



World Summit Geneva 2009
Tunis 2005
on the Information Society
Turning targets into action



WSIS+10

HIGH-LEVEL EVENT

Sharm el-Sheikh, Egypt
13-17 April 2014

Draft WSIS+10 Vision for WSIS Beyond 2015

C7. ICT Applications: E-Business

Recognizing the growing importance of E-Business for inclusive economic development and enterprise competitiveness, as well as the efforts dedicated towards implementation of WSIS Outcomes in relation to Action Line C7 (e-business), significant progress has been achieved and several emerging trends and challenges have been identified.

Following provides guidance and priorities for implementation of WSIS Action Line C7 (e-business) beyond 2015.

a) E-business, e-commerce and related regulation

1. Governments, international organizations and the private sector should continue to **promote the use of e-business models** in developing countries and countries with economies in transition.
2. In order to foster the information and knowledge societies, attention should be paid to **both the use and production** of the variety of ICT goods and services.
3. Create an **enabling legal and regulatory environment** by adopting and enforcing **harmonized e-commerce laws and regulations** to strengthen security on the Internet, build trust and facilitate cross-border **e-commerce** and **e-government for business**.
4. Adopt and enforce **electronic signature laws** and **provide the necessary infrastructure** to protect the digital identity of individuals and organizations and enable the use of electronic documents.
5. Make efforts to **bring down the costs of shipping and delivery** and address **logistical bottlenecks** to facilitate cross-border e-commerce.
6. Address offline and online **taxation** of goods and services to create a level playing field.
7. Ensure **effective competition** in national and international ICT sectors and markets.

This document builds upon the input/ background documents and the contributions received during the WSIS+10 High-Level Event Open Consultation Process. It has been developed for the purposes of the First Physical meeting of the Open Consultation Process.

8. Ensure the **free flow of data, an open Internet and network neutrality** to secure an inclusive information economy.
9. Encourage the use of ICT in **public tendering and e-procurement**.
10. Encourage **ICT use in small, micro and medium enterprises (SMMEs)**, including by enhancing their access to affordable computer, telecom and broadband infrastructure.
11. Provide the appropriate infrastructure for **handling e-transactions** using, for example, **credit cards, Internet banking and mobile money**.
12. Create and support **ICT-enabled business networks**.

b) ICT production

13. Raise awareness among SMMEs about e-business opportunities and challenges **in the ICT producing sector**, including in ICT services and ICT-enabled services.
14. Encourage **women entrepreneurs** in developing countries to become more engaged **in the ICT sector** as a way to seize income opportunities in rural and remote communities, benefiting them and their families.
15. Assist developing countries, and in particular the least developed countries, in building vibrant sectors for the **development of ICT content and services** to support both economic growth and social wellbeing.
16. Promote business opportunities from **new ICT developments**, including mobile commerce, software development, cloud computing, big data, open data and 3D printing.

c) Involving all e-business stakeholders

17. Ensure the **sustainability of e-business solutions** by engaging users as well as local and global ecosystem players, in innovation processes from the early stages of design and testing.
18. **Engage grass-roots practitioners and thought leaders** in macro-level discussions on e-business, including through **participatory technologies** such as social media.

d) Data and impact assessment

19. Continue efforts to produce **data on enterprise use of ICT and the ICT sector** to help decision makers understand e-business trends and impacts by applying internationally agreed indicators and standards.
20. Improve the **measurement of national and cross-border e-commerce** and of **trade in ICT services and ICT-enabled services**.

This document builds upon the input/ background documents and the contributions received during the WSIS+10 High-Level Event Open Consultation Process. It has been developed for the purposes of the First Physical meeting of the Open Consultation Process.

21. **Collaborate with the ICT industry to produce data** that can support the planning needs of policy-makers for the promotion of the local ICT sector.
22. **Analyze the impact** of e-commerce and e-business for countries, especially the least developed countries.

This document builds upon the input/ background documents and the contributions received during the WSIS+10 High-Level Event Open Consultation Process. It has been developed for the purposes of the First Physical meeting of the Open Consultation Process.