

Industry 4.0

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Alan Elias

Senior Manager, Global Public Policy

ebay

eBay Small Online Business Growth Report 2017

Summary of Findings

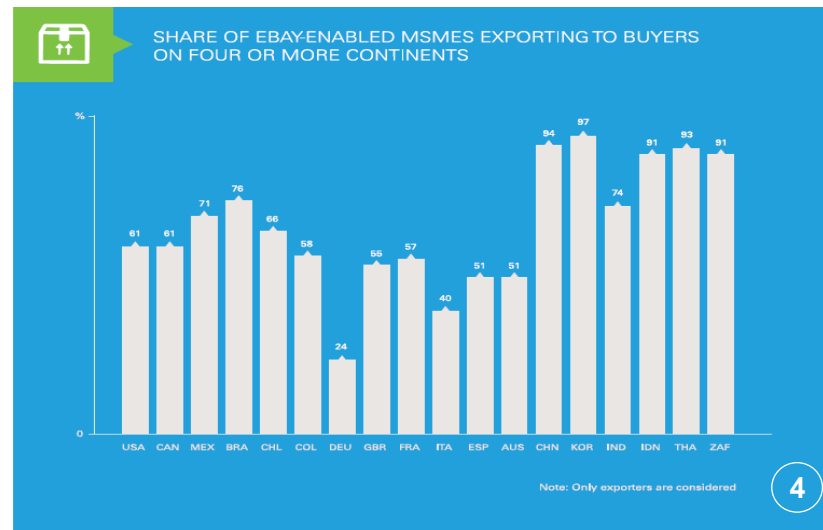
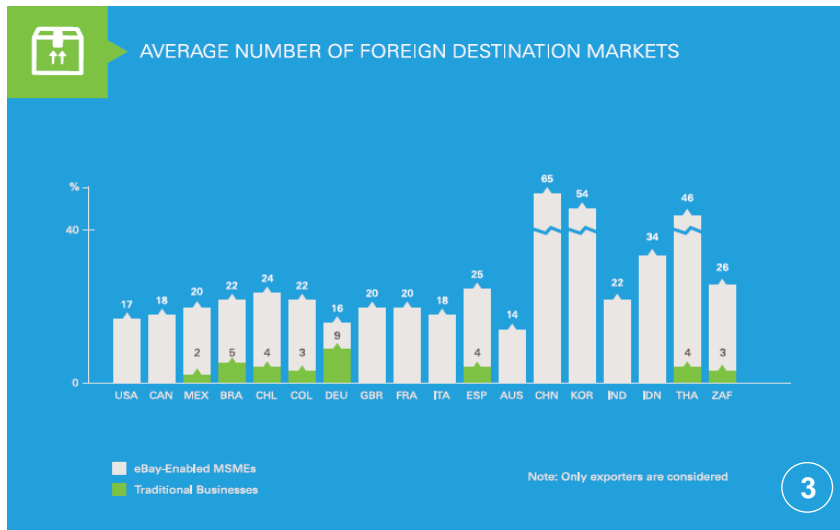
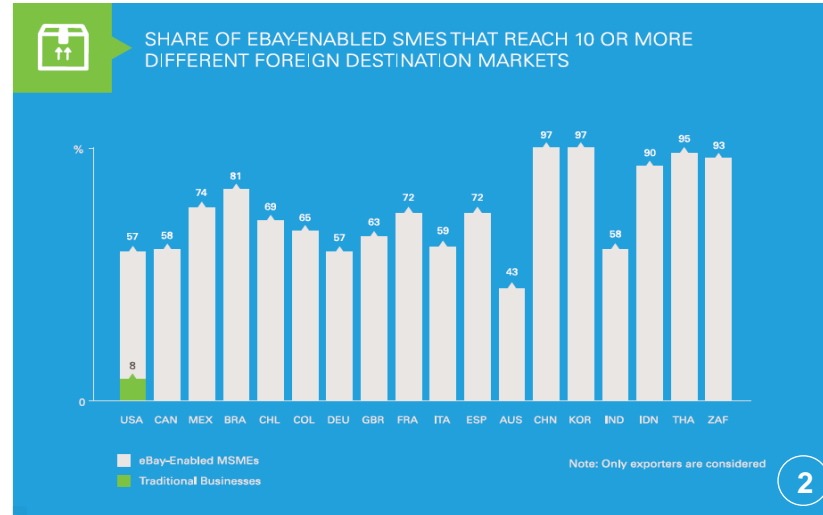
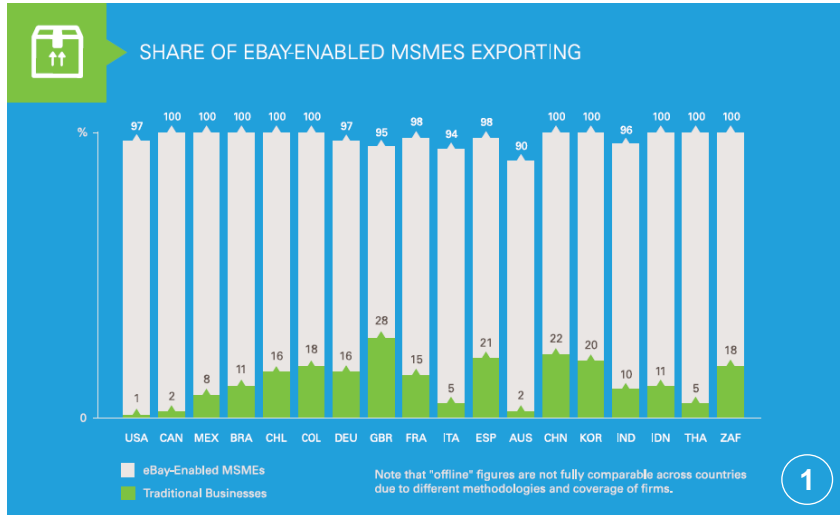
- The online platform model for commerce, which significantly reduces the costs of doing business over distance, has allowed enterprises—no matter what size—to extend their reach from their locality or region to an unprecedented geographical area.
- The technology-enabled platform commercial model creates growth opportunities at the firm level across regions and in countries at different levels of development.
- The economic activity of the MSMEs across the platform is not only reflective of a more inclusive model of commerce, but it is also resulting in MSME growth and dynamism that exceeds that found in the traditional economy.

Global Empowerment Network

Four Key Building Blocks

- 1) Connectivity to the global Internet at low cost without gatekeepers
- 2) Global platform-based marketplaces
- 3) Global payment services
- 4) Efficient, modern and “connected” package-level logistics and delivery services

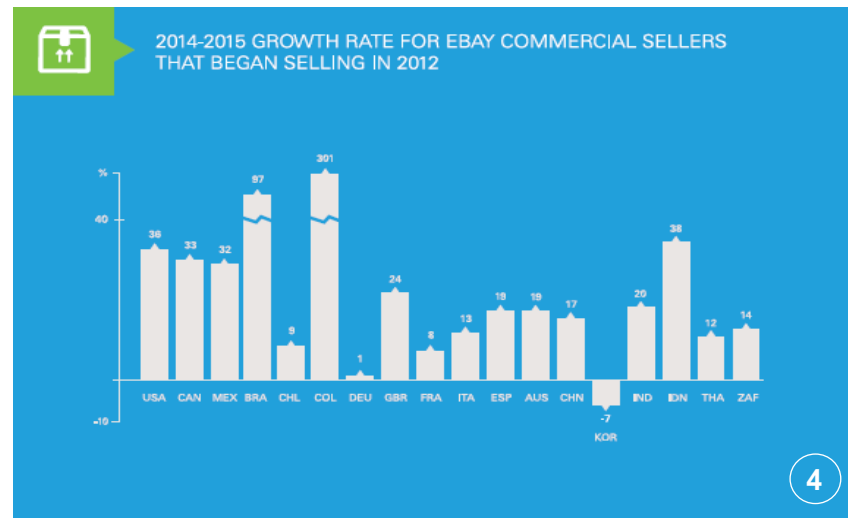
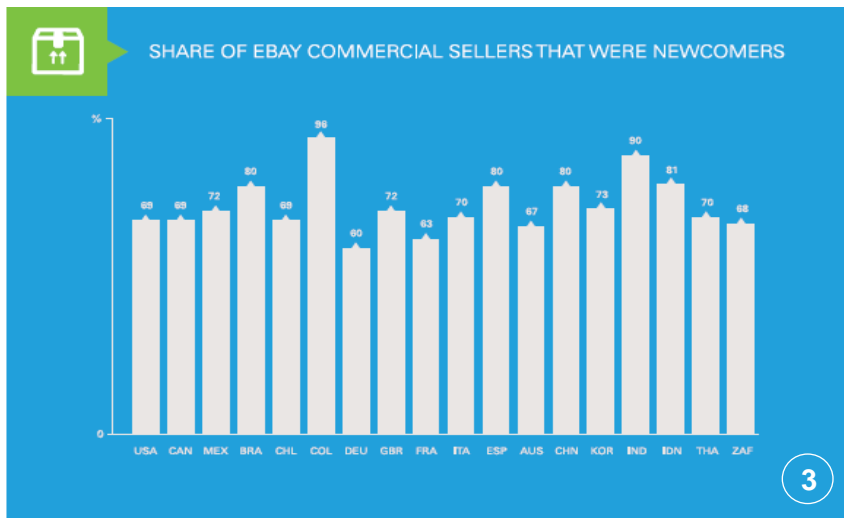
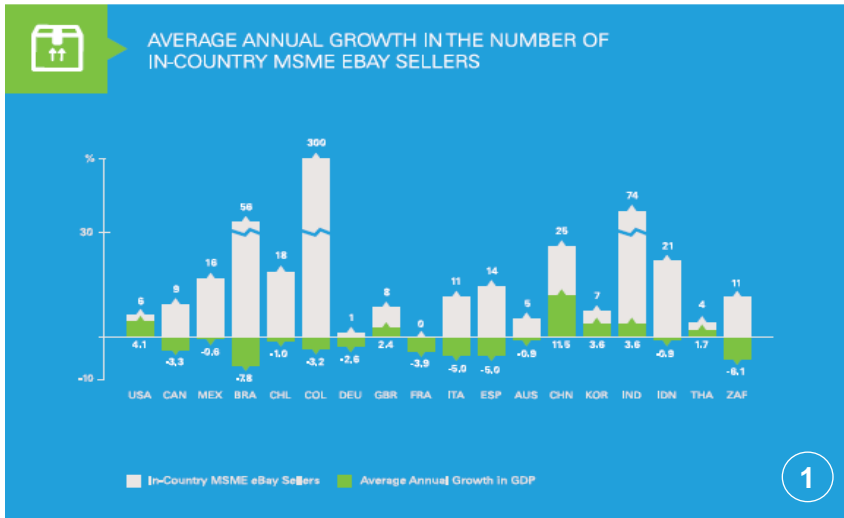
Trade Activity Charts



1. Share of eBay-Enabled SMEs Exporting
2. Share of eBay-Enabled SMEs Reaching 10+ Markets
3. Average Number of Foreign Destination Markets
4. Share of eBay-Enabled SMEs Exporting to 4+ Continents

The data on this slide is from 2015 and the charts are available in the "2017 eBay Small Online Business Growth Report" published in July 2017

Growth Performance Charts



1. Average Annual Growth in the Number of In-Country MSME eBay Sellers
2. Compound Annual Growth Rate in Sales of eBay Continuous Commercial Sellers
3. Share of eBay Commercial Sellers that Were Newcomers
4. 2014-2015 Sales Growth Rate for eBay Commercial Sellers that Began Selling in 2012

The data on this slide is from 2015 and the charts are available in the “2017 eBay Small Online Business Growth Report” published in July 2017

Policy Recommendations

The following general policy recommendations would enhance the ability of technology-enabled MSMEs to access the global market regardless of where they are emerging as MSME traders globally:

- Expand Access to the Internet
- Increase Customs Import Duty and Tax Exemption Thresholds
- Digital Single Windows
- Eliminate Duties on Cross-Border Returns
- Treat Postal Systems as MSME Trade Facilitators
- Promote Balanced Internet Intermediary Policies
- Open Trusted Trader Programs to Platform-Enabled MSMEs

eBay Public Policy Lab

Full Catalogue of Research Available at:

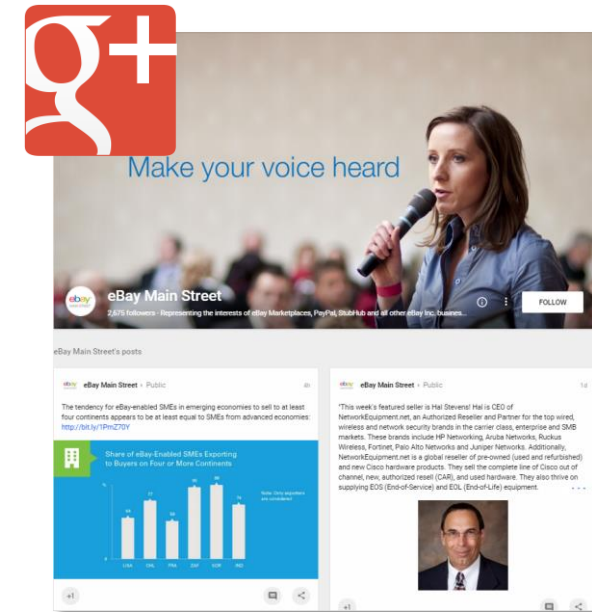
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