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Submission by: Japan, Government

Draft WSIS+10 Vision for WSIS Beyond 2015

С7. ICT Applications: E-Business

**1. Vision**

All businesses should be connected with relevant ICTs to benefit fully from the information economy and to be able to sell and purchase goods or services via computer or other ICT networks. All stakeholders should promote the benefits of e-business and stimulate the development of new e-business applications, content and services, including for mobile devices and social media. Special efforts are needed to involve women entrepreneurs and micro, small and medium-sized enterprises (SMMEs) in e-business. A vibrant ICT sector underpins productive use of ICTs and stimulates sustainable growth, job creation, trade and innovation as part of broader strategies for poverty reduction through wealth creation.

**2. Pillars**

1. Promote the entry of SMMEs into all sectors of e-business taking new technological developments into account.
2. Create an enabling environment for buying and selling goods and services via ICT networks.
3. Facilitate a vibrant sector for the production of ICT goods and services.
4. Harness the scope for ICTs to support women's entrepreneurship.
5. Improve access to e-business data needed to assess impacts.
6. Enhance the involvement of all stakeholders in policy formulation and implementation related to e-business.

**3. Targets**

1. **To connect all businesses with relevant ICTs.**
2. Indicator 1: Proportion of businesses using computers.
3. Indicator 2: Proportion of businesses using the Internet, by type of access.
4. Indicator 3: Proportion of businesses using mobile cellular telephones.
5. Indicator 4: Proportion of businesses with a web presence.
6. Indicator 5: Proportion of businesses receiving orders over the Internet.
7. Indicator 6: Proportion of businesses placing orders over the Internet.
8. **To have e-commerce legislation adopted in all countries**
9. Indicator 1: Number of countries with e-transaction laws facilitating cross-border e-commerce.
10. Indicator 2: Number of countries with laws to protect consumers online.

**Annex: Zero Draft Stakeholder Contributions**

1. **Promote of the entry of SMMEs into all sectors of e-business taking new technological developments into account**
2. 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.
3. Ensure **effective competition** in national and international ICT sectors and markets.
4. Encourage the use of ICT in **public tendering** and **e-procurement**.
5. Ensure the **free flow of data, an open Internet** and **network neutrality** to secure an inclusive information economy.
6. Encourage **ICT** **use in small, micro and medium enterprises (SMMEs),** including by enhancing their access to affordable computer, telecom and broadband infrastructure.
7. Promote business opportunities from **new ICT developments**, including mobile commerce, social media, cloud computing, big data, open data and 3D printing.
8. Create and support **ICT-enabled business networks**.
9. **Create an enabling environment for buying and selling goods and services via ICT networks**
10. Ensure an **enabling environment** to strengthen security on the Internet, build trust and facilitate cross-border **e-commerce** and **e-government for business**.
11. Recognize the importance of **electronic signature** and **encourage to provide the necessary infrastructure** to protect the digital identity of individuals and organizations and enable the use of electronic documents.
12. Address offline and online **taxation** of goods and services to create a level playing field.
13. Provide the appropriate infrastructure for **handling e-transactions** using, for example, **credit cards, Internet banking and mobile money**.
14. Make efforts to **bring down the costs of shipping and delivery** and address **logistical bottlenecks** to facilitate cross-border e-commerce.
15. **Facilitate a vibrant sector for the production of ICT goods and services**
16. 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.
17. Raise awareness among SMMEs about business opportunities and challenges in the ICT producing sector, including in ICT services and ICT-enabled services.
18. **Harness the scope for ICTs to support women's entrepreneurship**
19. Encourage **women entrepreneurs** in developing countries to make **effective use of relevant ICTs** in support of their business activities.
20. Encourage **women entrepreneurs** in developing countries to become engaged **in the ICT sector** as a way to seize income opportunities in rural and remote communities, benefiting them and their families.
21. **Improve access to e-business data to facilitate impact assessments**
22. 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.
23. Improve the **measurement of national and cross-border e-commerce** and of **trade in ICT services and ICT-enabled services**.
24. **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.
25. **Analyze the impact** of e-commerce and e-business for countries, especially the least developed countries.
26. **Enhance the involvement of all e-business stakeholders in policy formulation and implementation**
27. **Engage grass-roots practitioners and thought leaders** in macro-level discussions on e-business, including through **participatory technologies** such as social media.
28. 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.