

Measuring Businesses' use of ICT

Where does Egypt stand?

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Measuring ICT

Priority for Policymakers

"The development of ICT indicators is important for measuring the digital divide."

Tunis Agenda For The Information Society, para 114

"Recommends that the Partnership ... consider the creation of benchmarks and indicators, including impact indicators, for further consideration and decision by the Statistical Commission, in order to track progress towards the attainment of the specific goals and targets set out in the outcome documents of the [WSIS]..."

ECOSOC Resolution 2008/3, para 29

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Why measure ICT?

- To collect evidence on ICT uptake and use at the national level
- To better formulate national ICT policies and create an enabling environment for e-business
- To benchmark a country's information economy against neighbours and globally
- To take informed investment and business decisions
- To assess the impact of ICTs on economic growth, trade, enterprise competitiveness and poverty

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UNCTAD's role in the *Partnership on Measuring ICT for Development*

- Member of
 - Steering Committee
 - Task Group on Capacity Building
 - Task Group on Impacts
- Responsible for “core indicators” related to:
 - ICT access and use by businesses
 - ICT sector
 - ICT trade

Efficient use of ICT key to realize its full potential for promoting economic growth and development.

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Core indicators on ICT use by businesses

Proportion of...

B1 ... businesses using computers	B7... businesses receiving orders over the Internet
B2 ... persons employed routinely using computers	B8 ... businesses placing orders over the Internet
B3 ...businesses using the Internet	B9 ... businesses using the Internet by type of access
B4 ... persons employed routinely using the Internet	B10 ... businesses with a local area network
B5 ... businesses with a web presence	B11 ... businesses with an extranet
B6 ... with an intranet	B12 ... businesses using the Internet by type of activities

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Lack of data remains a challenge

Especially in the developing world

- In UNCTAD's database:
 - Only 19 developing and transition economies
 - Only 2 African economies (Egypt and Mauritius)
- Egypt one of few MENA countries represented in UNCTAD's database

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Egypt a front-runner

in collecting information on ICT use by businesses

- Has come a long way in adjusting its methods to what is proposed by the UNCTAD Manual for the production of Statistics on the Information Economy
- ...even if some areas for improvement still exist
- Widest coverage of indicators included in UNCTAD database
- Gives Egypt better understanding of ICT implications

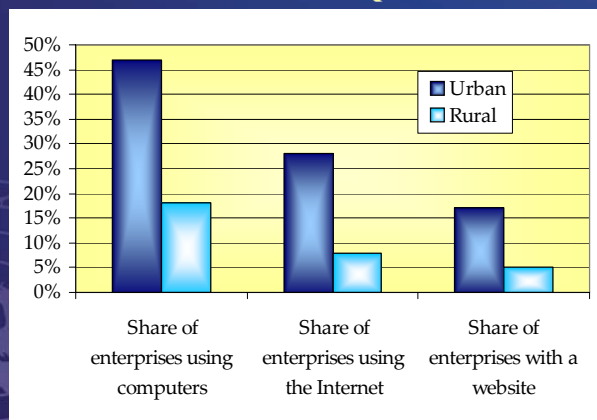
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Measuring the Digital Divide in Egypt

Rural vs Urban dimension

Egyptian enterprises using computers, the Internet and having a website, 2008, percent



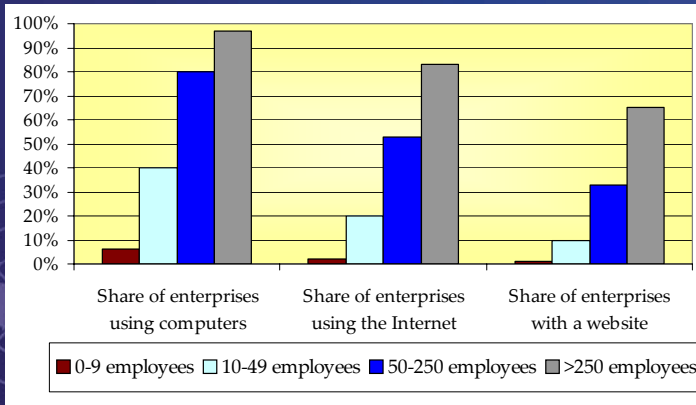
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Measuring the Digital Divide in Egypt

Small vs Large enterprises

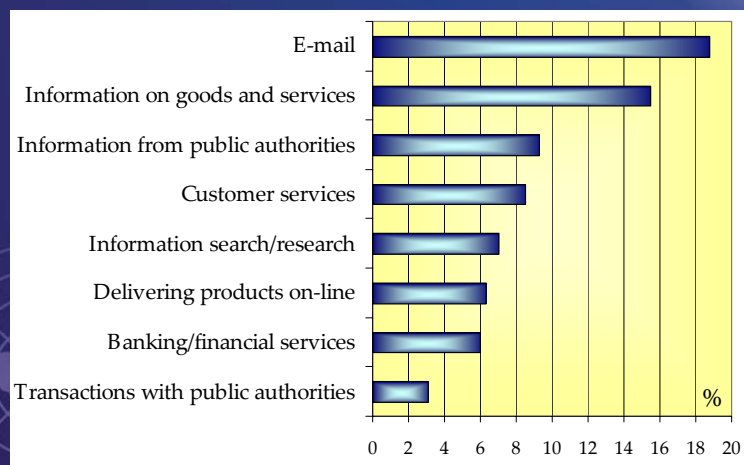
Egyptian enterprises using computers, the Internet and having a website, 2008, percent



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What do Egyptians companies use the Internet for?



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Benefits for Egypt

- Better basis for
 - Formulating policies
 - Monitoring policies
 - Revising/improving policies
- Important input into UNCTAD's ICT Policy Review of Egypt

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Benchmarking Egypt

- Useful to benchmark policies and economic performance against countries of similar level of development.
- But few MENA countries currently report indicators related to ICT use in business
- Surveys are underway in some countries
- *UNCTAD encourages other countries in the region and elsewhere to follow Egypt's example and start collecting relevant data.*

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UNCTAD can help build capacity

- Manual on the Production of Statistics on the information economy
- Regional training course on measuring ICT in business for statisticians
- Technical assistance to individual countries on ICT measurement
- Special session during WTI to discuss capacity-building
- Training course in Africa expected in September 2009, jointly with ITU.

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Thank You!

For more information
visit the UNCTAD website at
<http://measuring-ict.unctad.org>

or contact us at
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