



CONFEDERATION OF ECONOMIC ASSOCIATION OF MOZAMBIQUE (CTA)

Study on the Status, Practices, Challenges and Opportunities of Agri-Food E-commerce in Mozambique with particularly focus on Young Agri-Entrepreneurs and SMEs

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Acronyms and Abbreviations

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AfCFTA	African Continental Free Trade Area
AfDB	African Development Bank
ATM	Automated Teller Machines
B2B	Business-to-Business
B2C	Business-to-Consumer
B2G	Business-to-Government
BM	Banco de Moçambique
BMM	Bolsa de Mercadorias de Moçambique (Mozambique Commodity Exchange)
C2C	Consumer-to-Consumer
CA	Communications Authority
CEPAGRI	Agriculture Promotion Centre
CTA	Confederation of Economic Association of Mozambique
EC	Electronic Commerce
EICTDA	Ethiopian Information and Communication Technology Development Agency
FSDMoç	Mozambique Financial Sector Deepening
G2B	Government-to-Business
G2C	Government-to-Consumer
GDP	Gross Domestic Product
ICASA	Independent Communications Authority of South Africa
ICT	information and Communications Technology
IIAM	Agriculture Research Institute
INCM	National Institute of Communications of Mozambique
INTIC	National Institute of Information and Communication Technologies
IPEME	Institute for the Promotion of Small and Medium Enterprises
IT	Information Technology
ITU	International Telecommunication Union
LTE	Electronic Transactions Law
MADER	Ministry of Agriculture and Rural Development
MIC	Ministry of Industry and Commerce
NEF	National Empowerment Fund

NTNC	National Trade Negotiations Council
NYDA	National Youth Development Agency
PES	Economic and Social Plan
PITTA	Integrated program for agricultural technology transfers
POPA	Operational program for food production
PQG	Government's Five-Year Program
SEDA	Small Enterprise Development Agency
SEFA	Small Enterprise Finance Agency
SINEM	Commodity Information and Negotiation System
SMEs	Small and Medium-Sized Enterprises
TIA	Technology and Innovation Agency
UNCTAD	United Nations Conference on Trade and Development
WTO	World Trade Organization

1 Executive Summary

Mozambique has favourable conditions for the development of agriculture and consequent massification of agribusiness, given the ideal agroclimatic conditions, and arable land of about 36 million hectares for agricultural production.

Recognizing the strategic nature of agriculture in the Mozambique economy, the government has made it a key priority for economic development. According to the 2020–24 five-year plan (MADER 2020), agriculture is a constitutional priority and has the potential to help accelerate the industrialization of the economy and create more employment opportunities, particularly for the youth. The main objectives of the government plan are to ensure food security, increase household income, create employment, promote social inclusion, and help increase production and productivity in the country.

Agribusiness is a sector with great potential given the extent of unused arable land in Mozambique (85% according to the Agricultural Promotion Centre, CEPAGRI) and its agro-ecological conditions, especially conducive to surpluses in the northern and central provinces.

Despite the existing potential, production levels remain quite low and challenges and constraints related to (i) lack of access to financial services (ii) lack of internal capacity and strong competition (iii) lack of skilled labour (iv) lack of access to market opportunities (v) limited capacity to develop new products (vi) lack of market information (vii) low quality of products/services (viii) weak networks and linkages with large firms (ix) poor commercial and financial management skills (x) lack of safety, health, and environmental management persist. These constraints have affected SMEs in Mozambique.

Purpose and Scope of the Study

Confederation of Economic Association of Mozambique (CTA)/African Development Bank (AfDB) has launched the initiative for Strengthening the Productive and Entrepreneurship Capacities of Agro-processing/Agribusiness SMEs Associations to Integrate Regional and Continental Value Chains, which in this phase will focus in three northern provinces, namely Niassa, Cabo Delgado and Nampula. To contribute to the implementation of the initiative, the consultant is requested will be asked to conduct study on the Status, Practices, Challenges, Trends and Opportunities of e-commerce in Mozambican agri-food, with a particular focus on Young agri-entrepreneurs and SME's. With the following objectives:

- Undertake an overview of E-commerce in Mozambique;
- Analyse the E-commerce regulatory environment;
- Analyse the main Agri-Food SMEs within E-commerce;
- Describe factors that Influence the development of E-commerce;
- Conduct benchmark analysis (Regulatory Environment, Main E-commerce Platforms, Main Challenges, Government Initiatives within e-commerce);
- Identify Challenges and Opportunities of Mozambican Agri-Food SMEs within E-commerce;
- Propose recommendations regarding the adoption of E-commerce practices.

Methodology

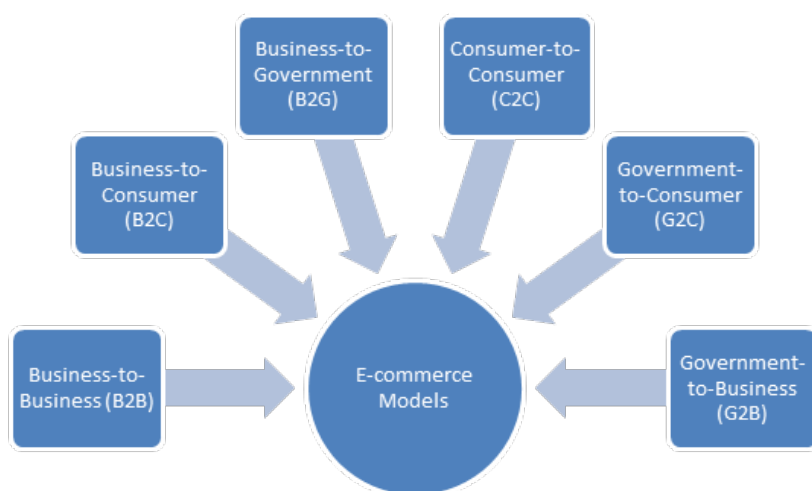
The main method used for the study is qualitative, consisting of interviews with different stakeholders, namely: Confederation of Economic Associations of Mozambique (CTA), National Institute of Information and Communication Technologies (INTIC), Ministry of Industry and Commerce (MIC), Ministry of Agriculture and Rural Development (MADER), Institute for the Promotion of Small and Medium Enterprises (IPEME), Mozambican Commodity Exchange (BMM), Bank of Mozambique (BM), among other Government Institutions and Private Sector Organizations.

The constraints and limitations of the study relate to the lack of well-organized and documented information related to electronic commerce in Mozambique. The lack of reference material has forced consultants to rely primarily on experience abroad. Furthermore, inconsistencies in some historical data maintained by various institutions is another limitation that affects the research.

E-commerce

According to the literature review carried out by the team of consultants, the definition of E-commerce has several dimensions and the following definition was taken into account: E-commerce is the process of buying, selling, or exchanging products, services and information over the world wide web (TURBAN and KING, 2004). It is characterized using digital means to carry out commercial transactions online, with computers, cell phones, smartphones, tablets. It's a modern and efficient means of making purchases, sales, services, exchange of products and information through the internet, which enables the expansion of the commercial sector.

There are different types of e-commerce business models as shown below:



E-commerce in Mozambique

In Mozambique, there are no concrete data, but, similarly to the trend on a global scale, there is evidence that the pandemic has accelerated the digital transition process, with consumers migrating from physical purchases to digital platforms, although far below the level of developed countries. Due to internet access limitations, low digital literacy and lack of robust technological infrastructure, E-commerce in the country is still deficient.

According to the International Telecommunication Union, out of a population of 29.6 million, only 17.5% have access to the internet. Although the number is small in comparison to other countries, it is growing with the advent of low-cost smartphones.

Mozambique has been growing in recent years, this is due to the growth in the use of the internet not only to do research, use of social networks, promote causes, the opportunity to sell and buy products has grown in the online at the same time. In Mozambique there are about 13 known platforms that carry out electronic commerce.

In 2017, the Government approved the Electronic Transactions Law providing the legal framework for developing e-commerce, which establishes the legal framework for (i) electronic transactions (“any communication or activity between two parties conducted by electronic means”), (ii) electronic commerce (“economic activity under which a person offers or guarantees through an electronic means the provision of goods and/or services”), and electronic government (“use of information and communication technologies, mainly the Internet, by the government to provide information and services to the citizen”) and applies to legal and natural, public and private persons.

The main objective of the Electronic Transactions Law is to create legal certainty in electronic transactions, as a means of communication, provision of services and consumption, through the creation of a legal regime and the respective sanctioning regime for cyber infractions, in order to promote the public and private investment, the use of technologies and speed up electronic transactions.

To foster economic growth it is believed that the ICT Infrastructure and services, payment solutions, trade logistics and trade facilitation, e-commerce skills development, legal and regulatory frameworks, and access to finance are the environmental factors which can be the main drivers of e-commerce.

A study was carried out on the good practices of some reference countries in matters related to the development of Electronic Commerce at regional level, namely: South Africa, Botswana, Kenya and Ethiopia.

Conclusion and Recommendations

Conclusions

The environment of SMEs, both globally and nationally, has undergone profound changes in recent years, which were considered directly related to information technology. This relationship ranges from the emergence of new technologies, or new applications, to meet the needs of the new environment, to the emergence of new business opportunities created by new technologies or new ways of applying them.

Currently, some of the characteristics of the new business environment, such as globalization, internal and external integration of companies, among others, have confirmed the trends in the creation and use of markets and electronic commerce, which are already considered a reality.

Mozambican SMEs have several challenges, among them and with greater emphasis on: Internet access limitations, low digital literacy, lack of robust technological infrastructures and also the issue of insecurity electronica which has been one of the aspects that hinder the development of e-commerce in Mozambique.

Recommendations

Topic	Recommendations
ICT Infrastructure and Services	There is a positive relationship between Information and Communications Technology (ICT) and productivity growth. Especially, the Internet and e-commerce lead to efficiency improvements, better asset utilization, faster time to market,

Topic	Recommendations
	<p>reduction in total order fulfilment times and enhanced customer service. There is limited skills among enterprises to use ICTs for buying and selling goods and services. In addition, there is very little access to the Internet and other fundamental services for e-commerce. Therefore, providing necessary conditions for the development and promotion of ICT infrastructure and services are fundamental for e-commerce development.</p>
Payment Solutions	<p>In the e-commerce environment it is recommended for many SMEs to conduct online credit/debit card or other established electronic payment vehicles for products and services they offer for sale.</p>
Trade Logistics and Trade Facilitation	<p>To identify and promote comprehensive trade logistics and trade facilitation areas it is recommended to understand the quality of logistics services for international delivery, customs procedures, and postal services for e-commerce development.</p>
ICT Knowledge	<p>With the rise and growth of E-commerce in Mozambique, the need to educate and provide training, mentorship workshops for the opening and running of an online store is important. SMEs with the drive to open an online store should be given training incentives to help boost their online presence and store activity.</p>
Regulatory Environment	<p>The legal and regulatory environment can be an enabler or a barrier to E-commerce. A weak or obsolete regulatory framework can create barriers to e-commerce, obstruct the development of the “digital environment” for e-commerce, or hamper the development of needed supporting services. An adequate legal and regulatory environment for E-commerce involves a coordinated effort from different legal and regulatory fields to operate together by preventing regulatory restrictions and enabling key regulatory conditions for e-commerce operators.</p> <p>There is a need, on the part of the competent authorities, to create mechanisms (regulations and policies), because without these instruments that can guide electronic commerce, it is difficult to solve some situations related to e-commerce", the creation of the electronic seal would constitute a important step in improving the sector's regulatory environment</p>

2 Introduction

2.1 Background

Agriculture and agro-processing offers great potential, as Mozambique has excellent agro-climatic conditions with only 15 % of arable land is being utilized. This presents an opportunity for the development of SMEs in agro-processing and agribusiness in the country. The agriculture sector accounts for over 28% of the GDP and is the largest contributor to employment (42%). However, Agribusiness is a sector that holds enormous potential given the extent of Mozambique's unused arable land (85% according to the Centre for Agriculture Promotion, CEPAGRI) and its agro-ecological conditions, especially conducive to surpluses in the northern and central provinces.

Low capacities, unequal competitive conditions and prevalence of uncompetitive and incomplete markets have prevented young entrepreneurs and SMEs in Mozambique from taking advantage of the opportunities presented by international investment over the past decade.. SME's need to take advantage of a variety of services to increase efficiency and competitiveness, build capacity and reduce unit production costs. Very often it is business services that enable a firm to find customers, design products, improve administration, communicate effectively, and access modern technology. The main constraints faced by Young SMEs in Mozambique, among others include (i) lack of access to financial services (ii) lack of internal capacity and strong competition (iii) lack of skilled labor (iv) lack of access to market opportunities (v) limited capacity to develop new products (vi) lack of market information (vii) low quality of products/services (viii) weak networks and connections with large companies (ix) poor business and financial management skills (x) lack of safety, health and environmental management.

Mozambique's SMEs need to develop internal technological capabilities to play a meaningful role in creating jobs in the economy, integrating into national, regional, and continental value chains and contributing to a greater share of the country's GDP. And should be financially encouraged and supported to develop capabilities, standardize and diversify product mix to increase competitiveness and connect with larger companies.

Within this context, the Mozambique Economic Associations (CTA)/African Development Bank (AfDB) has decided to develop the Agricultural Processing/Agribusiness SMEs Association's production capacity and entrepreneurship to integrate regional and continental value chains. To contribute to the implementation of the initiative, the consultant is requested will be asked to conduct research on the Status, Practices, Challenges, Trends and Opportunities of e-commerce in Mozambican agri-food, with a particular focus on Young agri-entrepreneurs and SME's.

General Objective

The overall objective of the study is to conduct **Study on the Status, Practices, Challenges, Trends and Opportunities of Agri-Food E-commerce in Mozambique with particular focus on Young Agri-Entrepreneurs and SMEs.**

Specific Objectives

The consultancy is expected to meet, among others, the following specific objectives:

- Undertake an overview of E-commerce in Mozambique (Practices, Challenges, Trends and Opportunities);

- Analyse the E-commerce regulatory environment;
- Analyse the main Agri-Food SMEs within E-commerce;
- Describe factors that Influence the development of E-commerce;
- Conduct benchmark analysis (Regulatory Environment, Main E-commerce Platforms, Main Challenges, Government Initiatives within e-commerce);
- Identify Challenges and Opportunities of Mozambican Agri-Food SMEs within E-commerce;
- Propose recommendations regarding the adoption of E-commerce practices.

2.2 Expected Results

The consultant(s) are expected to deliver a comprehensive Study, outlining the following:

- Draft Report on the Status, Practices, Challenges and Opportunities of Agri-Food E-commerce in Mozambique with particularly focus on Young Agri-Entrepreneurs and SMEs;
- Final Report on the Status, Practices, Challenges and Opportunities of Agri-Food E-commerce in Mozambique with particularly focus on Young Agri-Entrepreneurs and SMEs.

2.3 Limitationsr

In conducting this study, we encountered some limitations, such as the lack of well-organized and documented information related to e-commerce in Mozambique. Lack of reference material forced consultants to rely primarily on overseas experience. In addition, inconsistencies in some historical data held by various institutions is another limitation affecting research.

As a strategy to mitigate the limitations found, the team of consultants prepared intensive questionnaires for individuals and focus groups, as well as for the main stakeholders of the sector, which allowed to assess their points of view in relation to e-commerce in Mozambique.

3 Methodology

The figure below depicted the methodology used to carry out the study. The main method used for the study was qualitative, consisting of interviews with different stakeholders, namely: Confederação das Associações Económicas de Moçambique (CTA), Instituto Nacional de Tecnologias de Informação e Comunicação (INTIC), Ministério da Indústria e Comércio (MIC), Ministério da Agricultura e Desenvolvimento Rural (MADER), Instituto para Promoção das Pequenas e Médias Empresas (IPEME), Bolsa de Mercadorias de Moçambique (BMM), Banco de Moçambique (BM), among other Government Institutions and Private Sector Organizations.

The study mainly consisted of a document review, not limited to existing national studies, but also from other geographies.

Our methodology will comprise three (03) stages, namely: 1) Desk Review, 2) Analysis of the current situation of electronic commerce, 3) Conclusions and recommendations, as illustrated in the figure below:

Figure 1: Methodology



4 Current Situation Analysis and Key Findings of Agri-Food e-Commerce in Mozambique

4.1 Overview of E-commerce

According to the literature review carried out by the team of consultants, the definition of E-commerce has several dimensions and the following definition was taken into account: E-commerce is the process of buying, selling, or exchanging products, services and information over the world wide web (TURBAN and KING, 2004). It is characterized using digital means to carry out commercial transactions online, with computers, cell phones, smartphones, tablets. It's a modern and efficient means of making purchases, sales, services, exchange of products and information through the internet, which enables the expansion of the commercial sector.

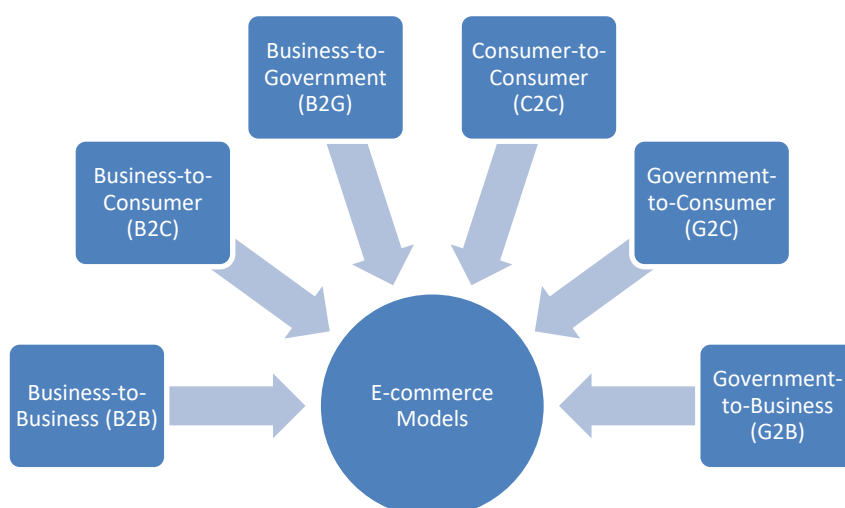
E-commerce emerged as a new market concept, offering a business opportunity in the form of virtual commerce. It provides greater convenience, security and credibility when making a purchase, whether for a real (physical) or virtual product/service.

With the great evolution and expansion of the world wide web, electronic commerce or E-commerce has become one of the most promising applications of the internet, which allows it to continue expanding in a differentiated way, providing trading of goods and services between companies, government and general public.

It can be noted that, with the spread of internet use by an ever-increasing number of users, interest in online buying and selling in various areas has arisen, such as: Information Technology (IT) services, footwear, clothing, electronics in addition to an interest in movies and books.

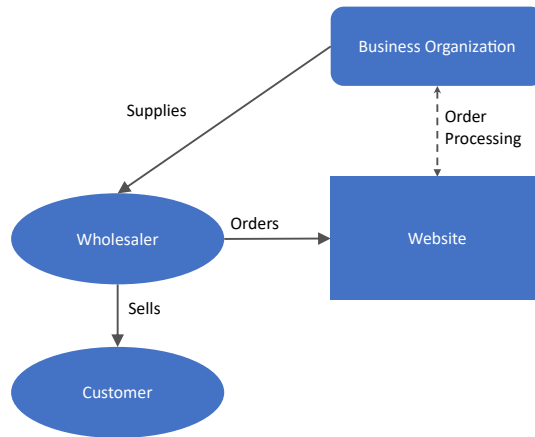
Business-to-consumer and consumer-to-consumer e-commerce has spawned a variety of business models from e-commerce. There are different types of e-commerce business models as shown below:

Figure 2: E-commerce Business Model



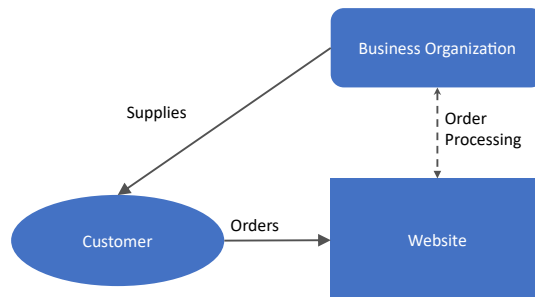
Business-to-Business (B2B) – this model focuses on the transactions which are conducted with other businesses where the products sold by business are sold to other businesses and to provide support to business operations (OECD, 2014a:74), generally is defined as e-commerce between companies. Below is the B2B flow:

Figure 3: Business-to-Business (B2B)



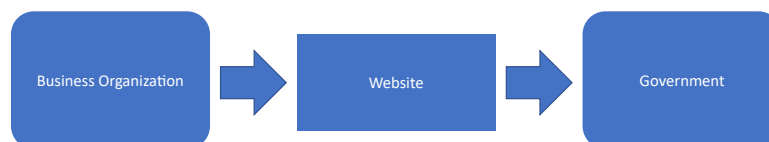
Business-to-Consumer (B2C) – is commerce between companies and consumers, involves customers gathering information, purchasing physical goods or receiving products over an electronic network. Below is the B2C flow:

Figure 4: Business-to-Consumer (B2C)



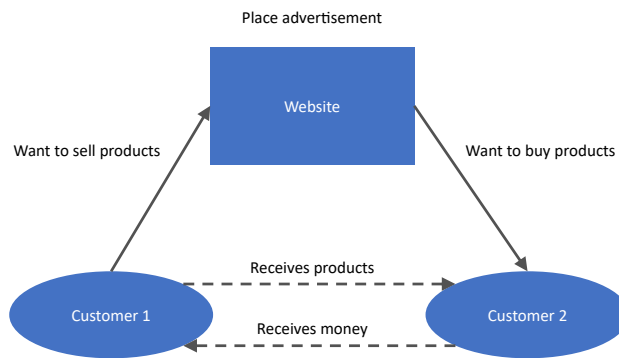
Business-to-Government (B2G) – is generally defined as commerce between companies and public sector. It refers to the use of the internet for public procurement, licencing procedures, and other government related operations. Below is the B2G flow:

Figure 5: Business-to-Government (B2G)



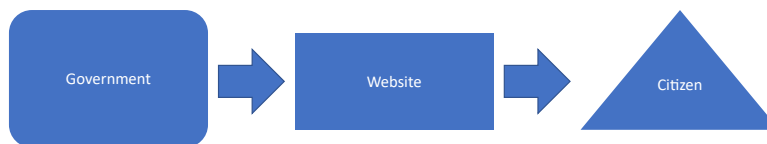
Consumer-to-Consumer (C2C) – is simply commerce between private individuals or consumers. Below is the C2C flow:

Figure 6: Consumer-to-Consumer (C2C)



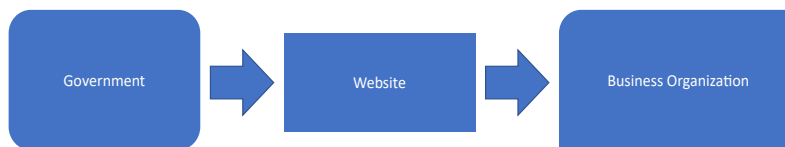
Government-to-Consumer (G2C) – this model is a part of e-governance, the objective is to provide good and effective services to each citizen. Below is the G2C flow:

Figure 7: Government-to-Consumer (G2C)



Government-to-Business (G2B) – is a business model that refers to government providing services or information to business organisation. Below is the G2B flow:

Figure 8: Government-to-Business (G2B)



4.1.1. E-commerce in Africa

E-commerce improves economic efficiency and contributes to poverty reduction (Krueger, 1998; Stiglitz, 1998; Zahonogo, 2017). Similarly, Information and Communications Technology (ICT) can promote economic and social development (Kauffman and Riggins, 2012; UNCTAD, 2019). Trade and ICT therefore have great potential to reduce poverty by improving, among other things, the production and sale of goods. Currently, there is a growing use of ICT by traditional players and the new, digital firms to confront the many challenges facing trade (Ducass and Kwadjane, 2015; UNCTAD, 2019).

The use of ICT by trading firms has boosted productivity and trade in southern countries. Wolf (2001) notes particularly that, in the 1990s, the use of ICT increased the growth of small and medium-sized enterprises (SMEs) in East Africa. Wnyoike et al. (2012) back up these results and show that small businesses that adopt E-commerce outperform those that do not, because of the catalytic effect of E-commerce on business skills. These proficiency improvements are driven by the scale and network effects associated with the use of ICT by companies (Corrado et al., 2012).

Africa has several technological advantages that can facilitate E-commerce. The internet is not only increasingly available, but also increasingly used by Africans. For example, the proportion of the population in Africa using the internet rose from 16 per cent in 2013 to 18 per cent in 2016 and to 25 per cent in 2018 (UNECA, 2014; UNCTAD, 2016; World Bank, 2019). The continent accounted for 12 per cent of global internet

connections in 2013 compared to 8 per cent in 2010, and the contribution of the internet to the African economy was 5.3 per cent of GDP in 2016 compared to 1.1 per cent of GDP in 2010 (Berger, 2017; CEA/BSR-AC, 2018). In 2018, Africa had more than 206 million Facebook users, or 17 per cent of the population (MediaNet, 2018).

In addition to the internet, many of the building blocks required for the growth of E-commerce, including the spread of mobile telephony and mobile money services, increased use of credit cards and increased access to bank accounts, have shown remarkable growth in recent years. Nevertheless, Africa continues to account for a small share of global E-commerce. The limited development of E-commerce despite improvements in supporting technology and infrastructure underlines the importance of identifying the constraints on E-commerce in Africa.

However, the widespread usage of online retail or Electronic Commerce (E-commerce) is creating new opportunities in Africa. Africa's E-commerce market is creating a new-fangled shopping experience, particularly for the region's growing middle class.

For the Small and Medium-Sized Enterprises (SMEs) sector, E-commerce is stimulating significant growth. As the sector that accounts for the lion's ¹share of businesses in Africa, the reliance on E-commerce is giving these small businesses access to a large customer base and eventually the capacity to scale up.

Similarly, in the agriculture sector which is the backbone of most countries in Africa, E-commerce is improving access to markets and also enhancing the pricing power of farmers. Projections made by McKinsey Global Institute (MGI) suggest that by 2025, E-commerce could account for 10% of the entire retail sales in Africa's largest economies; a value that is equivalent to \$75 billion online sales per year.

The growth in Africa's E-commerce market is largely attributed to the upsurge in the size of the middle class and the rapid mobile phone penetration. In 2011, the African Development Bank (AfDB) noticed the remarkable growth in the middle class and asserted that Africa's middle class, thus the population that earns an annual income of more than \$3,900, had tripled within a 30 year period to 313 million; a size that represented more than 34% of the region's total population at that time.

The improvement in purchasing power parity is because of two main factors; availability of stable, well-paid jobs and improved access to higher tertiary education. The AfDB further estimates that by 2030 the population of Africa's middle class could increase tremendously if middle-class friendly policies are implemented. Such germane policies will concurrently lead to an upswing in the income levels of the middle class which will ultimately have an appreciable impact on the region's E-commerce market.

Although the immense growth in the mobile market and the expansion of the middle class signifies that Africa's E-commerce market has promising prospects, many challenges have constrained the region's E-commerce market from fully burgeoning. Highlights of a report from the United Nations Conference on Trade and Development (UNCTAD); Business-to- Consumer (B2C) E-commerce index for 2018, indicates that Africa's E-commerce market was worth approximately \$5.7 billion in 2017, representing less than 0.5% of the region's entire gross domestic product (GDP) and far below the global average which is more than 4%.

¹ "The lion's share or simply lion economies" is a term used to describe growing economies, which had a collective Gross Domestic Product (GDP) of roughly \$1 trillion.

According to the report, internet users in developed countries are actively involved in online shopping, with about 68% of internet users in the European Union making frequent online purchases in 2017, compared to internet users in Africa. Only 13% shopped online during the same period. However, in 2017, at least there were 21 million online shoppers in Africa. The three countries of Kenya, Nigeria and South Africa account for almost 50% of the total population of online shoppers in Africa.

Since 2014, the population of Africa's online shoppers has increased by an average of 18% per year; this value is higher than the global average growth rate of 12%. An in-depth analysis of Africa's mobile market suggests that if the ratio of online shoppers to internet users is increased to 50%, thus if half of internet users in Africa shopped online, an additional population of 77 million online shoppers will be added to the region's population of online shoppers; this progress could boost revenue generated by B2C more than twice.

Africa's E-commerce market could be worth more if more than half of the region's population adopt online shopping. Currently, the prevalence of cybercrime in Africa has discouraged a large proportion of the population, specifically internet users from shopping online. Most internet users do not trust transactions on online shopping platforms; this situation partly accounts for the low patronage of online shopping platforms.

Policy makers through the assistance of development partners and relevant stakeholders could implement evidence-based policies that will serve as an effective regulatory framework in the mobile market space. By strengthening regulatory frameworks that focus distinctively on cybersecurity across all countries in Africa will mitigate cybercrime and make online shopping appealing to consumers in the region. Such policies should be accompanied with meticulous education programmes that enlighten users of online shopping platforms on the apt practices to adopt to minimize cybercrime in E-commerce transactions.

In addition, African governments should promote financial inclusion, improve e-commerce logistics, and boost e-commerce markets that have the potential to integrate Africa, such as physical address systems, roads, rail networks and other means of transport. Appropriate resources should be allocated to develop the infrastructure. By aligning the infrastructure development of African countries with the strategic framework of the African Continental Free Trade Area (AfCFTA), African countries can benefit from intra-African trade facilitated by e-commerce. Providing suitable logistics and integrating the e-commerce market in Africa will increase the value of the e-commerce market in the region

4.1.1.1 Challenges

There is a disparity in the diffusion and level of ICT infrastructure in developed and developing countries. Like other characteristics of least developed and developing regions, E-commerce is still taking root in many African States and has not fully advanced to the current standards characterised by the second wave of E-commerce. This variance is often referred to as the digital divide. The concept of digital divide is multidimensional. Most common definitions for the term include the inequality of access to the internet, the gap between those who do and do not have access to computers and the internet, the divergence of internet access between industrialized and developing societies, the unequal distribution of computers, internet connections, fax machines and so on between countries and an inequality in access, distribution, and use of information and communication technologies between two or more populations. Most of these definitions focus on the 'divergence in access to ICT, as being the core element behind the concept. The divergence may be evidenced when viewed in terms of different regions within a single country or between two or more countries. Furthermore, most SME's in Africa are yet to venture into online trading and consumers seem to

be wary about online purchasing. Some of the key factors that have played a role in widening Africa's digital divide in the 21st century include:

a) Lack of Adequate ICT Infrastructure

In many African States, there is a deficit of the 'new end-user technologies' that have characterised the modern wave of E-commerce. This problem is particularly acute with internet related technologies. Generally, the continent has been left in a constant state of 'catch up' when it comes to adopting such sophisticated technologies. Internet services in most African nations is characterised by bandwidth constraints that lead to slow and inefficient connections. One of the critical factors that have contributed to this disparity has been the lack of funding for ICT projects by African States. The cost of setting up appropriate ICT infrastructure is quite high.

Generally, the cost of using internet and broadband services in Africa is considerably higher than that of more developed countries.

b) Lack of ICT Knowledge

Other factor that has widened Africa's digital divide has been the lack of ICT knowledge. A large percentage of Africa's population do not know how to use the various technologies like computers and the internet. This is a consequence of the general lack of ICT training and education. Furthermore, cultural attitudes have, to some extent, also played a role in thwarting ICT literacy in Africa. All considered, a lot of transactions in Africa have remained paper-based as businesses and consumers appear to be content with the traditional methods of transacting and lack knowledge of the benefits of E-commerce.

This ICT illiteracy has partly contributed to the low number of internet users in Africa and further explains why many SME's and consumers remain unaware about E-commerce.

c) Threat of Cybercrimes

Finally, the risk of online fraud and other cybercrimes in Africa have also widened the digital divide. The fear of such crimes has made many African businesses and consumers wary about venturing into E-commerce or utilizing e-commerce platform. Cautious consumers have adapted to accessing business websites to compare deals and get information about products but make their purchase in the 'traditional way'. Some online businesses have also innovated new ways of circumventing online fraud by collecting payments directly from purchasers.

4.1.1.2 Opportunities, Advantages and Disadvantages of E-commerce

a) Opportunities and Advantages

E-commerce, in its multiple facets, offers the potential to boost international trade and to multiply the economic and social benefits that it entails. Below we present a set of opportunities, advantages, and disadvantages (Technical and Non-technical):

Table 1: Opportunities and Advantages

Opportunities and Advantages	
Opportunities	<ul style="list-style-type: none"> ▪ It increases exports of goods and services and promotes diversification, by allowing traders to tap into new markets, expand the export basket of both traditional and digital goods and services, increase the number of exporters, and develop links with global value chains; ▪ It increases competitiveness by reducing the costs of goods and services, thus increasing quality, expanding variety, and reducing costs of inputs for domestic firms; ▪ An organization can easily locate more customers, best suppliers, and suitable business partners across the globe.
Advantages to Organizations	<ul style="list-style-type: none"> ▪ Using E-commerce, organizations can expand their market to national and international markets with minimum capital investment; ▪ E-commerce helps organizations to reduce the cost to create process, distribute, retrieve and manage the paper-based information by digitizing the information; ▪ E-commerce improves the brand image of the company; ▪ E-commerce helps organization to provide better customer services; ▪ E-commerce helps organization to provide better customer services; ▪ E-commerce helps to simplify the business processes and makes them faster and efficient; ▪ E-commerce reduces the paperwork; ▪ E-commerce increases the productivity of organizations.

b) E-commerce – Disadvantages

The disadvantages of e-commerce can be broadly classified into two major categories –

1. Technical disadvantages
2. Non-Technical disadvantages

Table 2: Disadvantages

Disadvantages	
Technical disadvantages	<ul style="list-style-type: none"> ▪ There can be lack of system security, reliability or standards owing to poor implementation of e-commerce. ▪ The software development industry is still evolving and keeps changing rapidly. ▪ In many countries, network bandwidth might cause an issue. ▪ Special types of web servers or other software might be required by the vendor, setting the e-commerce environment apart from network servers. ▪ Sometimes, it becomes difficult to integrate an e-commerce software or website with existing applications or databases. ▪ There could be software/hardware compatibility issues, as some e-commerce software may be incompatible with some operating system or any other component.
Non-Technical disadvantages	<ul style="list-style-type: none"> ▪ Initial cost – The cost of creating/building an e-commerce application in-house may be very high. There could be delays in launching an e-Commerce application due to mistakes, and lack of experience. ▪ User resistance – Users may not trust the site being an unknown faceless seller. Such mistrust makes it difficult to convince traditional users to switch from physical stores to online/virtual stores. ▪ Security/ Privacy – It is difficult to ensure the security or privacy on online transactions. ▪ Lack of touch or feel of products during online shopping is a drawback. ▪ E-commerce applications are still evolving and changing rapidly. ▪ Internet access is still not cheaper and is inconvenient to use for many potential customers, for example, those living in remote villages.

4.1.2. E-commerce in Mozambique

In Mozambique, there are no concrete data, but, similarly to the trend on a global scale, there is evidence that the pandemic has accelerated the digital transition process, with consumers migrating from physical purchases to digital platforms, although far below the level of developed countries. Due to internet access limitations, low digital literacy and lack of robust technological infrastructure, E-commerce in the country is still deficient.

According to the International Telecommunication Union, out of a population of 29.6 million, only 17.5% have access to the internet. Although the number is small in comparison to other countries, it is growing with the advent of low-cost smartphones.

Data from the Instituto Nacional das Comunicações de Moçambique shows that in 2017 there were 40 mobile subscriptions registered for every 100 inhabitants. The most popular web search engines in Mozambique are Google (97.6%), Bing and Yahoo (1.2% and 0.9% respectively).

The e-commerce market is still at its early stage in Mozambique. Domestic online transactions are low but expected to grow with the improvements to the IT infrastructures and the emergence of an urban middle class. Currently, the Government is trying to boost online retail, and in January 2017 approved the Electronic Transactions Law, which

constitutes the legal framework for the development of the e-commerce in the country. (Source: Export Entreprises S.A & Standard Bank Group).

4.1.2.1. Main E-commerce Platforms in Mozambique

The number of online stores in Mozambique has been growing in recent years, this is due to the growth in the use of the internet not only to do research, use of social networks, promote causes, the opportunity to sell and buy products has grown in the online at the same time. Below are the main platforms adopted by SMEs for e-commerce in Mozambique:

Table 3: E-commerce Platforms in Mozambique

#	Main E-commerce Platforms in Mozambique	
1.	Xava (xava.co.mz)+	XAVA is an innovative online store selling various products such as clothing, books, refills, electronics and much more founded in June 2010. It emerged in the context of Mozambican youth entrepreneurship and national initiative. Dedicated to the sale and purchase of various items such as clothing, electronic items, beauty products, school supplies, among others.
2.	Compra (compra.co.mz)	It is a Mozambican website dedicated to buying and selling items online. This online store exists since the year 2014. Dedicated more to the sale of electronic items and household appliances
3.	Ranxo (ranxo.co.mz)	Ranxo is a store that sells products for daily consumption over the internet. Ranxo operates as an online supermarket, allowing anyone to order their fresh and everyday products online.
4.	Afribaba	Afribaba is a classifieds site that is not of Mozambican origin but has operated in Mozambique as well as in several African countries. Among which are Cameroon, Ivory Coast, Gabon, Nigeria, Mali, Senegal, and also South Africa.
5.	Jumia	It is an online store not of Mozambican origin, but operating in Mozambique as well as in several African countries. The Jumia platform brings together a large number of new and used products, such as jewelry, watches, fashion shoes and clothes, computer equipment, games, tablets, home decor and much more at the best prices.
6.	IzyShop	IzyShop has a different approach compared to other online stores. It presents itself as the first virtual supermarket in Mozambique. This store differs from others by delivering products purchased at home.
7.	Shopping	Shopping is a site that operates differently from others. Its business model is based on being a platform where others can create their stores and develop e-commerce.

#	Main E-commerce Platforms in Mozambique	
8.	CasaMozambique	<p>CasaMozambique is a site dedicated to the real estate sector. On this site you can rent and buy houses. It lists houses for rent and for sale in the various neighbourhoods of Maputo City and Province.</p> <p>The site serves to facilitate those who are looking for a house to rent or to buy.</p>
9.	Bazara	<p>Bazara is a virtual store selling various personal and household products. The site also operates as a marketplace for other stores. In reality, Bazara is not just an online store, it is a virtual marketplace where other sellers can open their stores.</p>
10.	Buy.co.mz	<p>Buy.co.mz is an online store dedicated to importing products from China to Mozambique. Purchases on this site are made to order.</p> <p>Buy.co.mz comes to serve as an intermediary in the purchase of these products.</p>
11.	Mais Vendas (maisvendas.co.mz)	<p>MaisVendas operates as a classifieds site, which allows anyone to sell and buy products on the platform.</p> <p>The products sold on this site belong to people who register on the site to offer these products to the market. Thus serving as a place where both sellers and buyers can meet to sell and buy products and services.</p>
12.	WELELA (welela.co.mz)	<p>WELELA is a Mozambican company that emerged in 2019 as a market access solution for SMEs in Mozambique.</p> <p>WELELA is aimed at SMEs operating in Mozambique and allows visibility, accessibility and findability. In this way, SMEs reach a broader market for the presentation of their proposals and products, which are thus more accessible to be found in the online market.</p>

4.1.2.2. Case Study of the Largest E-Commerce Platform for Virtual Stores in Mozambique - WELELA

In 2019, a business platform called "WELELA" was created as a market access solution for MSMEs with growth potential in Mozambique.

Figure 9: WELELA Platform



Table 4: Case Study WELELA Platform

Case Study of the Largest E-Commerce Platform for Virtual Stores in Mozambique - WELELA	
What is the aim of the platform?	Improve market access for MSMEs with growth potential
What is the target audience?	WELELA is aimed at MSMEs operating in Mozambique and allows visibility, accessibility and "findability". This model works from the gradual digital migration and digitalization of your point of sale. The target public varies between government institutions, embassies, NGOs and mega projects. The objective is to reach institutions with intentions to proceed with the procurement of local companies.
Sales Channel	Social media websites, Community radios, Customer WhatsApp groups, Online marketing and E-COMMERCE websites, Retailers, Wholesale stores and warehouses selling food products.
What is the criteria for joining WELELA?	To take part, you just need to be a serious, honest and consistent entrepreneur, willing to promote the growth of your business and fulfill your promises to the market and customers.
How can companies use WELELA and what are its advantages?	The company must register on the platform and create its virtual store. The platform is very intuitive and responsive, allowing use through any device with internet access. Once registered on the platform, the company will be ready to be presented.
Location	WELELA is in all Provinces

Case Study of the Largest E-Commerce Platform for Virtual Stores in Mozambique - WELELA	
Source of investment for the implementation of this business?	<p>Means specific to its corporate structure.</p> <p>The project has been co-funded by partners who are sensitive to the cause of business continuity for local MSMEs, especially after the impact of the coronavirus pandemic, with emphasis on: FSDMOç, UKAID and the Swedish Embassy.</p>
Operational costs	<p>One of the considerable costs that WELELA assumes as part of its social responsibility is market education and training entrepreneurs to use digital solutions.</p> <p>This training allows the first contact of younger entrepreneurs and women, in remote locations, with the use of digital solutions for the business.</p>
Lessons learned	<p>Businesses resistant to technological migration run the risk of being left in the past and outdated.</p> <p>This will bring relevant impacts to your image, visibility, accessibility and, mainly, “findability”</p> <p>Partnerships and memorandums of understanding (MoU) have enabled more effective integration and strengthening of the entrepreneurial ecosystem in Mozambique. This has promoted potential business opportunities and partnerships between the various players in the market.</p>
Are there any success stories that have come up with the platform?	<p>Creation of a virtual store for a company located in Marromeu.</p> <p>Successful implementation of digital solutions in Mocuba and Magude.</p>
What actions have been developed in parallel with what was established in the project?	<p>In addition to market education events, WELELA also organizes events called tea talks. These are business management tools sharing sessions to support MSME growth.</p> <p>In these events, topics on digital marketing, pricing strategy, CRM, financial management, cost management, process management, etc. are also disseminated.</p>
What are your expectations of WELELA for the future?	<p>WELELA plans to host more than 2,000 MSMEs virtual stores, representing all provinces in the country, by the end of 2021.</p> <p>Assess the current situation, the degree of achievement of this goal</p> <p>The company also plans to launch new features by the end of July 2021. Updates to ensure more visibility, accessibility and “findability” of virtual stores. On the other hand, to allow the integrated use of digital marketing, payments and deliveries.</p>

4.2 E-commerce Regulatory Environment Analysis

According to the World Bank, 17% of the Mozambican population had access to the internet in 2016. Though the number is small in comparison to other countries, it is growing with the advent of low-cost smart phones. In 2017, the Government approved the Electronic Transactions Law providing the legal framework for developing e-commerce.

Table 5: E-commerce Regulatory

Legal Instrument	Description	Comments
Law No. 3/2017	Electronic Transactions Law	<p>Electronic Transactions Law, establishes the legal framework for (i) electronic transactions (“any communication or activity between two parties conducted by electronic means”), (ii) electronic commerce (“economic activity under which a person offers or guarantees through an electronic means the provision of goods and/or services”), and electronic government (“use of information and communication technologies, mainly the Internet, by the government to provide information and services to the citizen”) and applies to legal and natural, public and private persons.</p> <p>The main objective of the Electronic Transactions Law is to create legal certainty in electronic transactions, as a means of communication, provision of services and consumption, through the creation of a legal regime and the respective sanctioning regime for cyber infractions, in order to promote the public and private investment, the use of technologies and speed up electronic transactions.</p> <p>Through the Electronic Transactions Law, the legislator creates the National Institute of Information and Communication Technologies (INTIC), with the competence to assign and manage the “.mz” domain, guarantee compliance with the Electronic Transactions Law through inspection and supervision, implement the electronic communication, license service intermediaries for the creation of communication networks or systems, ensure the implementation of the State's electronic certification service, promote the application of Electronic Transactions and protect consumers in the context of transactions, commerce and electronic government.</p> <p>The Electronic Transactions Law has the following aspects: it attributes legal effectiveness to data or information messages in electronic format, as long as they comply with the legal requirements and formalities of the respective documents; establishes the certification of electronic signatures in the formation of contracts; regulates electronic commerce; attributes to the Bank</p>

Legal Instrument	Description	Comments
		<p>of Mozambique the competence to issue norms guaranteeing the security of all payments made by electronic payment instrument and assigns responsibility to issuers of electronic payment instruments. The Electronic Transactions Law also creates the legal regime for consumer protection in contracts relating to electronic commerce; creates the electronic government legal regime, in which it attributes legal effectiveness to the electronic attendance and provision of services in the Public Administration and creates and regulates the Digital Certification and Cryptography System, which provides for security mechanisms capable of guaranteeing authenticity, confidentiality and integrity of information and documents used in Electronic Transactions.</p>
	<p>Government's Five-Year Program 2020-2024</p>	<p>The Government's Five-Year Program 2020-2024 defines the following as its central objective: Adopt a more diversified and competitive economy, intensifying productive sectors with the potential to increase income generation and create more job opportunities, especially for young people.</p> <p>The PQG, in one of its strategic objectives provides for Ensuring quality media and information services within the scope of Information and Communication Technology, and also in one of its paragraphs it establishes: Promoting digital transformation initiatives in all sectors and the application of electronic commerce, to improve Productivity, Competitiveness and innovation</p>
<p>Resolution No. 17/2018, of June 21st</p>	<p>Policy for the Information Society</p>	<p>The Policy for the Information Society establishes the guidelines for sustainable development, aiming to make Mozambique an inclusive and competitive society through the mass use of Information and Communication Technologies (ICT).</p> <p>One of its specific objectives establishes “Stimulating the competitiveness of the Mozambican economy, promoting the growth of electronic commerce”</p>
<p>Resolution No. 52/2019, of October 16</p>	<p>Strategic Plan for the Information Society (2019-2028)</p>	<p>The Strategic Plan for the Information Society is the strategic instrument that, in line with the Policy for the Information Society and other guiding documents in the country, establishes the development priorities of the Information Society for the 2019–2028-time horizon.</p>

Legal Instrument	Description	Comments
	<p>Vision: Make Mozambique a country where everyone, without discrimination, has access to and makes use of information and communication technologies for their own benefit and that of society in general.</p>	
	<p>The Strategic Plan presents in one of its axes: Ensuring the existence of attractive conditions for the development of the private sector, particularly in the area of ICTs, fostering job creation and the generation of new ideas, as well as stimulating the competitiveness of the Mozambican economy , promoting the growth of e-commerce.</p>	
	<p>It also envisages in one of its initiatives the development of a strategic document in which activities to promote electronic commerce by Mozambican companies are defined, from its online promotion to electronic transactions, as a means of expanding the scope of action of companies, at national and international in line with the Electronic Transactions Law.</p>	

The approval of the Electronic Transactions Law is extremely important in view of the massive use of information and communication technologies ("ICT"), having established a generic legal regime to protect users of ICTs for commercial and investment purposes, creating, among others, legal security mechanisms in the formation of contracts, norms for the defense of consumer rights within the scope of transactions, commerce, and electronic government.

4.3 Factors that Influence the Development of E-commerce

In order to make e-commerce have a greater impact on economic growth and socio-economic development, governments, private sector enterprises, and consumers need to pay more attention to increase internet usage to develop online shopping. In particular, SMEs that sell online report major economic benefits from the Internet in distribution, marketing, and the range of products they are able to stock and sell, and place a high value on websites (Suominen, 2014). Thus, to foster economic growth it is believed that the ICT Infrastructure and services, payment solutions, trade logistics and trade facilitation, e-commerce skills development, legal and regulatory frameworks, and access to finance are the environmental factors which can be the main drivers of e-commerce.

Table 6: Factors that Influence the Development of E-commerce

Main Factors that Influence the Development of E-commerce	
ICT Infrastructure and Services	<p>During the recent years, most of studies have emphasized that there is a positive relationship between Information and Communications Technology (ICT) and productivity growth. Especially, the Internet and e-commerce lead to efficiency improvements, better asset utilization, faster time to market, reduction in total order fulfillment times and enhanced customer service. However, in most of the countries there is limited skills among enterprises to use ICTs for buying and selling goods and services. In addition, there is very little access to the Internet and other fundamental services for e-commerce. Therefore, providing necessary conditions for the development and promotion of ICT infrastructure and services are fundamental for e-commerce development.</p>
Payment Solutions	<p>One of the main barriers to e-commerce transactions is the lack of payment processing methods. It is estimated that over a billion Internet users worldwide do not have access to a credit card. E-commerce users benefit from an environment where payments can be made safely and easily, using effective solutions involving banking and non-banking operators, with greater interoperability and universal connectivity (UNCTAD, 2016). Payment systems, including mobile money, are rapidly evolving, opening up new possibilities for consumers and corporate buyers. However, still in several countries, cash on delivery remains the preferred option due to the challenges faced in online payment security.</p> <p>In the e-commerce environment it is important for many SMEs to conduct online credit/debit card or other established electronic payment vehicles for products and services they offer for sale.</p>
Trade Logistics and Trade Facilitation	<p>An effective and competitive national and international trade logistics as well as cross-border facilitation measures remain key for any goods related to international e-commerce transaction. It is important for goods to travel seamlessly and quickly through borders, especially the ones traded in small parcels through e-commerce.</p> <p>To identify and promote comprehensive trade logistics and trade facilitation areas it is important to understand the quality of logistics services for international delivery, customs procedures, and postal services for e-commerce development.</p>
E-Commerce Skills Development	<p>Lack of skills in government institutions, organizations, banks and other financial institutions, as well as among entrepreneurs and SMEs that want to engage in e-commerce is a major barrier for development. Moreover, there is not enough e-commerce experts that can provide knowledge and training to relevant stakeholders in developing countries. In many countries, enterprises as well as</p>

Main Factors that Influence the Development of E-commerce	
	<p>policy makers lack capacities and technical skills to harness e-commerce, hampering the uptake of online commerce (UNCTAD, 2016).</p> <p>In order to engage with digital technologies development of e-commerce skills and entrepreneurship is necessary.</p>
Legal and Regulatory Frameworks	<p>It is believed that firms facing higher regulatory support are more likely to achieve a greater extend of e-commerce use. Hence, creating security and trust for both consumers and businesses are fundamental for an environment conducive to e-commerce. Ideally, legal and regulatory frameworks facilitating online trade should strike a balance between trade development and compliance with domestic, regional and international legal instruments (UNCTAD, 2016). Governments could encourage e-commerce usage by establishing supportive business laws to protect e-commerce transactions, regulating the Internet to make it a trustworthy business platform, and providing incentives for using e-commerce in government procurements and contracts (Zhu and Kraemer, 2005).</p> <p>Laws and regulations that ensure easy entry and exit of firms play an initial role in allowing businesses to access digital technologies, and so how to protect the security of e-commerce business activities will always be the core area of economic development.</p>
Access to Finance	<p>It is important for the banking industry to respond to the rapid development of e-commerce environment. Especially, most developing economies do not yet provide reliable financing solutions to SMEs to set up their payment capabilities to engage in the e-commerce system. Hence, in order to facilitate the growth of e-commerce in developing countries, it is crucial to facilitate the evolution of a robust financial architecture that funds innovation and entrepreneurship at all points across the e-commerce value-chain (UNCTAD, 2016).</p>
E-Commerce Readiness Assessments	<p>E-commerce readiness assessment provides a unified framework to evaluate the digital differences among developed and developing countries. The e-commerce readiness indexes are measured at the national level across key sectors of the economy by using different techniques of measurement. Despite the variations in the definitions and techniques of measurement, these indexes generally represent the level of ICT infrastructure, Internet access, quality of network access and network speed, human resources, etc. This means that countries can readily identify areas in which they need to enhance their capabilities in order to improve services, create new opportunities for firms, and contribute to effectiveness of the business environment.</p>

4.4 Benchmark Analysis (Regulatory Environment, Main E-commerce Platforms, Main Challenges, Government Initiatives within e-commerce)

E-commerce has been identified as an enabler of economic development/growth in developing countries. This is due to the preponderant role that e-commerce plays in developing world as a catalyst towards improved customer service, expansion of market reach, improved customer relationship and communications and supply chain integration.

A study is carried out on the good practices of some reference countries in matters related to the development of Electronic Commerce at the regional level, namely: South Africa, Botswana, Kenya and Ethiopia, presented below.

Table 7: E-commerce in South Africa

South Africa	
Key elements	
<p>South Africa is increasingly becoming more “digitally savvy” – making digital technology part of every dimension of their lives. More than half of South Africa’s 58 million people have access to the internet with more than two thirds of them going online every day. This puts penetration far above the level of India, and almost as high as China.</p> <p>South Africa is a “mobile first” economy: most consumers go online for the first time via their mobile phones. Almost all (+90 percent) active internet users—those who go online every day—access the web and social media from their mobile phones. Buoyed by easy access to the internet and mobile services, South African customers are increasingly using smartphones and online platforms to socialise, shop and manage their money.</p>	
Regulatory Environment	<p>The South African regulatory environment for the e-commerce component is favorable for MSMEs.</p> <p>Generally, there are several laws and regulations that support ICT in South Africa for e-commerce, namely:</p> <p>Independent Communications Authority of South Africa (ICASA) - is the overall sector regulator, created to unify the formerly separate regulation of broadcasting and telecommunications. It is tasked with regulating electronic communications in the public interest and to ensure fairness and a diversity of views</p> <p>Electronic Communications and Transactions Act 2002 - provides a legal framework for electronic transactions, deals with cryptography, cyber-crime and the protection of privacy;</p> <p>Electronic Communications Act of 2006 which will regulate the convergence of technologies in the ICT sector - promote convergence in the broadcasting, broadcasting signal distribution and telecommunications sectors, and to provide the legal framework for convergence of these sectors;</p>

South Africa	
Key elements	
	<p>Law on online consumer protection</p> <p>Law on electronic authentication and electronic signatures</p> <p>Free flow of cross-border transfer of information by electronic means</p> <p>Laws on unsolicited commercial electronic messages</p> <p>Law against cybercrime</p> <p>Law on cross-border cooperation on cyber security</p>
Main E-commerce Platforms	<ul style="list-style-type: none"> ▪ Takealot ▪ Makro ▪ Game ▪ Mr Price ▪ Edgars
Main Challenges	<ul style="list-style-type: none"> ▪ Low levels of computer literacy skills ▪ Lack of or inaccessible broad band infrastructure ▪ Telecommunication companies are virtual monopolies in the E-commerce space and certain role-players, especially large corporations, are also key players in E-commerce and therefore sometimes crowd out SMEs ▪ The high costs of broad band services make it difficult for especially small enterprises to access
Government Initiatives within e-commerce	<p>Institutional Support</p> <p>Government policy on South African SMME development was initially documented in the 1995 White Paper on SMME development. The Integrated Small Business Development Strategy provided an action plan with a focus on:</p> <ol style="list-style-type: none"> 1. Increasing financial and non-financial support; 2. Creating a demand for the products and services provided by the SMMEs and; 3. Reducing regulatory constraints <p>In line with this action plan, the government established a number of institutions which would be responsible for the implementation of the Small Business Development Strategy. These include:</p> <ul style="list-style-type: none"> ▪ The Small Enterprise Development Agency (SEDA) ▪ The Small Enterprise Finance Agency (SEFA)

South Africa	
Key elements	
	<ul style="list-style-type: none"> ▪ The National Youth Development Agency (NYDA) ▪ Technology and Innovation Agency (TIA) ▪ National Empowerment Fund (NEF) <p>Legislative Support</p> <p>The Independent Communications Authority of South Africa (ICASA) is responsible for regulating the E-commerce sector in South Africa under the Electronic Transactions Act.</p>

Table 8: E-commerce in Botswana

Botswana	
Key elements	
	<p>Botswana has made extensive investments in ICT infrastructure – especially broadband – to build its national backbone, coupled with market liberalization measures and initiatives to set up ICT service centres throughout the country. In the past decade in particular, Botswana has witnessed dynamic growth in ICT use, driven largely by mobile devices but also by the rising use of landlines, the Internet and personal computers, especially in urban areas. Further initiatives are currently under way to provide last-mile connectivity and broadband wireless technologies connecting business, hospitality, government office parks, shopping centres and industrial areas.</p> <p>E-commerce's emergence in Botswana has been gradual. Improvements in Internet connectivity and pricing have given rise in the past decade to greater Internet usage by both consumers and businesses. In 2018, approximately 36.7 per cent of the Botswana population was using the Internet, and close to 5 per cent were making online purchases. Botswana's retail sector has increasingly moved toward the online environment with the emergence of a number of small online shopping companies, as well as growing efforts by some of the country's largest retailers to launch online shopping initiatives.</p> <p>E-commerce offers potential benefits to Botswana enterprises in the form of increased participation in international value chains, greater market access and reach and improved internal and market efficiency, as well as lower transaction costs.</p>
Regulatory Environment	<p>Overall, Botswana's legal framework is favourable to e-commerce, and key laws are in place. However, for recently enacted legislation, measures are needed to ensure the proper enforcement essential to achieve solid results.</p> <p>Electronic Communications and Transactions Act (2014) – the law enables the facilitation and regulation of electronic communications and transactions, streamlining commercial and bureaucratic procedures.</p>

Botswana	
Key elements	
	<p>Electronic Records Act (2014) – allows for the admissibility and authentication of electronic records in legal proceedings, and admissibility in evidence of electronic records as original records</p> <p>Customs Act (2018) -</p> <p>Consumer Protection Act (2018)</p> <p>Cybercrime and Computer Related Crimes Act (2018)</p> <p>Competition Act (2018)</p> <p>E-Signature Law and established that electronic signatures and electronic documents are as valid as their paper equivalents.</p>
Main E-commerce Platforms	<ul style="list-style-type: none"> ▪ Online travel, ticketing, etc. (Air Botswana, ▪ E-retailer – Botswana: (e-learning, My Foodness, Bidfood, SkyMart.bw, Sefalana Holdings, Shop360, Lovebosh, Mr. Veg, Botswana craft, G4G IT, Webmart, Dichi Media, Mpotsa, BUYBDUB) and Foreign: AliExpress, Amazon, Aramex) ▪ E-marketplace – Bidorbuy, Alibaba and Amazon ▪ Online portals classified – HRMC, BotswanaPost, PNet and eBay ▪ E-banking Services
Main Challenges	<p>Botswana is faced with several challenges and weaknesses when it comes to e-commerce.</p> <ul style="list-style-type: none"> ▪ ICT and telecommunications infrastructure (quality of service and high Internet data costs); ▪ As a landlocked country, Botswana lacks access to ports and maritime trade and relies heavily on its neighbours, for much of its international logistics and international trade. Both of these factors pose challenges for e-commerce infrastructure development, logistics and low-cost services and delivery; ▪ The consumers shopping online have encountered different types of fraud, ranging from non-delivery of products ordered online to fake electronic wallet messages and tax avoidance activities; ▪ Lack of coordinated consumer protection and cybercrime-fighting in the region; ▪ Limited awareness, use and experience with ICTs and e-commerce among MSMEs.
Government Initiatives within e-commerce	<p>Institutional and Legislative Support</p> <p>The Government of Botswana together with its partners, conducted a review of the national ICT policy and e-commerce strategy for Botswana. The review aims at improving Botswana’s strengths while addressing the bottlenecks and challenges that hinder the</p>

Botswana	
Key elements	
	<p>expansion of e-commerce in the country. To this aim, it identifies five strategic thrusts and recommendations for strengthening Botswana's performance in key policy areas:</p> <ol style="list-style-type: none"> 1. Leveraging ICTs and e-commerce for business growth and private-sector development 2. Promoting citizen empowerment and rural development through ICTs and e-commerce 3. Powering the IT sector for e-commerce growth, including services 4. Building a knowledge-based economy 5. Eliminating non-tariff barriers to e-commerce

Table 9: E-commerce in Kenya

Kenya	
Key elements	
	<p>E-commerce in Kenya is gradually being embraced, and many people began using this platform for transacting their desired goods and services in the 2010s particularly among small, medium, and large organizations. UNCTAD E-commerce Index Report 2018, states that Nigeria, South Africa, and Kenya represent the greatest part of the online customers in Africa.</p> <p>The use of applications in e-commerce has gathered rapid infiltration in the market and plays a very important role in the promotion of electronic shopping. Shoppers are now able to utilize applications in the purchase of goods and services.</p>
Regulatory Environment	<p>Kenya Communications (Amendment) Act of 2008 –</p> <p>Law on Electronic Commerce of 1996 – The highlights of the law include promotion of e-government and e-commerce by increasing public confidence in electronic transactions; legal recognition of electronic records and electronic (digital) signatures; imposition of new offenses with respect to cybercrimes involving electronic records and transactions and the use of computing and telecommunications equipment</p> <p>Kenya Information and Communications Act (KICA-2012) - which created the Communications Authority of Kenya (CA) whose mandate is to license and regulate postal, information and communication services in accordance with the provisions of the Act</p>

Kenya		
Key elements		
	The Computer Cyber Crime Bill (2016) -	
Main E-commerce Platforms	Masoko Cheki Kenya Gadzone Naivas Online Supermarket Sky Garden	Online Supermarket Avechi Jiji Kenya Kilimall Jumia
Main Challenges	<ul style="list-style-type: none"> ▪ The lack of a seamless regulatory framework is one of the most significant challenges facing e-commerce in Kenya; ▪ The poor state of the postal and courier services in Kenya affects the effectiveness of e-commerce; ▪ Low levels of awareness of e-commerce in Kenya further augur its uptake as there aren't any consumer oriented campaigns offering capacity building and awareness creation on its benefits and usage; ▪ Duplicating costs in the usage of e-commerce platforms also discourage the usage of mobile money and e-transactions. 	
Government Initiatives within e-commerce	<p>Institutional Support</p> <p>The Kenyan Government through the Communications Authority of Kenya (CA) is committed to facilitate the development of the information and communications sector (including broadcasting, multimedia, telecommunications, and postal services) and electronic commerce. Pursuant to CAP 411A of the laws of Kenya, the government is committed to facilitating the growth of electronic commerce (e-commerce) in the country.</p> <p>Ministry of Trade launched an E-commerce portal aimed at facilitating local, regional and international trade. In collaboration with the National Trade Negotiations Council (NTNC), the portal provides traders with information on rules and procedures associated with importing and exporting of commodities.</p> <p>Legislative Support</p> <p>The Independent Communications Authority of South Africa (ICASA) is responsible for regulating the E-commerce sector in South Africa under the Electronic Transactions Act.</p>	

Table 10: E-commerce in Ethiopia

Ethiopia		
Key elements		
<p>Electronic commerce is in its infancy in Ethiopia and is rarely used. The Government of Ethiopia (GOE) is preparing a draft national law to govern e-Commerce. Ethiopian banks use debit cards and automated teller machines (ATM) but have not begun to issue credit cards. Most Ethiopians do not have credit cards and internet connections are slow, expensive and unreliable. However, internet service has recently improved as a result of Ethiopia's connection to Seacom's underground/sea fiberoptic cable through Djibouti. ATMs are interconnected with international banking networks. International ATM cardholders are able to withdraw funds from any ATM machine of the 23 commercial banks operating in Ethiopia. 3</p>		
Regulatory Environment	<p>Within the emergence of the Internet as a medium for forming commercial contracts, legislatures around the world were and are still very active to provide a regulatory framework for electronic commerce. The main goal for that is to facilitate electronic commerce and remove obstacles that face its growth. In respect to electronic contracting rules, legislatures face a primary question in whether they need a new set of rules in the electronic setting or the substantial traditional rules are scapable to accommodate the new environment.</p> <p>Electronic Commerce Proclamation</p> <p>Electronic Transaction Law</p> <p>National Payment System Proclamation No.718/2011</p> <p>Cybercrime Law</p> <p>The Ethiopian Commercial law</p> <p>Ethiopian Contract Law</p>	
Main E-commerce Platforms	<p>Mekina</p> <p>Megebeya</p> <p>Deliver Addis</p> <p>Addis Mercato</p> <p>Brundo</p>	<p>Zmall</p> <p>Asbeza</p> <p>HelloMarket</p> <p>HelloMarket</p> <p>Fetan Mart</p>
Main Challenges	<ul style="list-style-type: none"> ▪ Poor Telecommunication and Infrastructure Facility ▪ Inadequate legal framework for businesses using e-commerce ▪ Lack of skilled workers to handle/ maintain E-commerce system ▪ Fear of risk security and privacy ▪ Fear of risk product delivery 	

Ethiopia	
Key elements	
	<ul style="list-style-type: none"> ▪ Lack of confidence in after sale service (guarantee, returns, remedies) ▪ High rates of illiteracy of customers ▪ Computer technology not widely used ▪ Relatively High cost of Internet ▪ Lack of adequate banking infrastructure to facilitate e-commerce ▪ Low internet penetration and internet access
Government Initiatives within e-commerce	<p>Institutional Support</p> <p>The government is making high efforts to make information and communication technology (ICT) as a tool in its strategies of eradicating poverty. Ethiopian Information and Communication Technology Development Agency (EICTDA) has been established as an autonomous federal government public office having its own juridical personality with the proclamation no.360/2003.</p> <p>The ICT in Education Implementation Strategy and its corresponding Action Plan are components of a wider Ethiopian national e-education initiative. This initiative forms one of the pillars of the ICT for Development 2010 Plan. The strategy is built on three main streams:</p> <ol style="list-style-type: none"> 1. Ethiopian National School Net Initiative 2. The National ICTs in Higher Education Initiative 3. The National ICT Education, Training and Awareness Initiative <p>Legislative Support</p> <ul style="list-style-type: none"> ▪ The Independent Communications Authority of South Africa (ICASA) is responsible for regulating the E-commerce sector in South Africa under the Electronic Transactions Act.

4.5 Challenges and Opportunities of Mozambique Agri-Food SMEs within E-commerce

SMEs have developed e-commerce, but they have faced several challenges, among them and with greater emphasis on: **Internet access limitations, low digital literacy, lack of robust technological infrastructures and also the issue of insecurity electronica** which has been one of the aspects that hinder the development of e-commerce in Mozambique.

E-commerce and other digital applications can stimulate the growth of SMEs and facilitate their integration into the formal sector, including through access to ICT-based financial services.

The rise of e-commerce has amplified consumer expectations, particularly in delivery. Retailers are wrestling to conquer supply chain disruptions by increasing safety stock and inventory from 15 to 60 days to avoid disturbances and to better serve shopper demands. So, they are looking for manufacturers who can produce and pack products quickly, as well as warehouse and logistics providers who can bring fulfilment closer to customers, and help reduce fuel costs, within a short span of time.

Based on interviews undertaken at BMM they mentioned that they are in processing of developing a commercialization platform called: SINEM – Commodity Information and Trading System (SINEM). This platform will allow Agro-business SMEs to have an organized, transparent, safe and efficient agricultural marketing environment, through:

With the development of a commercialization platform called: **SINEM - Sistema de Informação e Negociação de Mercadoria (Commodity Information and Negotiation System)**, its purpose is to serve as an intermediation platform for the negotiation of the same, through the Offer or Auction, as well as the dissemination of information of market prices of commodities at a National level. This platform will allow Agribusiness SMEs to have an organized, transparent, safe and efficient agricultural commercialization environment, through:

- Establishing quality standards and ascertaining both the availability and need for agricultural production;
- Reduction of asymmetries in access to market information;
- Facilitation of commercial transactions between those involved in the process of selling and buying agricultural production;
- Empowerment of small producers and agricultural marketing agents;
- Boosting the increase of agricultural production and productivity;
- Inclusion of small producers and agricultural marketing agents in the financial and tax systems.

E-commerce can increase competitiveness at all levels of development, providing productivity gains for all sectors of the economy, including traditional sectors like agriculture, through the use of specialized services traded on line, ranging from market and weather information, to tools for remote soil analysis and stock management;

5 Conclusion and Recommendations

a) Conclusions

In this assignment an attempt has been made to study mainly e-commerce opportunities and challenges in Mozambique. The objectives of the study was to assess the current practices and existing problems of the E-commerce in Mozambique context particularly on Agribusiness SMEs and to suggest some solutions to overcome identified problems. To this end, in order to answer to the general problem of this study, the concept of e-commerce had been thoroughly explored, a review of the related literature, reports of different institution and statistical data. In addition some interviews were carried out.

The environment of SMEs, both globally and nationally, has undergone profound changes in recent years, which were considered directly related to information technology. This relationship ranges from the emergence of new technologies, or new applications, to meet the needs of the new environment, to the emergence of new business opportunities created by new technologies or new ways of applying them.

Currently, some of the characteristics of the new business environment, such as globalization, internal and external integration of companies, among others, have confirmed the trends in the creation and use of markets and electronic commerce, which are already considered a reality.

Mozambican SMEs have several challenges, among them and with greater emphasis on: **Internet access limitations, low digital literacy, lack of robust technological infrastructures and also the issue of insecurity electronica** which has been one of the aspects that hinder the development of e-commerce in Mozambique.

With the completion of the development of the Commodity Information and Trading System, through the Bolsa de Mercadorias de Moçambique (Mozambique Commodity Exchange) , it will allow Agribusiness SMEs to have an organized, transparent, safe and efficient agricultural marketing environment, through: establishment of quality standards and ascertaining both the availability and the need for agricultural production; reduction of asymmetries in access to market information; facilitation of commercial transactions between those involved in the process of selling and buying agricultural production; empowerment of small producers and agricultural marketing agents; boost the increase in agricultural production and productivity and the inclusion of small producers and agricultural marketing agents in the financial and tax systems.

b) Recommendations

The main recommendations are summarized in:

Table 11: Recommendations

Topic	Recommendations
ICT Infrastructure and Services	There is a positive relationship between Information and Communications Technology (ICT) and productivity growth. Especially, the Internet and e-commerce lead to efficiency improvements, better asset utilization, faster time to market, reduction in total order fulfilment times and enhanced customer service. There is limited skills among enterprises to use ICTs for buying and selling goods and services. In addition, there is very little access to the Internet and other fundamental services for e-commerce. Therefore, providing necessary conditions for the development and promotion of ICT infrastructure and services are fundamental for e-commerce development.
Payment Solutions	In the e-commerce environment it is recommended for many SMEs to conduct online credit/debit card or other established electronic payment vehicles for products and services they offer for sale.
Trade Logistics and Trade Facilitation	To identify and promote comprehensive trade logistics and trade facilitation areas it is recommended to understand the quality of logistics services for international delivery, customs procedures, and postal services for e-commerce development.
ICT Knowledge	With the rise and growth of E-commerce in Mozambique, the need to educate and provide training, mentorship workshops for the opening and running of an online store is important. SMEs with the drive to open an online store should be given training incentives to help boost their online presence and store activity.
Regulatory Environment	<p>The legal and regulatory environment can be an enabler or a barrier to E-commerce. A weak or obsolete regulatory framework can create barriers to e-commerce, obstruct the development of the “digital environment” for e-commerce, or hamper the development of needed supporting services. An adequate legal and regulatory environment for E-commerce involves a coordinated effort from different legal and regulatory fields to operate together by preventing regulatory restrictions and enabling key regulatory conditions for e-commerce operators.</p> <p>There is a need, on the part of the competent authorities, to create mechanisms (regulations and policies), because without these instruments that can guide electronic commerce, it is difficult to solve some situations related to e-commerce", the creation of the electronic seal would constitute a important step in improving the sector's regulatory environment</p>

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References

Appendix A. Data collection tools

INTERVIEW GUIDE**Participants**

Name	Institution	Position	Contact

Topics for discussion based on the studies included in the project to Strengthen the Productive and Entrepreneurial Capacities of Agro-processing Associations/Agribusiness SMEs for Integration into Regional and Continental Value Chains

General Questions

- Current status of adoption of electronic commerce by Mozambican SMEs, in particular those involved in agribusiness;
- Initiatives launched (Government, sectoral support partner, CTA, among others) for the promotion, dissemination and adoption of electronic commerce in the country;
- Difficulties faced by SMEs, mainly those in agribusiness, in adopting electronic commerce;
- In addition to this initiative (Bilateral Technical Cooperation Funds), what other initiatives are underway (or in view) to accelerate the preparation process (capacity building) of national Agribusiness SMEs in the context of the window of opportunity that opens with the African free trade zone;
- Departmental Suggestions and Recommendations, including documentation, for the success of the Study.

Appendix B. Lists of respondents with illustration of samples

#	Institution	Name	Position	Department	Email
1	CTA	Miguel Joia	Membro	Pelouro da Política e Serviços Financeiros	CTA – Confederação das Associações Económicas de Moçambique
		José Caldeira	Membro	Pelouro da Política e Serviços Financeiros	CTA – Confederação das Associações Económicas de Moçambique
		José Ngale	Membro	Pelouro da Política e Serviços Financeiros	CTA – Confederação das Associações Económicas de Moçambique
		Dr. António Vegma	Membro	Pelouro da Política e Serviços Financeiros	CTA – Confederação das Associações Económicas de Moçambique
		Pedro Mosca	Membro	Pelouro da Política e Serviços Financeiros	CTA – Confederação das Associações Económicas de Moçambique
		Pilona Chongo	Presidente	Pelouro de Agro-Negócio, Nutrição e Indústria Alimentar	CTA – Confederação das Associações Económicas de Moçambique
		Bento Uachisso	Membro	Pelouro de Agro-Negócio, Nutrição e Indústria Alimentar	CTA – Confederação das Associações Económicas de Moçambique
2	MIC	Gilberto Mabunda	Chefe do departamento de melhoria do ambiente de negócios	DASP - Direcção de Apoio ao Sector Privado	gilnabt@gmail.com
		José Maria	Chefe departamento de política internacional comércio interno	DNCI - Direcção Nacional de Comércio Interno	N/A
		José Libombo	Assessor da DASP	DASP - Direcção de Apoio ao Sector Privado	N/A
		Clair Zimba	Director Nacional	Direcção Nacional do Comércio Externo	NA
		Papucides Ntela	Director de Negócio Estudos e Estatística	Bolsa de Mercadorias de Moçambique	pnpapucides4@gmail.com
		Liliana Rebelo	Chefe de Departamento de Qualidade	Bolsa de Mercadorias de Moçambique	lilianarebelo96@gmail.com

#	Institution	Name	Position	Department	Email
3	MADER	Sérgio Sambo	Chefe do Departamento de Monitoria e Avaliação	Direcção de Planeamento e Políticas	N/A
4	FENAGRI	Hernani Mussanhane	Presidente	N/A	h.mussanhane@fenagri.co.mz
		Almeida Tomás	Consultor/Jurista	N/A	altomaz.cdm@gmail.com
		Sergio Muchanga	Membro	N/A	muchanga.sergio@gmail.com
		Octávio Queface	Membro	N/A	octavio.queface@gmail.com
5	IPEME	Luís Machava	Director Adjunto	Director Geral Adjunto	luis.machava@ipeme.gov.mz
		Dario Muianga		IPEME	dario.muaianga@ipeme.gov.mz
		Francisco Mabunda		IPEME	francisco.mabunda@ipeme.gov.mz
		Messias Cumbi		IPEME	messias.cumbi@ipeme.gov.mz
		Angelo Mahanjane		IPEME	ab.mahanjane@gmail.com

Appendix C. Terms of Reference for the study



CONFEDERATION OF ECONOMIC ASSOCIATION OF MOZAMBIQUE (CTA)

TERMS OF REFERENCE

Study on the Status, Practices, Challenges and Opportunities of Agri-Food e-trade in Mozambique with particularly focus on Young Agri-Entrepreneurs and SMEs

1. Background and Purpose

Agriculture and agro-processing offers great potential, as Mozambique has excellent agro-climatic conditions with only 15 % of arable land is being utilized. This presents an opportunity for the development of SMEs in agro-processing and agribusiness in the country. Agriculture sector accounts more than 28% of the GDP and is the largest contributor to employment (42%). However, Agribusiness is a sector that holds enormous potential given the extent of Mozambique's unused arable land (85% according to the Centre for Agriculture Promotion, CEPAGRI) and its agro-ecological conditions, especially conducive to surpluses in the northern and central provinces.

The Mozambican Young Entrepreneurs and SMEs could not capture the opportunities presented by international investments during the past decade because of low capacity, unlevelled playing field and the prevalence of uncompetitive and incomplete markets. SMEs need access to a diverse range of services that enable them to become more efficient and competitive, building their capacity and reducing unit costs of production. Very often it is business services that enable a firm to find customers, design products, improve administration, communicate effectively, and access modern technology. The main constraints faced by Young SMEs in Mozambique, among others are include (i) lack of access to financial services (ii) lack of internal capacity and strong competition (iii) lack of skilled labour (iv) lack of access to market opportunities (v) limited capacity to develop new products (vi) lack of market information (vii) low quality of products/services (viii) weak networks and connections with large companies (ix) poor business and financial management skills (x) lack of safety, health and environmental management.

For the Mozambican SMEs to be able to play a meaningful role in creating jobs in the economy, integrate into national, regional, and continental value chains and contribute a larger share into the country's GDP, they need to be nurtured and supported both technically and financially to build their internal capacities, standardize and diversify their product mix, boost competitiveness, and establish linkages with larger businesses.

It is within this context that Confederation of Economic Associations of Mozambique (CTA)/ African Development Bank (AfDB) has launched the initiative for Strengthening the Productive and Entrepreneurship Capacities of Agro-processing/Agribusiness SMEs Associations to Integrate Regional and Continental Value Chains. To contribute to the achievement of the initiative the Consultant is requested to undertake a Study on the Status, Practices, Challenges and Opportunities of Agri-Food e-trade in Mozambique with particularly focus on Young Agri-Entrepreneurs and SMEs

2. Objectives of the Study

2.1. Overall Objective

The overall objective of the study is to build knowledge base for Strengthening the Productive and Entrepreneurship Capacities of Agri-Processing/Agribusiness SMEs Associations to Integrate Regional and Continental Value Chains.



2.2. Specific Objectives

The consultancy is expected to meet, among others, the following specific objectives:

- Undertake an overview of e-trade in Mozambique (Practices, Challenges, Trends and Opportunities);
- Analyse the e-trade regulatory environment;
- Analyse the main Agri-Food SMEs within e-trade;
- Describe factors that Influence the development of e-trade;
- Conduct benchmark analysis (Regulatory Environment, Main E-commerce Platforms, Main Challenges, Government Initiatives within e-commerce);
- Identify Challenges and Opportunities of Mozambican Agri-Food SMEs within e-trade;
- Propose recommendations regarding the adoption of e-trade practices.

3. Methodology

The study will use a combination of quantitative and qualitative methods. Quantitative data will be obtained from CTA databases, and from studies (if existent). Qualitative analysis will be based on the data and information generated by existing research as well as by the desk review of existent documents.

The team will generate additional qualitative data through semi-structured interviews (remotely and site visits) with key stakeholders.

Considering the above objectives and scope of work, the table below presents the list of key stakeholders and a summary of their relevance to the study:

Stakeholders	Relevance
CTA	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> In addition to collecting information on existing studies or advances in e-commerce, we would also like to understand the future vision and perspectives of e-commerce and the main challenges that SMEs face in the e-commerce component; <input checked="" type="checkbox"/> Collect suggestions and recommendations for the development of the Study.
AfDB	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Search for the existence of similar studies that are being developed in other countries and obtain the main lessons learned; <input checked="" type="checkbox"/> Collect suggestions and recommendations for the development of the Study.
INTIC	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Obtain information related to the existing technological infrastructures, their role with SMEs (incentives), plans to expand technological infrastructures; Existence of a training program for SMEs in the Agribusiness sector in matters of Information and Communication Technologies; <input checked="" type="checkbox"/> Know about the existence of initiatives or projects aimed at electronic commerce; <input checked="" type="checkbox"/> Collect suggestions and recommendations for the development of the Study.
MIC	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> In addition to collecting information on existing studies or advances within e-commerce, we would also like to understand the future vision and prospects of e-commerce and the main challenges that SMEs face in marketing using digital platforms; <input checked="" type="checkbox"/> Once the African Free Trade Area Agreement is in place, we would like to know how SMEs do for commercialization and the challenges faced; <input checked="" type="checkbox"/> Collect suggestions and recommendations for the development of the Study.
MADER	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Gather information about existing initiatives or programs aimed at marketing agricultural products within SMEs, challenges faced, also knowing about the incentives it has for SMEs in the Agribusiness sector; <input checked="" type="checkbox"/> Collect suggestions and recommendations for the development of the Study.
Banco de Moçambique	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> In addition to collecting information on existing studies or advances within e-commerce, we would also like to understand the future vision and perspectives of e-commerce and the main challenges that SMEs face in the e-commerce component in relation to electronics transactions made; <input checked="" type="checkbox"/> Collect suggestions and recommendations for the development of the Study.

4. Expected Results

- Draft Report on the Status, Practices, Challenges and Opportunities of Agri-Food e-trade in Mozambique with particularly focus on Young Agri-Entrepreneurs and SMEs;
- Final Report on the Status, Practices, Challenges and Opportunities of Agri-Food e-trade in Mozambique with particularly focus on Young Agri-Entrepreneurs and SMEs.