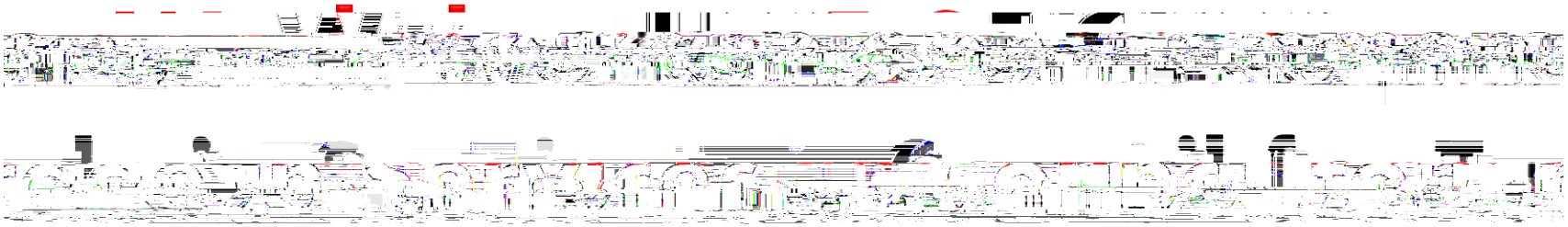


E-commerce has become

a central element in the economic growth and the expansion of world trade.

ñbased

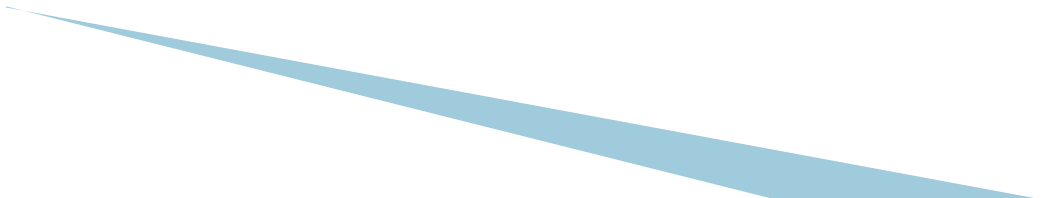
- ***Enhancing the information infrastructure*.** This involves improving access to telecommunications and Internet services at the price, reliability, and speed levels needed for e-commerce.
- ***Building trust for users and consumers of electronic commerce.*** addressing principles for online business and information disclosure, handling consumer complaints, provision of effective dispute resolution, education and awareness, and global co-operation.
- ***Establishing ground rules for the digital market place.*** The major issue arising under this theme is e-commerce taxation.
- ***Managing the benefits of electronic commerce.*** Its full potential will only be realized through its widespread use by businesses, consumers, and institutions.

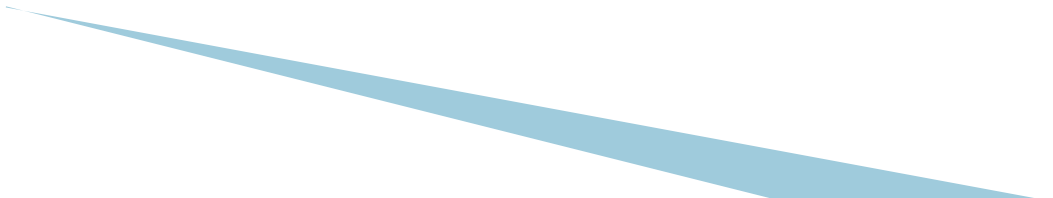
Internet plays a fundamental role in Egypt. Over the past years the number of internet users grew to reach about 44% of the population.

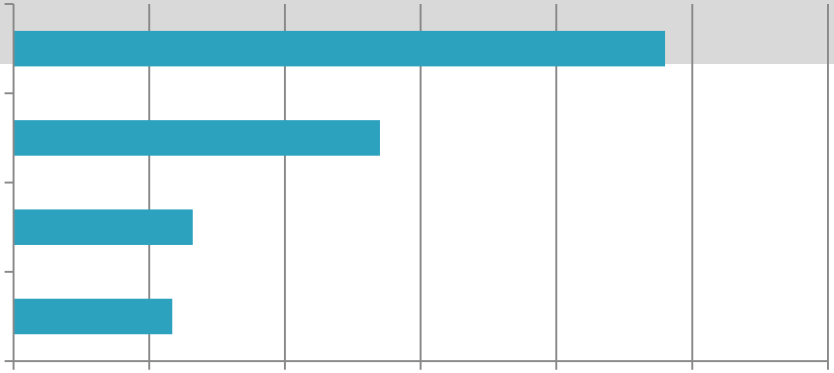
This enthusiastic embrace of the Internet by the Egyptian people has been sustained by ongoing government investmentð focused on three equally important areas:

- subsidizing Internet-related technology and Internet access.
- Provide Internet training for the general population and for businesses in order to build skills and increase proficiency.
- Introduce Arabic-language Internet content in order to broaden the reach of the Internet.

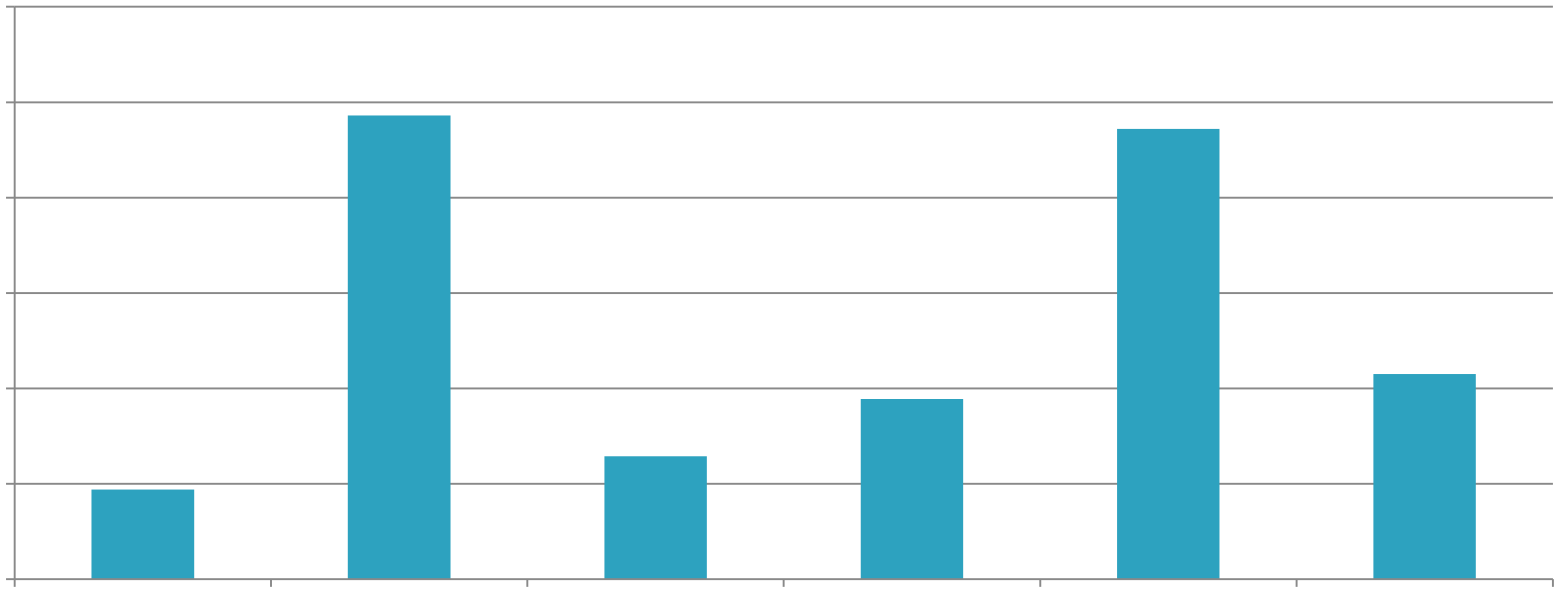
The demographics of







businesses



Egyptôs E-Commerce Policies & Regulatory Perspectives

Expanding Internet and PC Literacy programs.
Expanding the reach of the Internet across Egypt through high-quality network infrastructure (fixed or mobile BB)
Increasing the availability of Online Arabic-Language Content
Mobile payment
E-signature Law
E-signature centre of Excellency
Mega projects (1 million smart ID cards), (6million salary cards for gov employees

Raising SMEs awareness.

Capacity Building Programs

Providing support to businesses engaged in

Adopting a sector-specific approaches leveraging PPPs.

Enabling businesses to register their websites online and removing the requirement that a business secure a trademark before launching its website.