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Proposed National E-Commerce Strategy

The Ministry of Information and Communications Technology (MoICT), Jordan, has today launched a consultation on the proposed National E-Commerce Strategy for the period from 2008 to 2012.

The purpose of the National E-Commerce Strategy is to mobilise the nation to develop technical and commercial capacity in e-commerce and to adopt e-commerce in trading of goods and services between businesses and with consumers. The reasons for the adoption of e-commerce are to realise e-commerce related benefits and to ensure that Jordan participates in a step change in trading which is transforming the commercial world.

By its nature an e-commerce strategy is wide ranging, covering many areas of the economy. It has components in technology, the law, transportation, logistics and postal services, utilities, education, customs, financial services and taxation, and the creative industries such as those associated with developing catalogues for goods or services. E-commerce services are potentially used by all sectors of the economy. Strengths weaknesses, opportunities and threats arise in many of these areas.

The strategy sets a vision for the development of e-commerce. It defines four goals associated with this vision and these goals are interpreted in a number of strategic objectives. To achieve these objectives it will be important to overcome the hurdles, the weaknesses that are currently hindering the development of e-commerce, and to exploit the opportunities for e-commerce. The strategy defines a set of enablers that are intended to do both of these things.

The proposed strategy was prepared in cooperation with Intercai Mondiale WLL. Consistent with Ministry principles, Intercai Mondiale consulted widely in preparing the proposed strategy, including meetings with public and private sector stakeholders and a stakeholder workshop attended by members from many sectors including finance and banking, trade, industry and ICT, and from government, held in Amman on September 20, 2007.

The consultation papers can be found on the MoICT website at http://www.moict.gov.jo/MoICT/ar_consultation_strategy.aspx

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