**VANUATU**

**eTrade Readiness Assessment**

<table>
<thead>
<tr>
<th>Population:</th>
<th>0.28 million (2016)</th>
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<tbody>
<tr>
<td>GDP:</td>
<td>$838 million (2016, USD)</td>
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**Internet users**

- **82,800**
- **31.7% of pop.**

**E-commerce legislation**

- Electronic transactions: ✔️
- Consumer protection: ✔️
- Privacy & data protection: ✗
- Cybercrime: ✗

**Rank, ITU† information & communication technology development index:**

- **141/176**

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**% FIRMS IDENTIFYING ACCESS TO FINANCE AS A MAJOR CONSTRAINT**

- **29%**
  - Vanuatu
- **18.4%**
  - World average
- **31.7%**
  - LDCs

**WEBSITE USAGE**

- **28.57%** of vendors and merchants use the website + payment options for domestic and cross-border sales
- **71.43%** of vendors and merchants use the website to purely advertise / promote products and services

**DEVELOPMENT & ADOPTION OF MOBILE- AND E-PAYMENTS DELAYED BY:**

- Small market size, low financial inclusion, lack of trust in mobile solutions
- High interest rates & demands for substantial collaterals act as barriers to financing
- Deliveries and transport are costlier than in other economies in the region due to:
  - Absence of a physical addressing system & challenging geography

**KEY ICT INDICATORS FOR VANUATU**

**PHONE & DATA SUBSCRIPTIONS**

- 2014: 0
- 2015: 100,000
- 2016: 200,000

**TOTAL MOBILE DATA DOWNLOADS (’000s MB)**

- 2014: 0
- 2015: 100,000
- 2016: 200,000

**SOURCE:** Telecommunications and Radiocommunications Regulator (TRR) of Vanuatu, https://www.trr.vu/en/
The Government has shown a strong interest in adopting economic and social policies that can facilitate the development of the Internet economy, of which e-commerce is one segment. Unlocking its potential will also reduce distance to markets, reduce “sealockedness” and enable Vanuatu to leapfrog certain barriers associated with physical trade.

- UNCTAD Republic of Vanuatu Rapid eTrade Readiness Assessment

EXISTING E-COMMERCE PRODUCTS IN VANUATU

- COFFEE
- COCONUT PRODUCTS: OIL, SOAP, LIP BALM
- SANDALWOOD, ESSENTIAL OILS

PRIORITIES

- Create a structured public-private dialogue on the digital economy
- Provide a robust e-commerce ecosystem in line with regional and international best practices
- Improve tertiary education curriculum to include soft skills (e.g. content management, web and app development, e-commerce skills)
- Financial institutions should continue to be responsive to the needs of businesses as they move towards digitalization
- Accelerate government private sector partnerships for skills development in micro, small and medium enterprises

This document is based on the UNCTAD Republic of Vanuatu Rapid eTrade Readiness Assessment
enhancedif.org/en/country-profile/vanuatu