

Why E-commerce in the Pacific

E-commerce can bring Pacific Island Countries closer to world markets and reduce the investment cost required to start and operate a successful small business. This is why E-commerce was identified as one of the priorities of the Pacific Aid-for-Trade Strategy 2020-2025.

Our vision

Our vision is that a transformative Blue Pacific economy where all businesses and consumers actively engage in domestic and cross-border electronic commerce.

The Pacific E-commerce Initiative

To achieve its vision, the Pacific region has established the Pacific E-commerce Initiative.

The initiative, coordinated by the Pacific Islands Forum Secretariat, brings together Forum Island Countries, international and regional organizations, and donor partners. We focus on the regional dimension of E-commerce, which complements the valuable work being undertaken at country level. By working together, Forum Island Countries can achieve their priorities more cost-effectively achieve priorities which are outside the reach of single companies or Members.

The initiative started in 2017 with an initial focus on diagnostic work, including the development of eleven national and regional E-commerce Assessments. This work informed the development of a Pacific Regional E-commerce Strategy and Roadmap which was endorsed by Forum Trade Ministers in August 2021. Partners are now supporting implementation of the 54 Priority Measures of the Pacific Regional E-commerce Strategy and Roadmap. These are organized under the seven policy areas of the E-Trade Readiness methodology developed by the United Nations Conference on Trade and Development, and aim to achieve 18 Strategic Outputs

About Pacific E-commerce Portal

The Pacific E-commerce Portal is an online platform designed to provide a comprehensive repository on information on E-commerce development across the Pacific.

The portal includes a:

- A [Resources section](#) which includes:
 - practical toolkits for Pacific Businesses across the Pacific that are seeking to move online;
 - virtual trainings courses on E-commerce for policymaker;
 - national and regional E-commerce diagnostic reports and strategies;
- A [Programs Section](#) that provides information on development programs supporting regional E-commerce priorities.
- A [Statistics Section](#) which includes a collection of ecommerce data available for the Pacific region.
- The [News Section](#) that provides updates and news coverage from partners of the Pacific E-commerce Initiative.