



ORGANISATION OF EASTERN CARIBBEAN STATES

# E-Business & E-Commerce agenda - OECS Competitive Business Unit (CBU)

May 2016

Presented by: Marlon Percival Marie  
Officer-in-Charge &

Business Development Officer (e-Business)



# The OECS Economic Union



- 7 Member States
- 3 Associated Member States





# Movement towards Free Circulation of Persons & Goods in the OECS Economic Union





- Evolved from its original mandate as an **export promotion agency** concerned primarily with export growth performance for manufactured products.
- **New entity** now charged with **promoting competitiveness** of the regional private sector across traditional and **emerging high-potential sectors**.

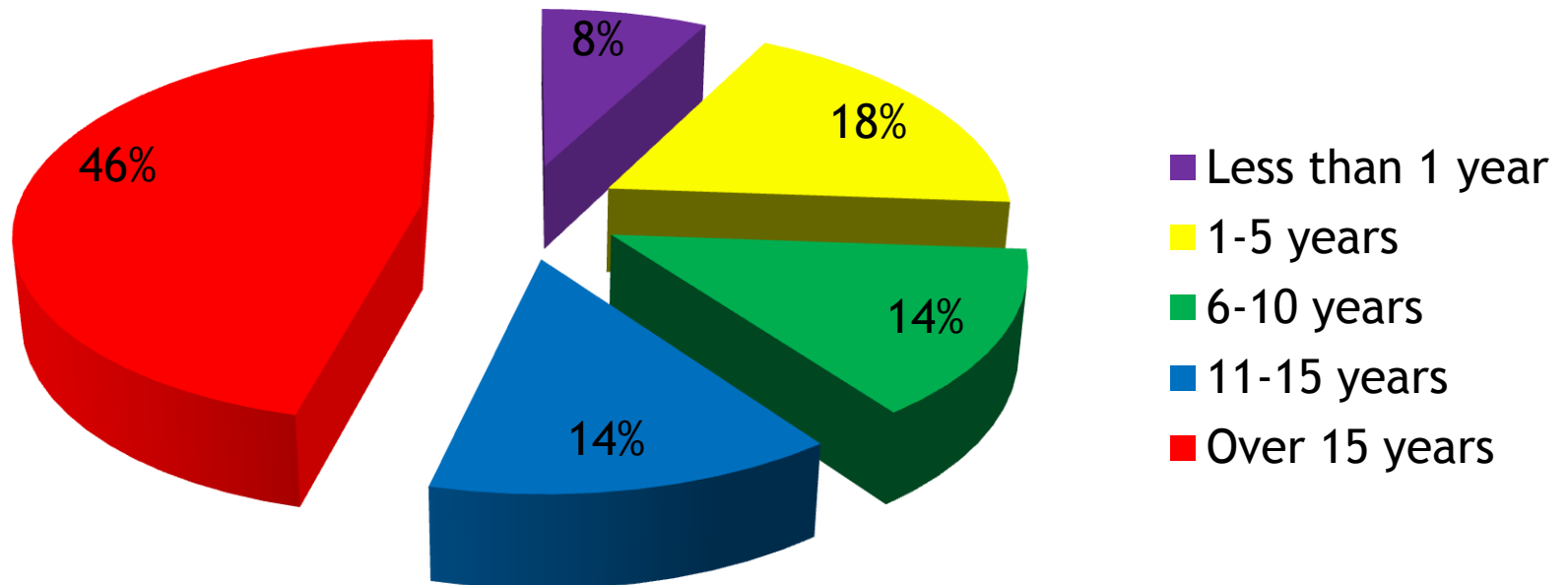






# CBU Clients Years of Operation

## Years of operation

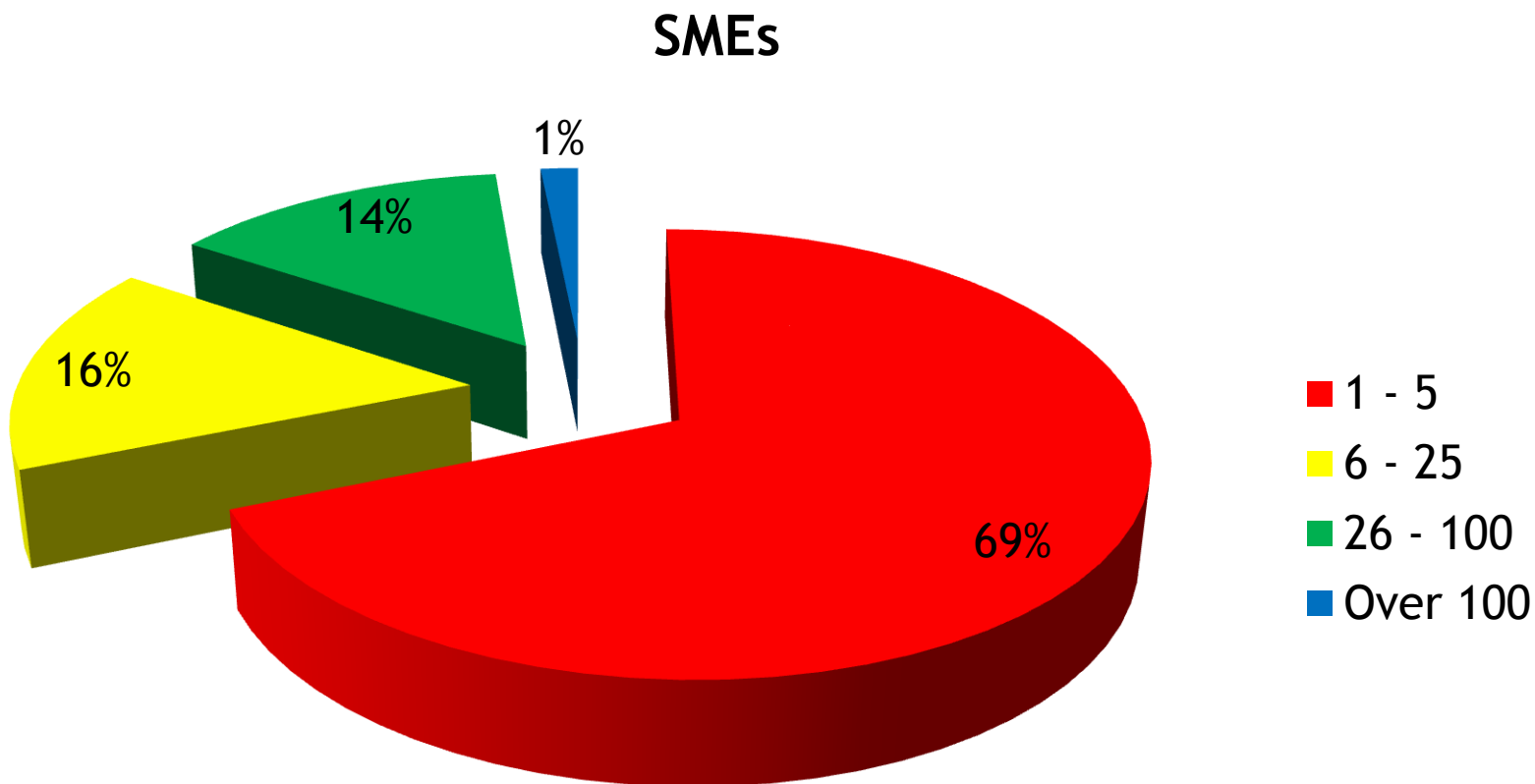


Based on OECS e-Business & e-Commerce Assessment June - September 2014





# CBU Clients Distribution of Employees



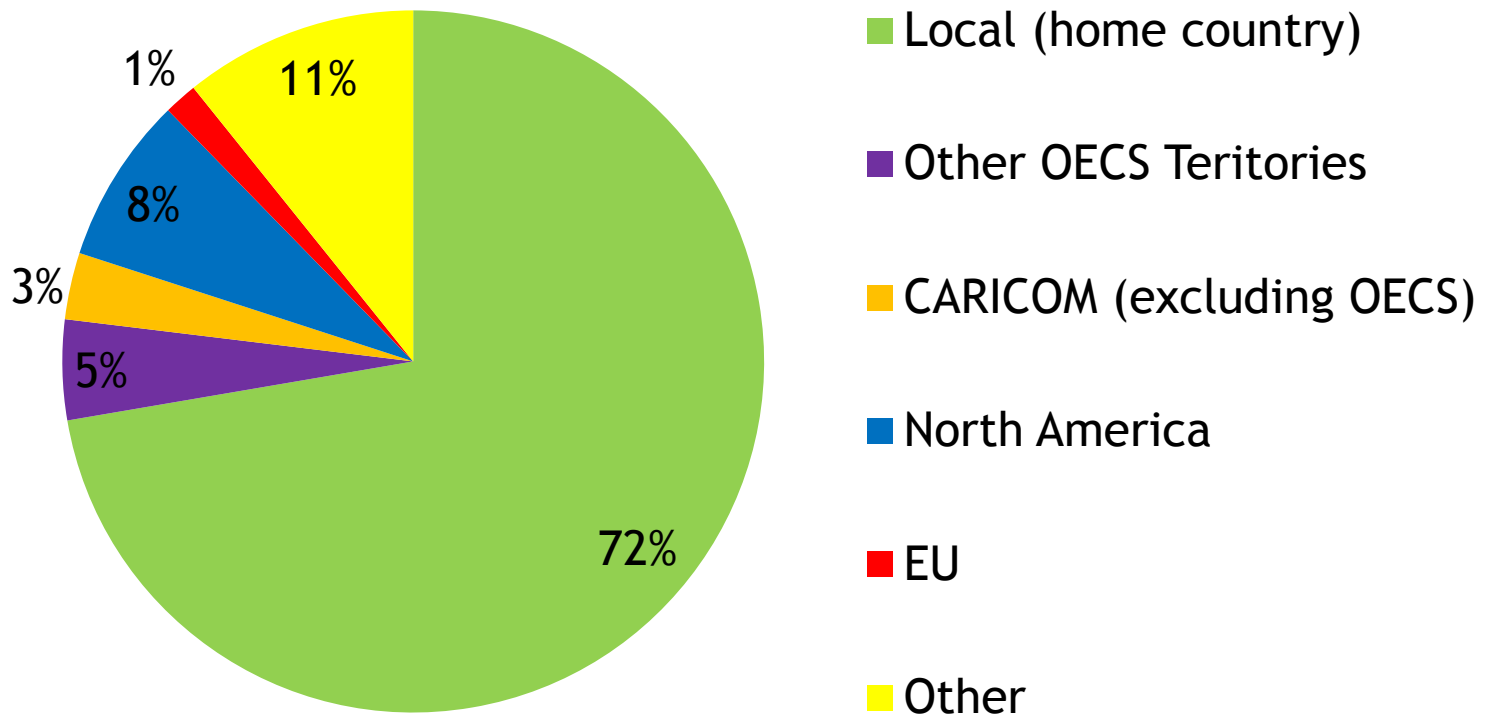
Based on OECS e-Business & e-Commerce Assessment June - September 2014





# CBU Client product distribution 2014

## CBU Client companies Primary Markets



Based on OECS e-Business & e-Commerce Assessment June - September 2014

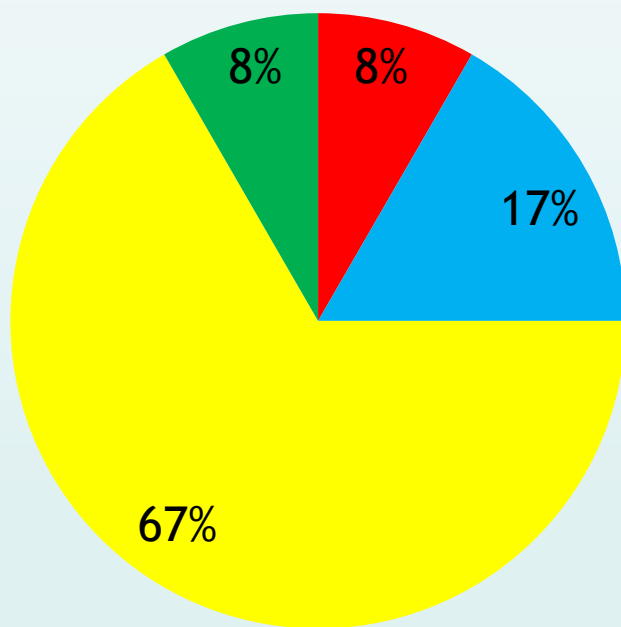






# CBU Client revenue distribution 2013

**Which statement best describes your company's Electronic Commerce strategy?**



- A strategy has been developed and implemented
- A strategy has been developed but has not yet been implemented
- No strategy, but we plan to develop one in the future
- No strategy, and there are no plans to develop one

Based on OECS e-Business & e-Commerce Assessment June - September 2014





# Costs of Transactions – Exchange Rate

Place your order in XCD

By placing your order, you agree to Amazon.com's [privacy notice](#) and [conditions of use](#).

*i* Amazon Currency Converter is Enabled.  
[Learn more](#)

### Order Summary

Items (2):	XCD 103.90
Shipping & handling:	XCD 0.00
Total before tax:	XCD 103.90
Estimated tax to be collected:	XCD 7.28

**Order total: XCD 111.18**

▼ Selected payment currency

☒ XCD  
☐ USD  
[Change card currency](#)

▼ Applicable Exchange Rate

1 USD = 2.8232718154 XCD  
includes all Amazon fees and charges

Eastern  
Caribbean  
Central Bank  
rate

**2.7169**





# Sample issue in ICT Development – Google Developer Access to OECS Nationals

Location	Supports Google Play Developer Registration	Supports Merchant Registration	Developer Default Currency	Google Play Distributor
Antigua and Barbuda	✓	✗	☆	Google Inc.
Bahamas	✓	✗	☆	Google Inc.
Barbados	✓	✗	☆	Google Inc.
Belize	✓	✗	☆	Google Inc.
British Virgin Islands	✓	✗	☆	Google Inc.
Haiti	✓	✗	☆	Google Inc.
Jamaica	✓	✓	USD	Google Inc.
Trinidad and Tobago	✓	✗	☆	Google Inc.







# Perceived Barriers to Financial Inclusion

Not enough  
money

Do not need an  
account

Lack of  
required  
documents

Family member  
already has an  
account

Accounts too  
expensive

Financial  
Institutions  
too far away



60% account holders  
make deposits or  
withdrawal 1-2 times  
per month

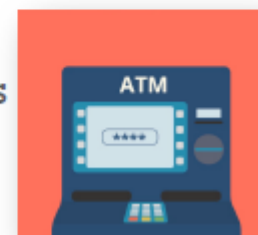


Approx. 20% account  
holders made no deposit or  
withdrawal in the past 12  
months



Debit card  
ownership  
exceeds 80%

70% withdrawals  
are done via  
ATM



40% saved in  
the last 12mths  
(15% formally)



15% Credit  
Card  
ownership



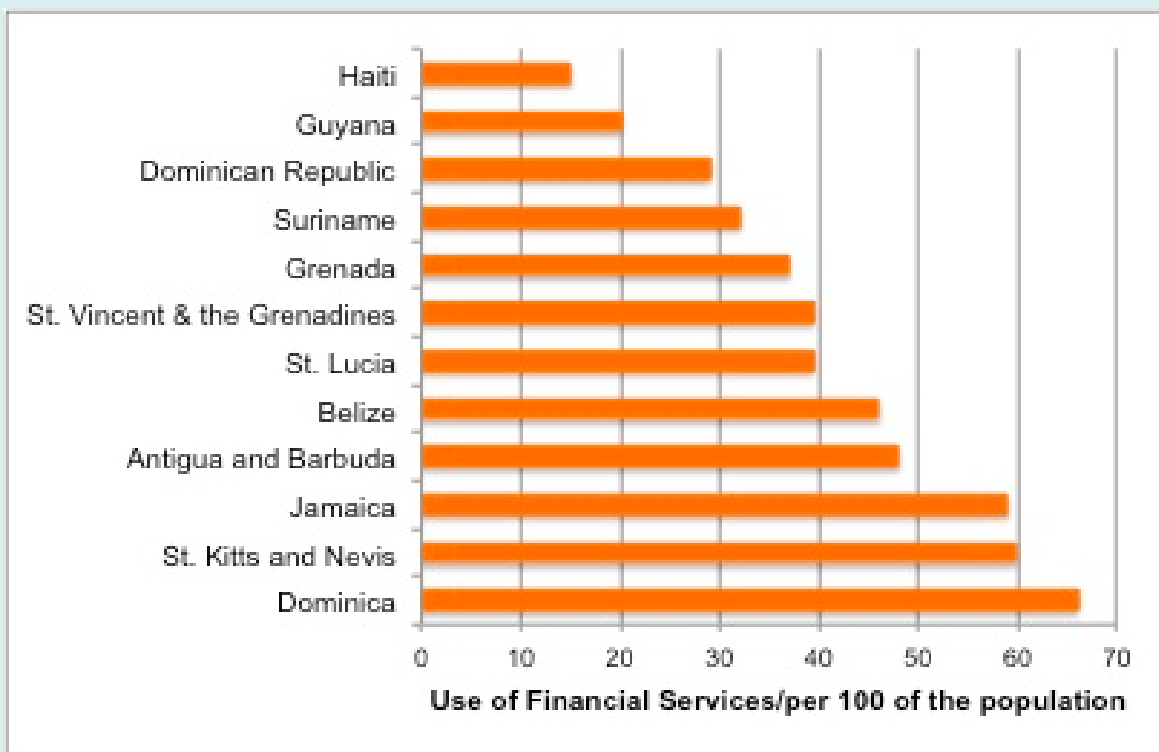
33% borrowed in  
the last 12 mths  
(12% formally)

Source: Global Findex Database 2014





# 60% of Adults in the Caribbean do not have a traditional bank account



Source: Mobile Money Live/GSMA, ICT Pulse





68% of adults who send or receive domestic remittances do so using cash

60% account holders receive wages into an account (4% of the poorest 40%)



68% of people who receive social benefits receive the payments into an account.

60% of adults with an account pay utility bills or school fees in cash



Source: Global Findex Database 2014







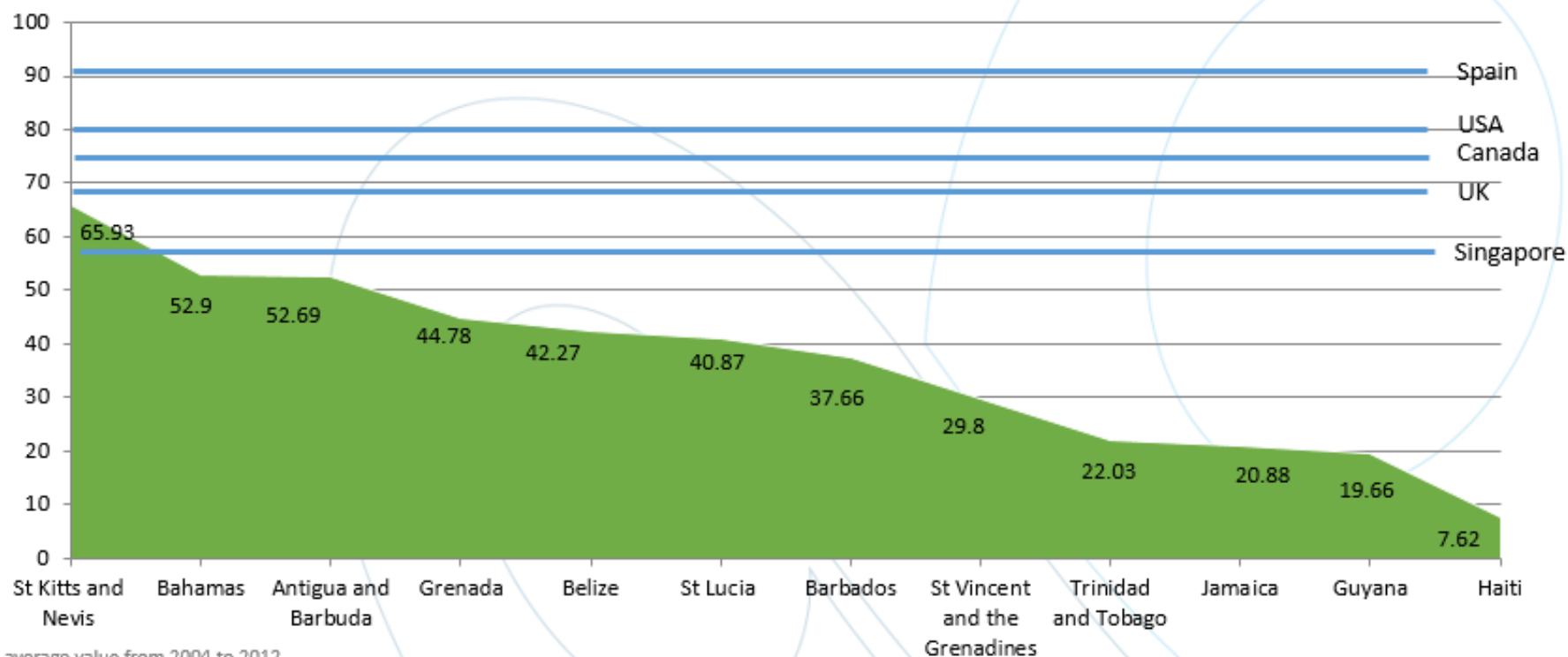
# Financial inclusion

## Financial inclusion in the Region is low

Lack of Access leads to Income Inequality which leads to Poverty

### Factors

1. ATMs per 100,000 adults
2. Commercial Bank Branches per 100,000 adults
3. Borrowers from Commercial Banks per 1,000 adults
4. Depositors with Commercial Banks per 1,000 adults
5. Domestic Credit to GDP



Note: average value from 2004 to 2012

Source: Asia Development Bank, World Bank





# Financial Inclusion Categories

Market Archetype	Characteristics
TYPE I MARKETS	<ul style="list-style-type: none"> <li>• &lt;40% of adults have an account at a financial institution</li> <li>• GDP per capita of &lt; USD 5,000</li> <li>• Average mobile subscriber penetration</li> <li>• Low smartphone / mobile data penetration</li> </ul>
TYPE II MARKETS	<p>GROUP ONE</p> <ul style="list-style-type: none"> <li>• &lt;40% of adults have an account at a financial institution</li> <li>• GDP per capita of &gt; USD 10,000</li> <li>• High mobile subscriber penetration</li> <li>• Low mobile data penetration</li> </ul> <p>GROUP TWO</p> <ul style="list-style-type: none"> <li>• &gt;40% of adults have an account at a financial institution</li> <li>• GDP per capita of &gt; USD 10,000</li> <li>• High mobile subscriber penetration</li> <li>• Medium mobile data penetration</li> </ul>

Reference: CGAP's market archetypes for financial inclusion



# Opportunity in the OECS

Type I	Type II (group one)	Type II (group two)
Haiti	Dominican Republic	Trinidad and Tobago
Guyana	Jamaica	Barbados
Belize	Suriname	Curacao
	Montserrat	Aruba
	St Lucia	Bahamas
	St Vincent and the Grenadines	Turks and Caicos
	Grenada	St Kitts and Nevis
	Dominica	Antigua and Barbuda
		Anguilla
		Tortola
		St Martin





- Low Income Adults, Unbanked
- Micro Business Owners, Unbanked
- Small Business Owners, Underbanked















# OECS INITIATIVES

- Harmonized Electronic Legislation, 2012
- OECS e-Business & e-Commerce Assessment - June - September 2014
- OECS e-Payments Forum - May 2015
- Crowdfunding SME Trainings - October - November 2015
- Crowdfunding SME Trainings – February - March 2016
- OECS Tech BootCamp - February 2016








# Status of Electronic Legislation


Country	Electronic Transactions	Electronic Evidence	Data Protection	E-Payments	E-Crimes	Consumer protection	Electronic Funds Transfer
 Antigua & Barbuda							
 Dominica							
 Grenada							
 Montserrat							
 St. Kitts & Nevis							
 St. Lucia							
 St. Vincent & The Grenadines							
 Anguilla							
 British Virgin Islands							
 Martinique							

*Legend*

 Drafted under EGRIP

 Passed

 In force

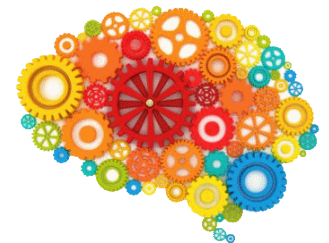
 No framework





# OECS e-Payments Forum Recommendations

- Pursue the Legislative agenda for **Harmonized Electronic Legislation**;
- Pursue traditional **Financial options** through the assistance of the ECCB;
- Explore **alternative FinTech solutions**; and
- Continue to advocate for **Financial Inclusion**.





# Crowdfunding Training Initiative 2015

## Gender-Disaggregated Figures of E-Business Workshops Participants

Country	Female	Male	TOTALS
Antigua and Barbuda	18	10	28
Dominica	25	20	45
Grenada	11	28	39
St. Kitts and Nevis	10	8	18
St. Lucia	17	7	24
St. Vincent and the Grenadines	6	6	12
<b>TOTALS</b>	<b>87</b>	<b>79</b>	<b>166</b>







# Crowdfunding Training Initiative 2016

## Gender-Disaggregated Figures of E-Business and Crowdfunding Training Participants

Country	Female	Male	TOTALS
Anguilla	35	16	51
Antigua and Barbuda	58	9	67
Dominica	28	10	38
Grenada	33	12	45
Montserrat	19	19	38
St. Kitts and Nevis	37	33	70
St. Lucia	26	16	42
St. Vincent and the Grenadines	24	18	42
Tortola (British Virgin Islands)	38	32	70
<b>TOTALS</b>	<b>298</b>	<b>165</b>	<b>463</b>





# OECS Tech Bootcamp 2016

## Bootcamp Results | St. Lucia

Team	Industry	Tech Co-Founder	M.V.P.	Team Size	No. of Deals	Value of Sales (USD)	Actual Sales (USD)
Explore Caribbean Dominica	Tourism	—	—	2	29	\$7,000	—
Event Shuffle Montserrat	Tourism	—	—	3	07	\$740.74	—
Hired Caribbean St. Lucia	Human Resources	✓	✓	3	15	\$50,000	\$4,800
TickeTing Antigua & Barbuda	Tourism	✓	✓	2	36	\$18,518.52	\$640
RIDE Caribbean St. Lucia	Transportation	—	—	1	—	—	—
Carib Beacon Marketing St. Kitts & Nevis	Tourism	✓	✓	3	15	\$208,000	\$10,000
FARMS St. Lucia	Agriculture	✓	—	2	—	\$36,000	—
Digital Date Thumb St. Lucia	Government	—	—	1	—	\$10,000	—
758 Trading St. Lucia	Retail	—	—	1	100	\$40,000	—
<b>TOTALS</b>				<b>18</b>	<b>202</b>	<b>\$370,259.26</b>	<b>\$15440</b>





# Call to Action



OECS  
Needs

— — — — — ➤ **Enable participation** by the unbanked and create opportunities for financial inclusion

— — — — — ➤ **Improve efficiencies and reduce cost** in the use of financial services

— — — — — ➤ **Increase productivity** by eliminating current bottlenecks to growth





# For more Information on the OECS Economic Union

:Visit our website

[www.oecs.org](http://www.oecs.org)

( Call us (767)-448-2240

10 Email us at

[oecsec@oecs.org](mailto:oecsec@oecs.org)

[mmarie@oecs.org](mailto:mmarie@oecs.org)

Follow us:



[Facebook.com/oecscbu](https://Facebook.com/oecscbu)

Special thanks to the  
Covela Foundation who  
contributed to this  
presentation.

