

# AHK GBN WEB SERIES PROGRAM LINE-UP

## DIGITALISATION AND E-COMMERCE

09/10/2020

The COVID-19 pandemic has amplified and illustrated the value of digitalization. In many sub-Saharan African countries, digital tools are supporting efforts to cope with the COVID-19 pandemic. The region's less reliable internet connectivity and electricity supply have been limiting factors. Sub-Saharan Africa's race to digitalize faces hurdles but the gaps between the region and the rest of the world are narrowing fast. Internet penetration in sub-Saharan Africa has grown tenfold since the early 2000s, compared with a threefold increase in the rest of the world.

While the pandemic seems to accelerate West & Central Africa's digital transformation, digitalization will depend on integrating digital strategies within each country's development agenda (IMF 2020).

The event on digitalisation and e-commerce will give participating companies an understanding of the digital economy in West & Central Africa and present the existing advisory and support infrastructure for participation or cooperation in the digital economy.

**The contributions will focus on:**

1. The status of digitalisation in West & Central Africa, market potential and general conditions.
2. Entrepreneurs in the digital economy and West & Central African specificities
3. The challenges and market opportunities in the digital economy in West & Central Africa.

AGENDA	Duration
<b>Introduction</b>	<b>5 min</b>
<b>Digital economy in West Africa and how to connect with the players</b>	<b>20 min</b>
<b>Focus on entrepreneurs I – a brief update on local specificities and innovations</b>	<b>20 min</b>
<b>Focus on entrepreneurs II – challenges &amp; opportunities</b>	<b>20 min</b>
<b>What support infrastructure and programs exist in West &amp; Central Africa?</b>	<b>20 min</b>
<b>Closing Remarks</b>	<b>5 min</b>