



6-10 July 2026  
Geneva, Switzerland

## Session Outcome Document

### The Action Line C7 on E-business Beyond WSIS+20:

*Advancing inclusive implementation and the Tunisian example*

International Trade Centre, Universal Postal Union, UN Trade and Development

Monday 6 July, 2026 - 9:00 am

<https://www.itu.int/net4/wsis/forum/2026/Agenda/Session/299>

#### Key Issues discussed:

- Tunisia's 20-year digital transformation journey was presented as a practical example of implementing the WSIS e-Business Action Line through coordinated legal, institutional, and technological reforms.
- Establishing trust in digital transactions through e-commerce legislation, digital signatures, certification services, and data protection frameworks was identified as a foundational requirement.
- The eTrade Readiness Assessment, conducted by UNCTAD in 2021, provides an in-depth diagnosis of Tunisia's e-commerce ecosystem and identifies reform priorities to unlock its growth potential for MSMEs, youth, and women. Since then, other development partners have drawn on the Assessment to design programmes aimed at strengthening e-commerce in Tunisia.
- International cooperation with ITC, UPU, UNCTAD, the World Bank, SECO, GIZ and other partners has played a key role in advancing e-commerce and digital trade.
- Expanding opportunities for MSMEs, women, youth, and rural entrepreneurs through cross-border e-commerce was highlighted as a major development objective.
- The Easy Export Initiative demonstrated how postal networks can serve as gateways to international markets by simplifying export processes and logistics for MSMEs.
- Digital payments, fintech reforms, and digital identity systems were highlighted as essential enablers of e-business growth and formalization.
- Effective governance, institutional coordination, and long-term political commitment were identified as critical success factors.
- Regional integration and future readiness, including AfCFTA implementation and digital trade cooperation in the MENA region, were discussed as important next steps.

### **Key Outcomes of the session**

- Tunisia showcased a holistic approach to e-business development that combines legal reforms, trade facilitation, digital infrastructure, digital payments, and capacity building.
- UPU informed about its new initiatives TradePost and Heya, aimed at enhancing access to international trade for MSMEs and women-led MSMEs in remote areas through tailored mobile post offices, postal-enabled collaborative centers, and strengthening of cross-border trade corridors.
- ITC highlighted its long-standing partnership with Tunisia, from the Virtual Marketplace Project through current support for SME digital trade capacity-building, e-commerce coaching, institutional strengthening and digital trade regulatory readiness under the AfCFTA.
- The session reaffirmed that inclusive digital transformation can help MSMEs, women entrepreneurs, and rural communities participate more effectively in international trade.
- Progress under Tunisia's eTrade readiness process was highlighted, with 78% of actions in the 2022–2023 eTrade action plan completed or in advanced stages of implementation.
- Tunisia announced the preparation of its first National E-Commerce Strategy (2027–2031) with support from UNCTAD and SECO.
- Ongoing implementation of the Digital Transformation Programme 2030 and participation in a regional digital trade initiative for the MENA region were presented.
- UNCTAD's eTrade Reform Tracker is expected to support future monitoring and coordination of the forthcoming national e-commerce strategy of Tunisia.
- The co-facilitators reaffirmed their commitment to continued collaboration in support of digital trade and e-business development recognising the complementary contributions of UNCTAD (policy and strategy), ITC (enterprise competitiveness, institutional capacity and digital trade implementation) and UPU (trade facilitation and postal logistics).
- The UPU presented the TradePost and Heya initiatives, which leverage postal networks to strengthen cross-border e-commerce by simplifying trade procedures, improving access to trade information, supporting digital payments, and enhancing last-mile delivery services. These initiatives place particular emphasis on the inclusion of MSMEs, women, and youth in rural and remote areas through postal one-stop shops, mobile collection services, training and digitalization support, with the goal of expanding market access and fostering inclusive digital trade.

### **Key Recommendations and Forward-Looking Actions**

- Strengthen national coordination mechanisms and multi-stakeholder governance to ensure effective implementation of digital trade strategies.
- Scale up support for MSMEs, women, youth, and rural entrepreneurs through simplified export procedures, digital tools, and capacity-building programmes.
- Strengthen business support organisations and intermediary service providers so they can deliver sustained coaching, digital trade advisory services and market access support to MSMEs.

- Leverage the postal network to strengthen trade corridors to facilitate cross-border e-commerce flows and simplify returns between countries.
- Continue modernizing digital payments, digital identity systems, and regulatory frameworks to strengthen trust and participation in e-commerce.
- Promote greater regional and international cooperation to harmonize digital trade regulations and facilitate cross-border e-commerce.
- Enhance monitoring, implementation support, and financing mechanisms to accelerate WSIS Action Line implementation and advance digital inclusion towards 2035.