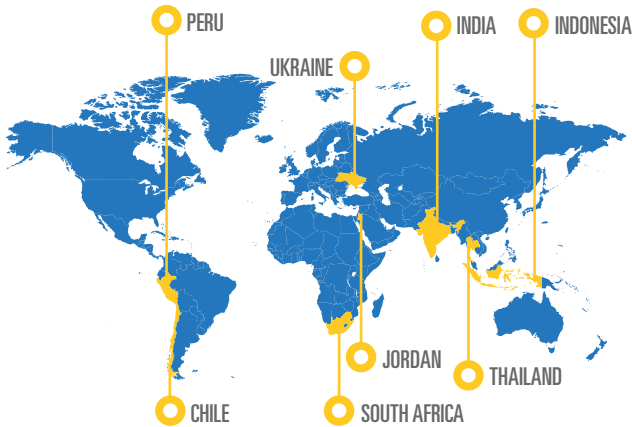




# COMMERCE 3.0 FOR DEVELOPMENT

The Promise of the Global Empowerment Network

Technology and the Internet foster exponential growth in developing markets, increasing jobs and wealth around the world.



**300%** Growth in Internet access from 2004-2012 in all developing markets

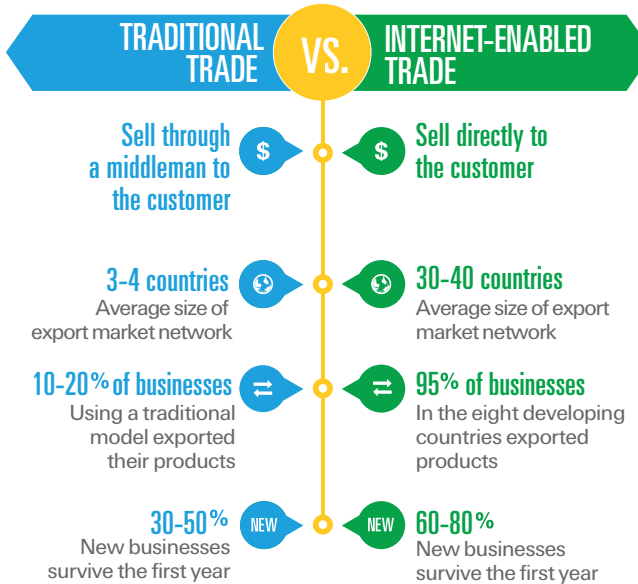
**800%** Growth in eBay sales from 2004-2012 in all developing markets

○ Data from commercial sellers in 8 emerging markets \*

\* sellers who generate annual sales ≥ US \$10,000

## WE CALL IT COMMERCE 3.0

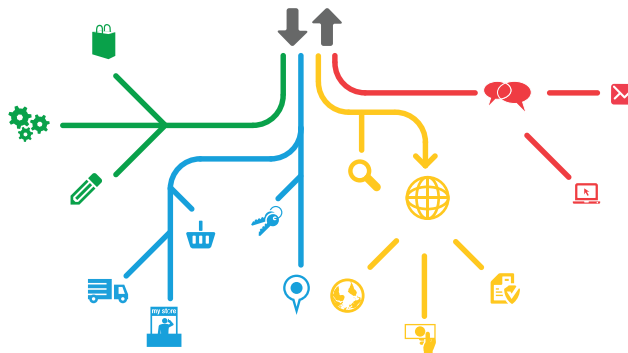
The intersection of technology and commerce is creating a new model for trade, merging offline and online, and blurring the lines between local and global commerce.



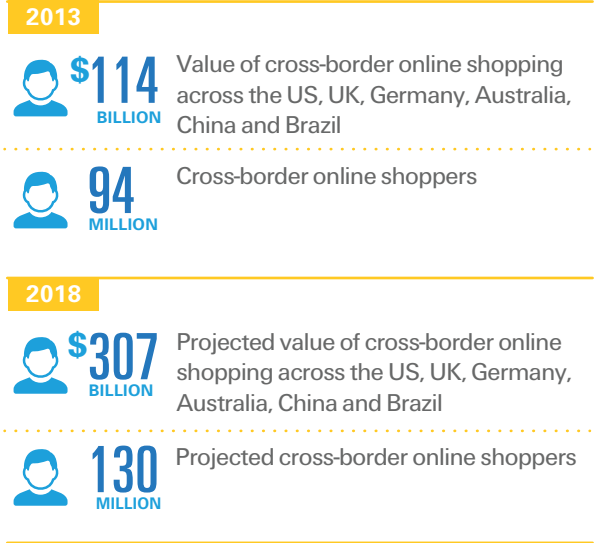
## TECHNOLOGY-ENABLED BUSINESSES

- ✓ Maintain local presence
- ✓ Contribute to local economy
- ✓ Increase revenue through global customer base

Trade barriers are 83% lower on global digital marketplaces; 94% lower for trade from developing countries



## CROSS-BORDER ONLINE SHOPPING



Source: PayPal/Nielsen, *Modern Spice Routes: The Cultural Impact and Economic Opportunity of Cross-Border Shopping*

## MOVING COMMERCE 3.0 FORWARD

### What it takes:

Government policies that better empower technology-enabled small businesses to grow and thrive globally.

- SERVICES**  
Promote the use of Internet enabled services and electronic payment methods
- LOGISTICS**  
Improve customs processes, optimize and harmonize shipping regimes
- INTERNET**  
Invest in interconnected broadband networks and smartphone technology
- POLICY**  
Raise de minimis thresholds, provide appropriate intermediary liability protections, create balanced intellectual property regimes



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