
MINISTRY OF FINANCE AND ECONOMY

E-COMMERCE



The establishment of Working Group



I. The aim

The establishment of WG

For drafting the Action Plan of electronic commerce, for the period 2021-2024, an Inter-Institutional Working Group was set up with representatives of state institutions that have in their area of responsibility e-commerce issues..

The Inter-Ministerial Working Group set up 5 Technical Groups for:

- Digital activities
- Logistics and customs issues
- Private Sector
- Electronic commerce legislation and consumer protection
- Electronic payments

The expectations

- To analyze and highlight the potential of e-commerce in Albania
- Identify the factors that cause barriers and coordinate with ecosystem actors to eliminate these barriers
- To draft an action plan for the development of electronic commerce according to the highest standards of the most developed countries
- To promote Albanian exports of small and medium enterprises as well as handicrafts
- To promote the growth of employment in e-commerce, as a need to create new digital capabilities.
- The fight against informality observed in this sector as a result of cash payments

Why E-COMMERCE ?

- The spread of smartphones has facilitated online shopping and expanded the choices
- Technological developments have made online shopping more secure.
- The sellers have the opportunity to expand their clients, beyond the market where they operate
- Even in Albania during the pandemic period there was an increase on online trade

The focus of Technical Groups I

- Strengthening trust in e-commerce companies in Albania;
- Creating a business environment conducive to the digital economy;
- Strengthen targeted support programs for e-entrepreneurs;
- Expanding high-speed Internet access;
- Expanding access to online payments;

The focus of Technical Groups II

- Connecting all Albanians with online business opportunities;
- Simplification of cross-border tax and customs procedures, especially for small shipments;
- Harmonization of the regional regulatory environment for e-commerce;
- Encouraging foreign direct investment that can catalyze the growth of Albania's e-commerce ecosystem

The study of World Bank



I. POZITIVE FACTORS

ARE WE READY FOR E-COMMERCE?

- Albania already has some cornerstones of the legal framework related to e-commerce
- Albanian standards regarding digital documentation, widely follow the guidelines and international standards
- Albania also has the legal framework for digital signatures
- Albania has satisfactory legislation regarding consumer protection
- The protection of personal data in Albania is guaranteed by law, which is considered to be quite advanced, and there is the authority to implement this law.

The study of World Bank



II. The issues

Law enforcement

- Despite the almost ready legal framework, implementation remains a challenge due to the limited capacity of institutions and the lack of private business initiative
- Although the legislation on digital documents is complete, there is still a kind of mistrust and paper documents are required. There is still work to be done or to add the sanction in the law that digital documents have the same value as the documents on paper.
- The practical use of the digital firm remains very low
- Documents and digital signatures must also be recognized by the court

Building Trust

- Buying online means trusting the seller, shipping and payment. 49% of people in the world have said that they do not use these services because they do not trust them.
- The legal mechanism for online dispute resolution remains to be established.
- Lack of an institution dedicated to consumer protection
- More remains to be done regarding cyber security law

- In the World Bank study, the interviews show that there is a lack of information for businesses and the population about the existence of a legal framework for e-commerce
- It is also noted that there is a lack of knowledge and education of small and medium businesses that access to the electronic market is a necessity.

The Action Plan



I. The shortrun measures
QUICK WINS

The structure of the Plan

The Action Plan is structured in 5 Pillars and 66 Action Measures, divided into:

- (1) Digital Connections,
- (2) Customs logistics and procedures,
- (3) Online payments,
- (4) Private sector capacities, and
- (5) Regulatory framework and consumer protection.

Support for business

AIDA will launch a series of trainings (potentially a pilot grant) to help Albanian MSMEs access the Internet: this will include Webinars and online information materials, including;

- (i) for sellers who want to start selling online in the domestic market and
- (ii) for retailers aiming to expand and reach customers abroad.

This can be complemented by a compatible grant pilot aimed at supporting MSMEs wishing to enter e-commerce.

Albanian Post

Will model an e-commerce business account: in the first place, this account offers:

- reduced tariffs for transportation of bulk parcels,
- electronic label printing,
- opportunity to provide free return service,
- opportunity to offer cash payments.

By marketing this package of services (included through a dedicated section of the Albania Post website), Posta can take a first step towards positioning itself as a key partner for the e-commerce sector in Albania.

The public consultations

The Albanian Electronic Commerce Working Group will coordinate public (semi-annual) consultations on:

- Necessary reforms to support the Albanian e-commerce ecosystem,
- Will establish a regular dialogue with the business community.
- Awareness campaign for activating the debit card for online purchases

As the market develops, this forum will ensure that barriers are quickly brought to the attention of decision makers.

The Plan of measures



II. The mediumterm measures

The mediumterm measures

Medium-term measures mainly concern:

- Expanding internet coverage in rural areas as well
- Increasing high speed internet usage
- Offering 5G technology
- Creating a regional e-commerce market
- Payment service

NATIONAL PAYMENT SYSTEM COMMITTEE

- To create the conditions for online payments to be secure but also simple for every user
- Implementation of Instant Payment infrastructure operation
- Prioritization and acceleration of the process of drafting bylaws for the new Law on Payment Services, giving priority to bylaws that also have an impact on electronic commerce
- Develop an Action Plan to reduce the costs of using virtual POS

THE NATIONAL PAYMENT SYSTEM COMMITTEE IS A VERY IMPORTANT PARTNER IN THE IMPLEMENTATION OF THIS MAJOR OBJECTIVE OF DEVELOPING E-COMMERCE TO INTERNATIONAL STANDARDS
E-COMMERCE, IS A NEW TREND IN ALBANIA, BUT NOT PROPERTY.

Thank you!