

# EACO EPLF2 Congress Mombasa September 2023

**Journey, achievements,  
successes, and  
recommendations on  
ecommerce for African  
Posts**

logistic-natives e.V. - Germany



## About the logistic-natives e.V.

„The logistic-natives e.V. is an international logistics infrastructure network for modern commerce, whose members are predominantly German SMEs.

As an association, logistic-natives e.V actively represents the economic and legal interests of over 30,000 companies in the industry. Its primary aim is to empower its members to benefit from increasingly digitalized business processes and to apply digital communications media in delivery workflows for digital commerce to optimize delivery, sustainability, life cycle management, circular logistics and returns management. As a rich source of practical expertise, the network is the first point of contact for representatives from politics, administration, business and other institutions wishing to create national and international solutions for tomorrow's commerce. The logistics-natives e.V. sees itself as a cross-sectional association for various branches of industries, making it relevant to all stakeholders involved in commerce.“

# Ecommerce Europe



Ecommerce Europe is an association representing +/- 150,000 companies selling goods and/or services online to consumers in Europe.

**24**

National  
Associations



**21**

European  
Countries

# Ecommerce Europe



Data Protection



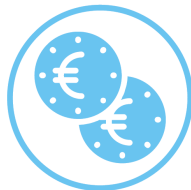
Consumer Policies



Digital Transactions



Sustainability



Tax issues



Competition



e-Logistics

# Ecommerce Europe



## Ecommerce Europe's Priority Paper 2023

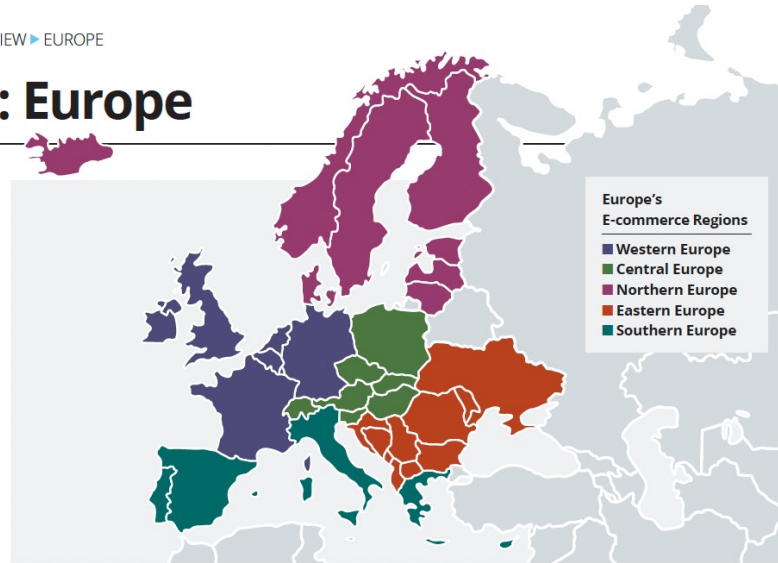


Click [here](#) to download our **Priority Paper 2023** or scan the QR code



# Market overview: Europe

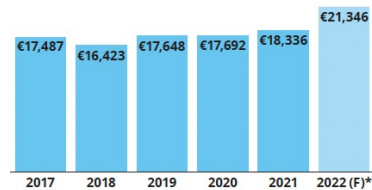
The European continent is home to diverse markets, and particularly intricate digital markets. Although the share of the populations accessing the Internet and shopping online continue to grow, SMEs selling online continue to lag behind in their use of digital tools. Despite the expectation that e-commerce would slow significantly after the Covid-19 pandemic lockdowns were lifted, many countries saw their online purchasing remain stable.



\*GDP projection is at current prices in bn USD and was converted into EUR in APR 2022; data includes projected inflation for 35 countries in the dataset (5.5% in advanced and 9.1% in emerging economies). Amsterdam University of Applied Sciences' Centre for Market Insights calculations on the basis of IMF data. See the Methodology on page 103 for more information.

## GDP (€bn)

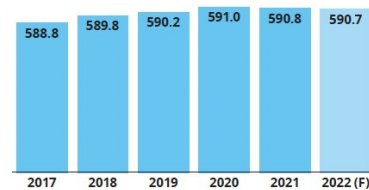
Gross Domestic Product (GDP) in €bn



SOURCE: IMF

## Population of Europe

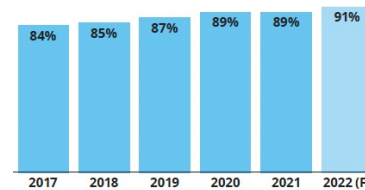
Year by year population in millions



SOURCE: WORLD BANK

## Internet users

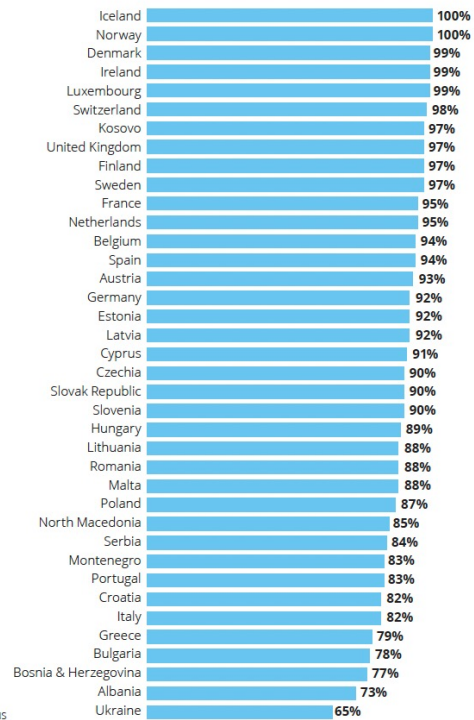
Percentage of the population accessing the internet



SOURCE: EUROSTAT; STATISTA

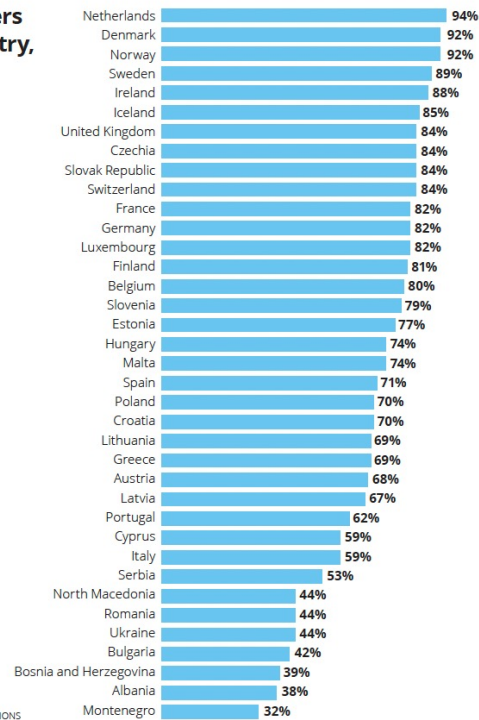
# E-commerce overview: by country

## Internet users per country, 2021



SOURCE: EUROSTAT, STATISTA, UNITED NATIONS

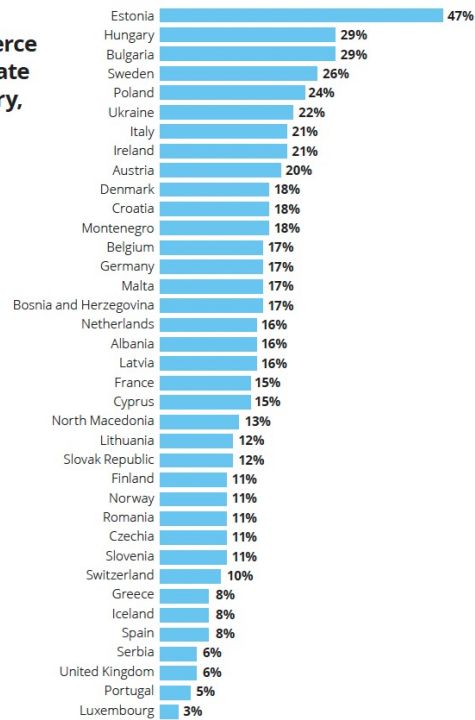
## E-shoppers per country, 2021



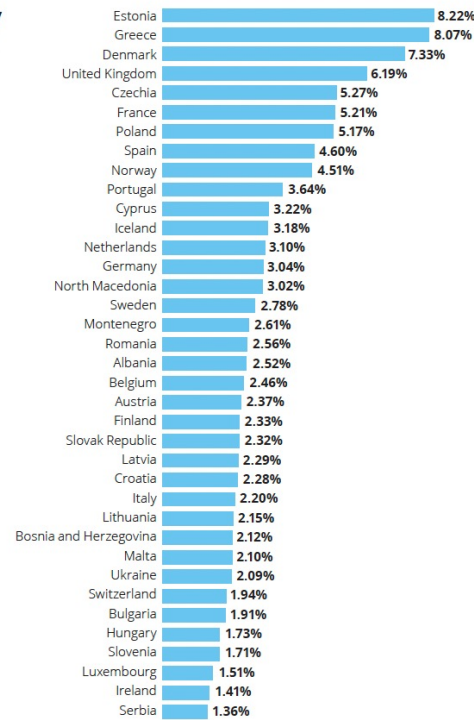
SOURCE: EUROSTAT, STATISTA, UNITED NATIONS

# E-commerce overview: by country

## B2C e-commerce growth rate by country, 2021



## E-GDP by country, 2021



SOURCE: IMF



# Market overview: EU-27

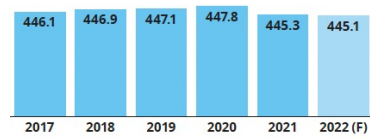
The EU-27 is the powerhouse of European B2C e-commerce. Despite the lifting of the Covid-19 pandemic measures, and the United Kingdom leaving the EU single market, e-commerce turnover grew at a rate of 16% in 2021. Internet users have now surpassed 90% of the population, and the share of internet users purchasing online is expected to reach 76% in 2022.

## EU-27 member countries

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden

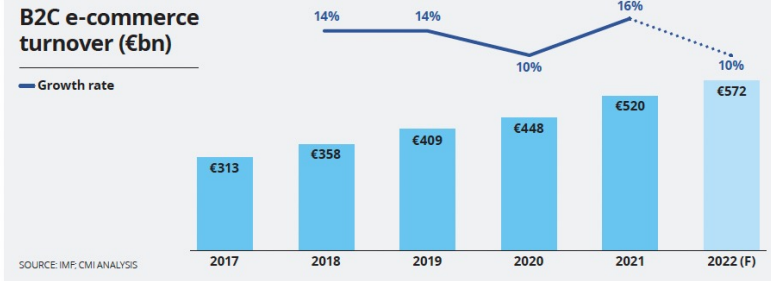
## Population of the EU-27

Year by year population in millions



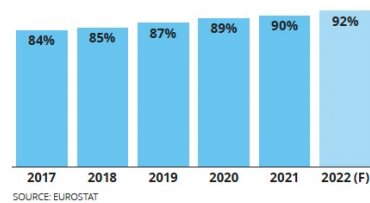
## B2C e-commerce turnover (€bn)

— Growth rate



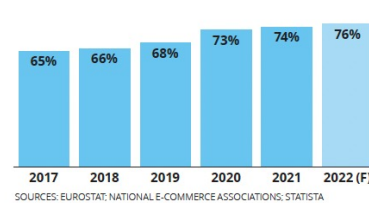
## Internet users

Percentage of the population accessing the internet



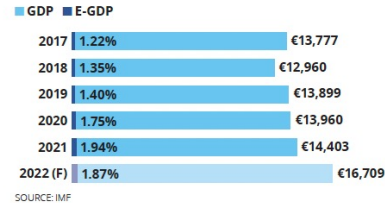
## E-Shoppers

Percentage of internet users that bought goods or services online

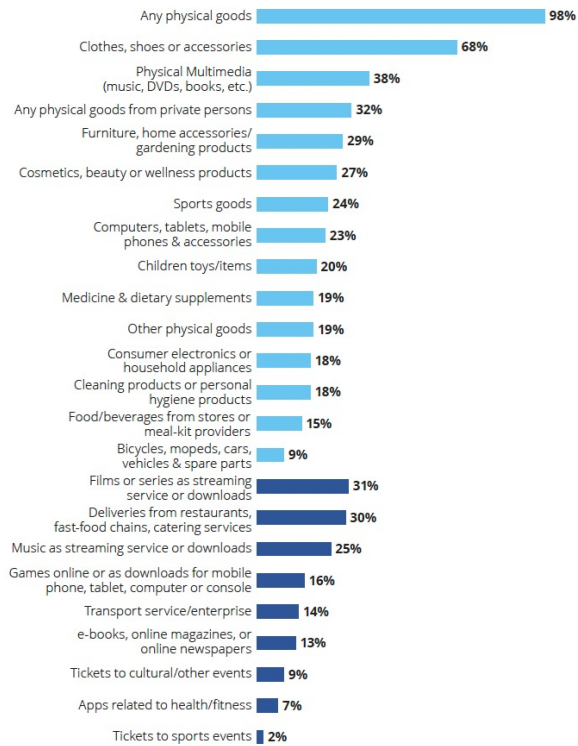


## GDP and E-GDP (€bn)

The Gross Domestic Product (GDP) in €bn and the percentage of GDP comprised of e-commerce sales

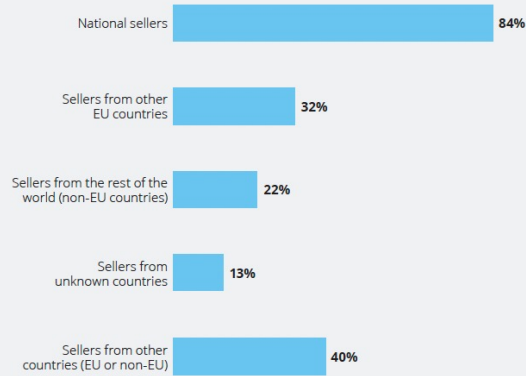


### EU-27 product category purchasing



SOURCE: EUROSTAT (2021); PERCENTAGE OF INDIVIDUALS WHO PURCHASED ONLINE IN THE LAST 3 MONTHS

### EU-27 cross-border online purchase



SOURCE: EUROSTAT (2021); PERCENTAGE OF INDIVIDUALS WHO PURCHASED ONLINE IN THE LAST 3 MONTHS

## What we can do together...

- Know-how transfer and consulting about opportunities in European e-commerce regions
- Support in the implementation of high-profile pilot projects on site with a focus on digitization, logistics, e-commerce, sustainability, inclusion, gender equality, focused on supporting SME companies in the pilot projects
- Working on Ecommerce and Digitalization projects under the roof of the MOU between PAPU and logistic-natives
- Coordinated PR at national and international level, underlining the role and importance of African Postal Companies for cross border e-commerce
- Large scale transformation projects in the EACO-Countries - from the development of legal structures to investment cooperation and smart digital concepts
- Support in financing and membership in grant programs of the EU
- Establishing connection to European e-commerce platforms (B2B, B2C)
- Organization of study-trips and networking business into Europe

# About us



## **Florian Seikel, Managing Director logistic-natives e.V.**

- Loves public affairs and is at home in European and international politics
- Many years of experience in leading national and international ecommerce associations
- For him, logistics and trade are a special matter of the heart Managing director of logistic natives e.V. and member of the Forum for International Retail Association Executives



## **Toralf Schneider, CEO net4x Berlin**

- Founder, visionary realist, addicted to ecommerce
- Spokesman of working group Projects & Subsidies logistic-natives e.V.
- Founder & Managing partner of several internet and ecommerce companies
- Long-standing companion of the "Digital Transformation" and marketplaces
- Focuses on the microcosm of sustainability, quality and regional logistics chains

## Contact

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Thank you