOPMENT REPORT IN 2018

United Nations Industrial  
Development Organization (UNIDO)  
Shanghai Academy of Social  
Sciences (SASS)





UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



# **BRICS PLUS E-COMMERCE DEVELOPMENT REPORT IN 2018**

**United Nations Industrial  
Development Organization (UNIDO)  
Shanghai Academy of Social  
Sciences (SASS)**



# United Nations Industrial Development Organization (UNIDO) – Research Group Members

**Mr. Zhen Wang**, Chief, Asia and Pacific Division, UNIDO

**Mr. Raymond Tavares**, Industrial Development Officer, Business Cluster and Innovation Division, UNIDO

**Mr. Jaidev Dhavle**, International Consultant, Asia and Pacific Division, UNIDO

**Mr. Xiao Cheng**, Project Associate, Asia and Pacific Division, UNIDO

**Ms. Dragana Marusic**, Project Associate, Asia and Pacific Division, UNIDO

**Ms. Wen Wen**, International Partner Expert, Shanghai Academy of Social Sciences (SASS)/ Asia and Pacific Division, UNIDO

**Ms. Cherie Wong**, Intern, Asia and Pacific Division, UNIDO

**Ms. Nan Ji**, Junior Professional Officer, Business Cluster and Innovation Division, UNIDO



## **Shanghai Academy of Social Sciences (SASS) - Research Group Members**

**Shen Kaiyan**, Research Professor, Director, Institute of Economics, SASS

**Wang Hongxia**, Research Professor, Institute of Economics, SASS

**Li Shuangjin**, Associate Research Professor, Institute of Economics, SASS

**Zhang Xiaodi**, Associate Research Professor, Institute of Economics, SASS

**Zhang Jia**, Programme Officer, Office of International Cooperation, SASS

**Wang Yingbo**, Editor, Institute of Information, Shanghai Academy of SASS

**Wang Suyun**, Doctoral Student, Institute of Economics, SASS

**Zhang Bochao**, Doctoral Student, Institute of Economics, SASS

**Li Zezhong**, Doctoral Student, Institute of Economics, SASS



## List of National Experts

Austria Chapter prepared by Mr. Jaidev Dhavle; United Nations Industrial Development Organization (UNIDO)

Brazil Chapter prepared by Mr. Gabriel Lima; Enext Consulting

Cambodia Chapter prepared by Ms. Bovy Sok; Ministry of Posts and Telecommunications

China Chapter prepared by Ms. Shuangjin Li and Ms. Suyun Wang and Mr. Bochao Zhang; Shanghai Academy of Social Sciences (SASS)

Ethiopia Chapter prepared by Mr. Shiferaw Mitiku; Addis Ababa University College of Business and Economics School of Commerce

India Chapter prepared by Ms. Bishakha Bhatthacharya; The National Association of Software and Services Companies (NASSCOM)

Mexico Chapter prepared by Mr. José Luis de la Cruz and Ms. Vanessa Veintimilla, Instituto para el Desarrollo Industrial y el Crecimiento Económico; (IDIC)

Russia Chapter prepared by Ms. Antonina Levashenko and Ms. Alexandra Koval; Russian Presidential Academy of National Economy and Public Administration (RANEPA) Russia-OECD

South Africa Chapter prepared by Mr. Yarik Turianskyi and Ms. Cayley Clifford; South Africa Institute for International Affairs (SAIIA)

UK Chapter prepared by Mr. Meng Tong; University of Birmingham

## ACKNOWLEDGEMENTS

The preparation of this report was led by UNIDO's Business, Cluster and Innovation Division with support from the Asia and Pacific Regional Division. This publication is the result of the BRICS E-Commerce project implemented by UNIDO.

The contribution of the Shanghai Academy of Social Sciences was critical. Through a dynamic and coherent research group, SASS provided methodology, inputs and comments to this publication.

Contributions from the following national experts (from BRICS Plus countries) are gratefully acknowledged: Mr. Gabriel Lima Alvares de Lima (CEO, Enext, Brazil); Ms. Bovy Sok (Consultant, Ministry of Post and Telecommunication of Cambodia); Mr. Shiferaw Mitiku (Assistant Professor, Addis Ababa University College of Business and Economics, Ethiopia); Ms. Bishakha Bhatthacharya (Senior Director and Head of Public Policy and Government Affairs NASSCOM, India); Mr. José Luis de la Cruz (Director del Instituto para el Desarrollo Industrial y el Crecimiento Económico, Mexico); Ms. Vanessa Veintimilla (Directora de Estudios Económicos del Instituto para el Desarrollo Industrial y el Crecimiento Económico, Mexico); Ms. Antonina Levashenko (Head of RANEP Russia-OECD); Ms. Alexandra Koval (Director, RANEP Russia-OECD); Mr. Yarik Turianskyi (Deputy Head: African Governance and Diplomacy Programme, SAIIA); Ms. Cayley Clifford (Intern, African Governance and Diplomacy Programme, SAIIA); and Mr. Meng Tong (Research Fellow, Birmingham Business School, University of Birmingham).

UNIDO wishes to acknowledge the key contributions and coordination of Mr. Jaidev Dhavle, Ms. Dragana Marusic, Mr. Xiao Cheng, Partner Experts from SASS, Mr. Zhen Wang, Mr. Raymond Tavares (Project Manager), and Mr. Bernardo Calzadilla-Sarmiento as Director of the Trade Investment and Innovation Department.

The report represents the view of the authors and not the Organization.

This report was edited and proofread by Ms. Lauren Cooke at Heirs e.U.

## DISCLAIMER

The designations employed, descriptions and classifications of countries, and the presentation of material in this report do not imply the expression of any opinion whatsoever on the part of the Shanghai Academy of Social Sciences or the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Terms such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express judgment. This report has been produced without formal United Nations editing.





# Table of Contents

<b>PART I: OVERVIEW OF GLOBAL E-COMMERCE</b>	<b>11</b>
<b>1. CURRENT STATUS OF GLOBAL E-COMMERCE</b>	<b>12</b>
<b>1.1 Current status of connectivity and ICT infrastructure</b>	<b>12</b>
1.1.1 Current status of connectivity	12
1.1.2 Current status of ICT infrastructure	13
<b>1.2 Current status of E-commerce</b>	<b>13</b>
1.2.1 Business-to-business (B2B)	14
1.2.2 Online retail market (B2C and C2C)	14
1.2.3 Online-to-offline (O2O)	15
1.2.4 C2M (customer-to-manufacturer) and M2C (manufacturer-to-consumer)	15
1.2.5 New emerging E-business activities	16
<b>1.3 Cross-border E-commerce</b>	<b>16</b>
1.3.1 Market size	16
1.3.2 Regional distribution	17
1.3.3 Key players	17
1.3.4 Challenges	17
<b>2. GLOBAL TRENDS IN E-COMMERCE</b>	<b>19</b>
<b>2.1 Challenges to Global E-commerce</b>	<b>19</b>
2.1.1 Safety has become the main problem of e-commerce	19
2.1.2 The investment activity in Global E-commerce shows a downward trend	19
<b>2.2 Analysis of Global E-commerce Development Trends</b>	<b>10</b>

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_23128](https://www.yunbaogao.cn/report/index/report?reportId=5_23128)

