

Technology | Digitisation | e-Commerce



Communications for all in East Africa

Connecting People, Improving Lives

Deutsche Post 

DHL Trade Growth Atlas

Mapping the shifting landscape of global trade





Inked on the 10th of March 2023

Poste Italiane

“By combining Poste Italiane’s extraordinary national infrastructure and potential on international markets with our global network and expertise in international trade, we will be able to leverage our strengths in a truly effective partnership,” says Tobias Meyer, CEO-designate of DPDHL Group.

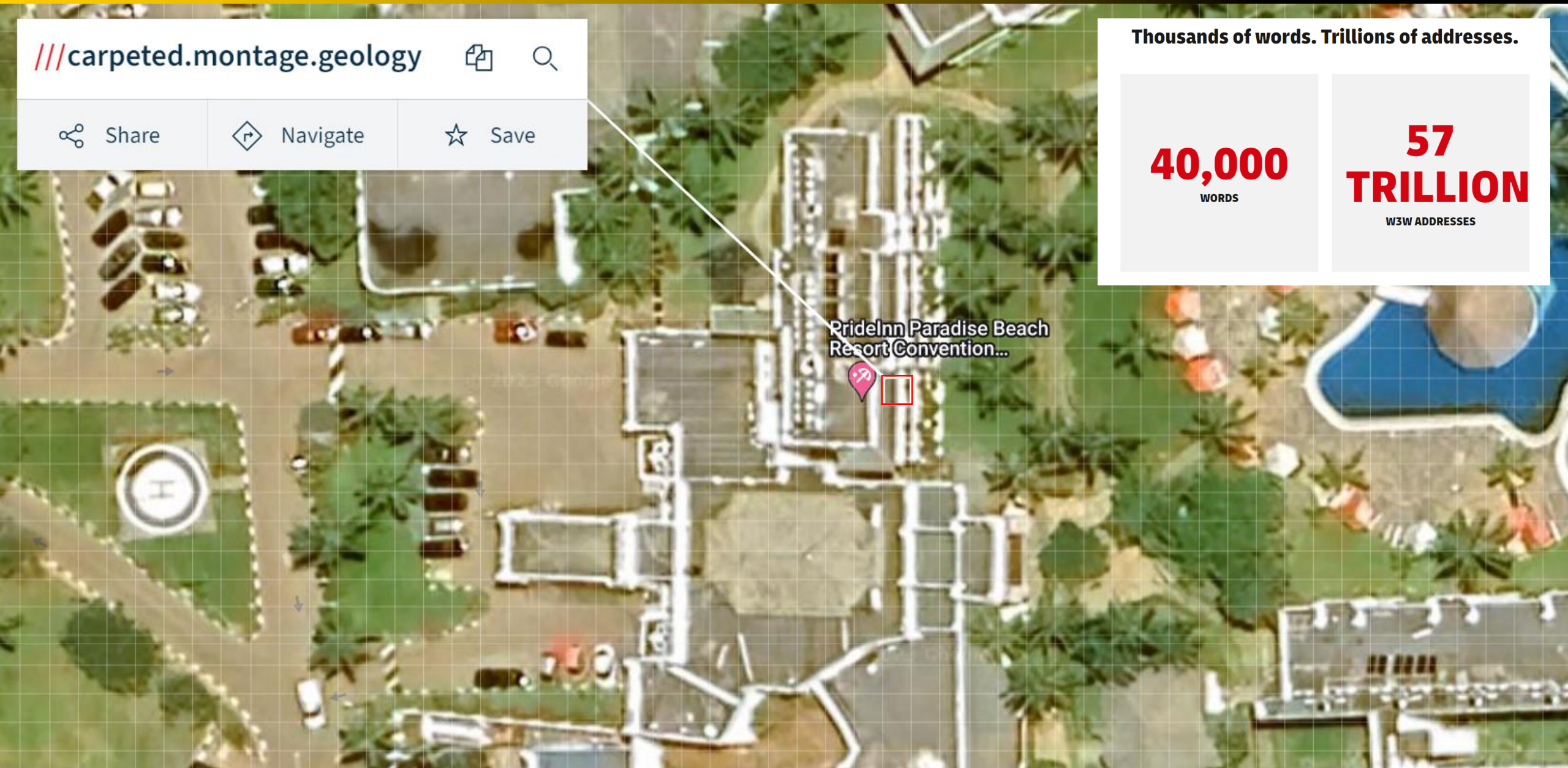
“E-commerce is not only one of the four megatrends identified in our Group strategy, but it is also one of the biggest growth drivers of our business.” adds Meyer.

Technology Partner | What3Words



ECOMMERCE
Changing the last mile three words at a time

What3Words: Pride Inn Holiday Resort Mombasa



///carpeted.montage.geology

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Thousands of words. Trillions of addresses.

40,000 WORDS	57 TRILLION W3W ADDRESSES
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Pride Inn Paradise Beach
Resort Convention...



EXPORT VOLUME GROWTH RATE BY REGION, NEXT FIVE YEARS (IMF FORECAST) VS. LAST FIVE YEARS

2016 – 2021

1	China	6.6%
2	ASEAN	5.7%
3	South & Central Asia	2.8%
4	Rest of East Asia & Pacific	2.6%
5	Europe	2.3%
6	S. & C. America, Caribbean	2.1%
7	North America	0.9%
8	Middle East & N. Africa	0.8%
9	Sub-Saharan Africa	-0.1%

2021 – 2026

1	ASEAN	5.6%
2	South & Central Asia	5.0%
3	Sub-Saharan Africa	4.4%
4	Rest of East Asia & Pacific	3.8%
5	S. & C. America, Caribbean	3.8%
6	Middle East & N. Africa	3.5%
7	North America	3.4%
8	China	3.4%
9	Europe	3.3%

DHL TRADE GROWTH ATLAS 2022

FORECAST: TRADE GROWTH LEADERS THROUGH 2026

STANDING OUT ON SPEED OF GROWTH:

Five countries in Africa



**Democratic
Republic
of the Congo**



Niger



Rwanda



Senegal



Uganda

Your e-Commerce Strategy?



POWER UP
YOUR POTENTIAL



e-Commerce refers to **selling or buying** goods, services or digital products electronically through digital channels via an owned website, e-Commerce marketplace, social store, Chat APPs, etc.

e-Commerce may apply to both **national & international** transactions.



JOURNÉE PANAFRICAINNE DES POSTES

PAPU POST DAY اليوم الإفريقي للبريد

DÍA DE LA UNIÓN POSTAL PANAFRICANA DIA DA UNIÃO POSTAL PANAFRICANA

18 January 2023

The Post : An established promoter of cross-border
e-commerce in Africa

La Poste : véritable acteur du commerce
électronique en Afrique



African e-Commerce Strategy:

PAPU's recent Post Day and the theme of the 2023 SAPOA Postal Forum make clear the strategy of the UPU:

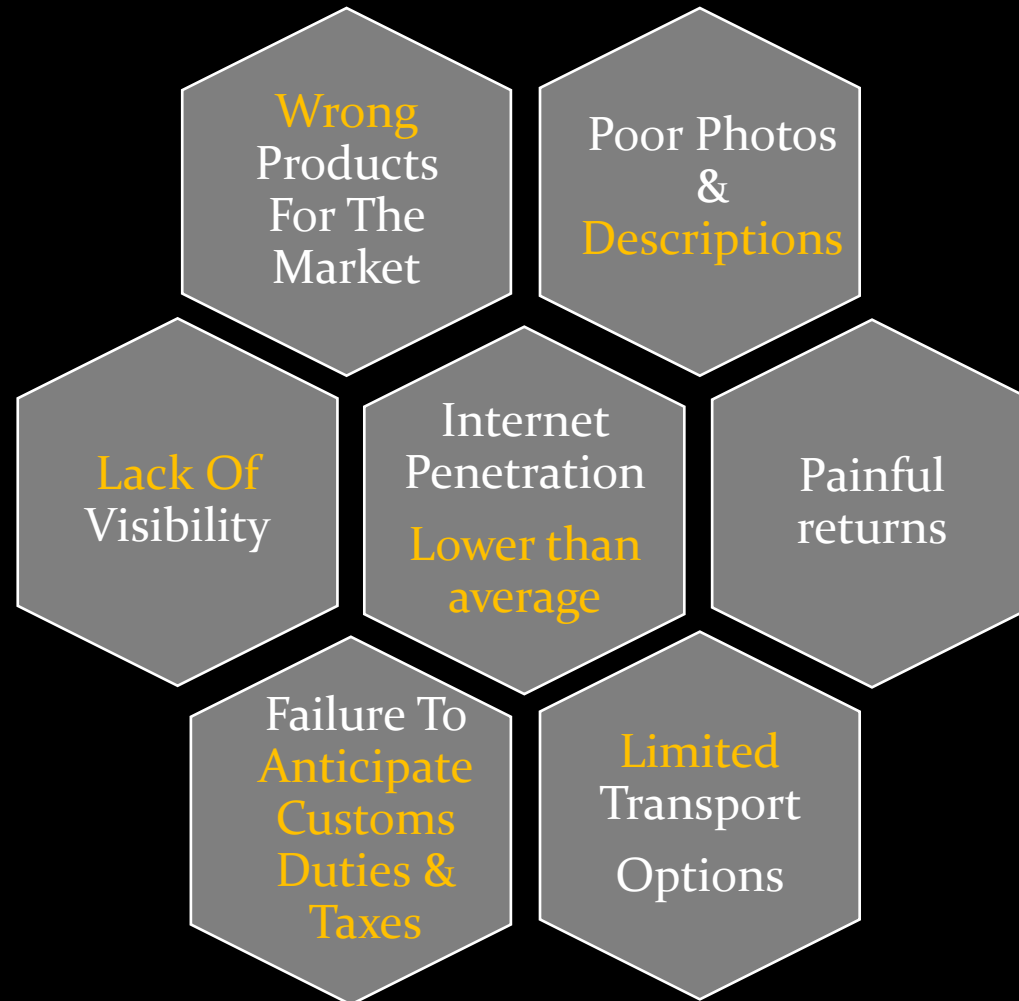
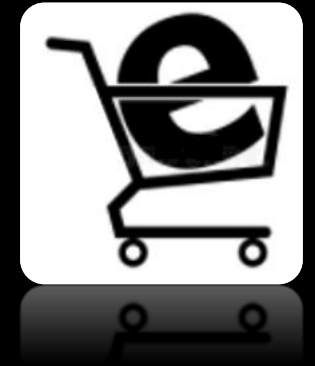
Have an e-Commerce strategy.

- E-Commerce purchasers require fast, seamless delivery, with 100% trackability.
- The Postal Operator has an extensive network of offices in some of the most remote parts of the country. Making e-Commerce a reality for merchants who previously didn't have access.
- DHL Express provides an on time 100% trackable solution.
- In countries where we have partnered with the local Post Office, e-Commerce returns have increased and are well supported.

e-Commerce Barriers of Entry



POWER UP
YOUR POTENTIAL



Why e-Commerce matters

Over **2.3**
billion
shoppers online

5.5
trillion EUR
Estimated e-Commerce
Global spend in 2023

**CONSUMER
BEHAVIOUR IS
CHANGING**

More than 50% of
consumers prefer to read
online product reviews
before buying

30%
Year-on-Year
Growth of
Emerging
markets



Thank you for your time today



Connecting People and Improving Lives