



Measuring Digital Trade in Jamaica: An inventory of data sources

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UNCEBTS

The presenter would like to thank the following institutions for their support



Facilitator



Name : Esmond McLean

Current role & organisation : IMF-Consultant, ESS

Involvement in IA : Director of Data Intelligence ,Bank of Jamaica. Short-term Consultant on ESS with IMF

A fun fact about me : passionate football fan!



I. Overview of the Jamaican Economy

- Selected Indicators

II. Conceptual Framework for Measuring Digital Trade

III. Description of digital trade and E-Commerce in Jamaica

- Key Data Sources

IV. The way forward

Overview of the Jamaican Economy

Overview of the Jamaican Economy: Selected Indicators



GENERAL INFORMATION FOR 2020

Population
2.961 Millions

Exchange rate
142.403 JMD/US\$

GDP
13 894 Millions current US\$

Land area¹
(n) 10 830 km²

CPI growth
5.21 %

GDP growth
-10.10 %

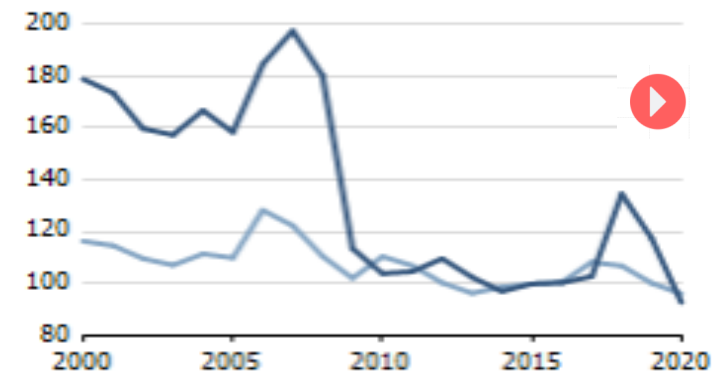
Trade openness²

(sum of imports and exports as % of GDP)



TRADE INDICES

— Terms of trade index
— Purchasing power index of exports



INTERNATIONAL TRADE IN SERVICES

Total trade in services²

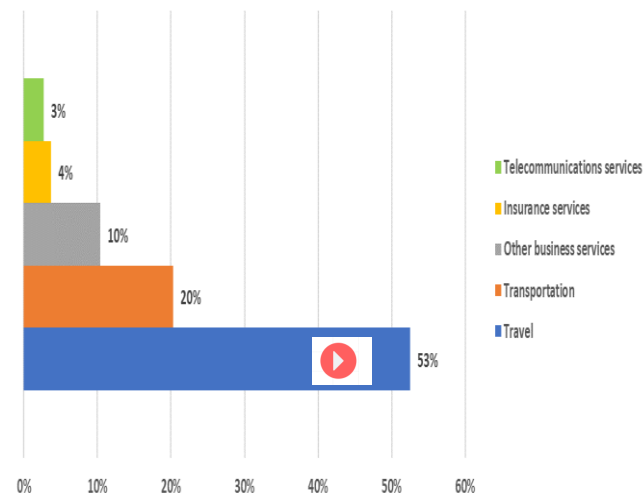
(millions of US\$)	2005	2010	2015	2020
Services exports	2 330	2 634	3 059	2 146
Services imports	1 722	1 824	2 161	1 739
Services trade balance	608	810	898	406

Services exports by main category²

(as % of total services)	2005	2010	2015	2020
Transport	19.4	11.2	6.1	7.8
Travel	66.3	76.0	78.5	65.7
Other services	14.3	12.8	15.5	26.5

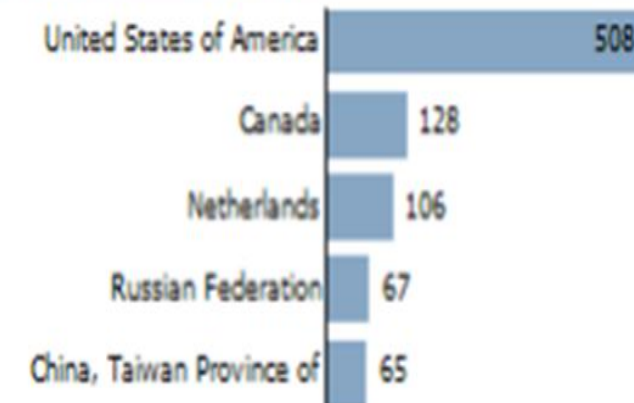
Source: UNCTADstat (<http://unctadstat.unctad.org>)

Top 5 Services as a % of Total Services



Top 5 partners in 2020

(exports, millions of US\$)

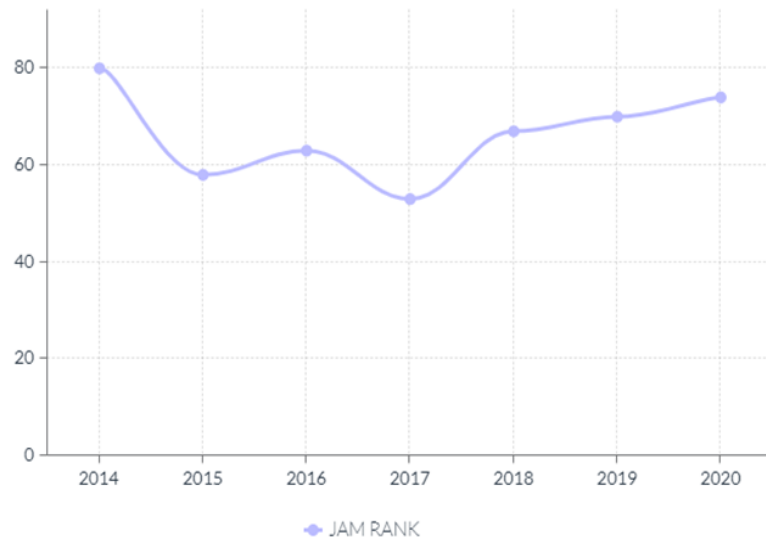


Description of e-commerce and Digital trade in Jamaica

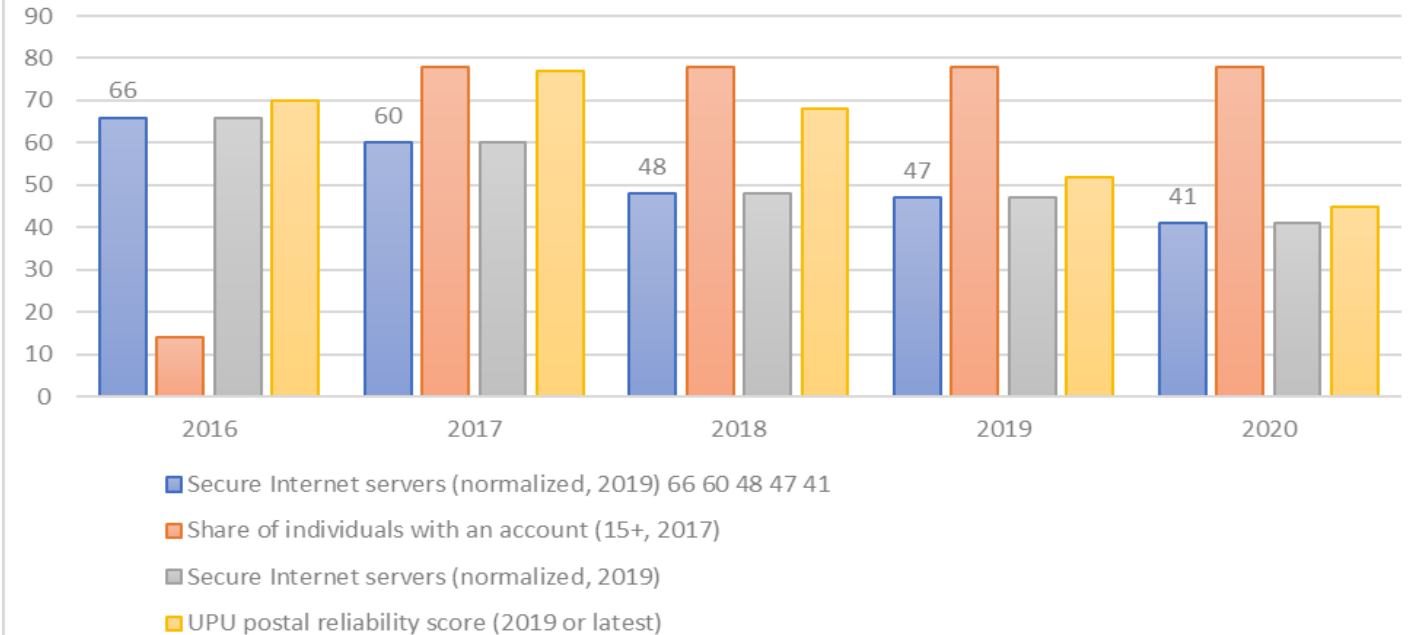


1st in the Caribbean
7th in LAC

B2C INDEX: JAMAICA



B2C index Components 2016-20



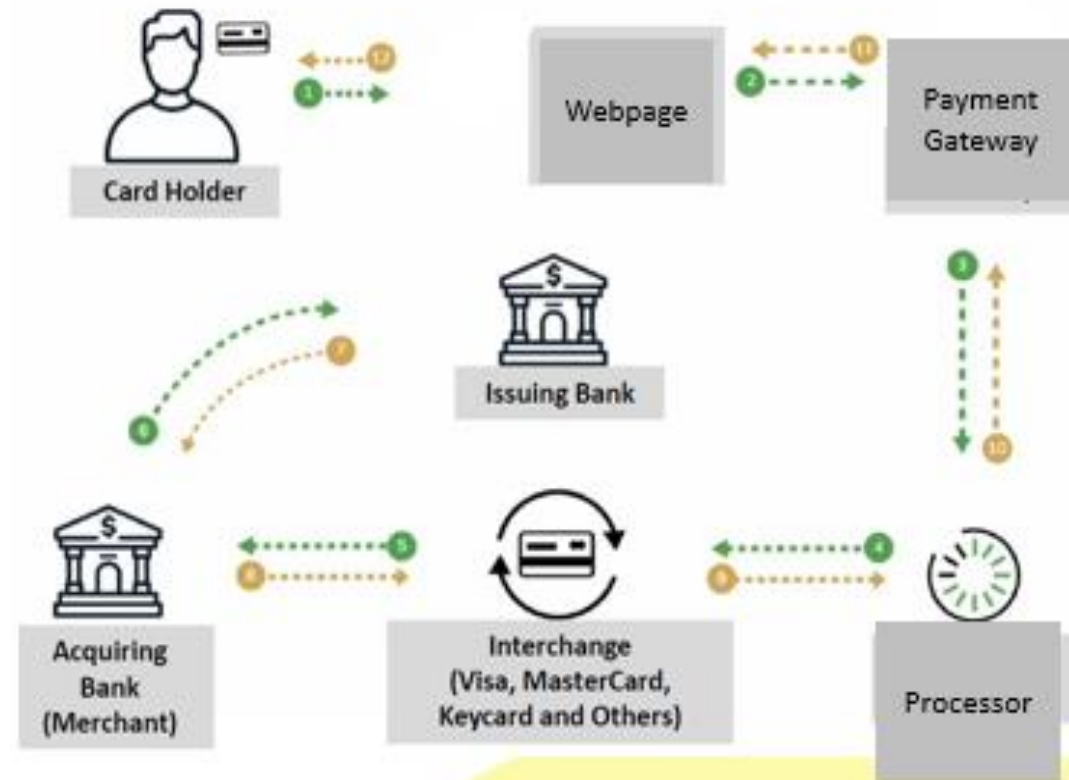
Telecommunication industry performance

III Description of digital trade and E-Commerce in Jamaica

Description of e-commerce and Digital trade in Jamaica



Type	Activity/ Service Type
CT services providers	Mobile roaming
IT Services Providers	Software Programming, consultancy services web hosting
Post and Communications	Mobile , Fixed phone and post delivery
Computer and Telecommunications equipment installation and repair	Telecommunications equipment
Financial Services	Offshore Banking, Insurance



Description of e-commerce and Digital trade in Jamaica



Formal Economy

Method	Description	Data Source
Business to Business (B2B)	This involves the online ordering or purchasing of other businesses' goods and services. This is done either raw material or final products.	1. ICT and e-commerce enterprise surveys 2. Administrative data from financial statements
Business to consumer (B2C)	This involves enterprises that receive orders or make sales of goods and services online	1. ICT and e-commerce enterprise surveys 2. Administrative data from financial statements 3. Household Surveys on internet use
Govt. to Business (G2B)	Govt providing goods and services to business online	Administrative data
Govt. to Consumer (G2C)	Govt. providing goods and services to consumers online	Administrative Data

Informal Economy

Method	Description	Data Source
Business to Consumer (B2C) informal	Informal sale of goods and services by business to consumer on the internet	Illegal Websites and social media pages Facebook, Instagram Etc.
Consumer to Consumer (C2C)	Informal sale of goods and services by business to consumer on the internet or using Cash Apps.	Not Available. However Partial information may be had from HH expenditure survey

Digital trade and E-Commerce in Jamaica: Key Data Sources

Digital trade and E-Commerce in Jamaica: Key Data Sources









Digitally Ordered Trade

1. Enterprise Surveys 
2. Household Survey 
3. Credit Card Data 
4. Payment Gateway data  
5. De Minimis Data
6. Customs Statistics 
7. Private Data Sources 



Digitally Delivered Trade

1. ITS Surveys 
2. ITRS Surveys 
3. Credit Card Data 
4. Administrative Tax Data 
5. Household Surveys 
6. Non-Bank Data on digital financial Services 

Digitally Intermediation Platforms

1. Big Data/Web Scraping 
2. Payment Gateways  
3. Tourism Surveys 
4. Large companies Surveys 



Digital trade and E-Commerce in Jamaica: Key Data Sources

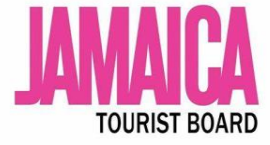
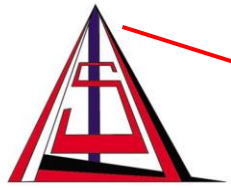


JAMAICA : DATA INVENTORY ON DIGITAL TRADE (with sources)

EXPORTS	CORPORATION								GOVERNMENT			NPISH	
	Source								Source			Source	
Source Availability %	43%								100%			100%	
i. Digitally Ordered	ES	HH	CC	PG	DT	CS	PS	AR				HH	CC
ii. Goods	ES	HH	CC	PG	DT	CS	PS	AR				HH	CC
iii. Services*not digitally delivered	ES/TS	HH	CC	PG	DT	CS	PS	AR				HH	CC
iv. Services* digitally delivered	ES/TS	HH	CC	PG	DT	CS	PS	AR				HH	CC
v. Digitally ordered	ES/TS	HH	CC	PG	DT	CS	PS	AR				HH	CC
vi. Not digitally ordered	ES/TS	HH	CC	PG	DT	CS	PS	AR				HH	CC
vii. Total Digital Trade													
IMPORTS	CORPORATION								GOVERNMENT			NPISH	
	Source								Source			Source	
Source Availability %	43%								100%			100%	
i. Digitally Ordered	ES	HH	CC	PG	DT	CS	PS	AR				HS	CC
ii. Goods	ES	HH	CC	PG	DT	CS	PS	AR				HS	CC
iii. Services*not digitally delivered	ES	HH	CC	PG	DT	CS	PS	AR				HS	CC
iv. Services* digitally delivered	ES	HH	CC	PG	DT	CS	PS	AR				HS	CC
v. Digitally ordered	ES	HH	CC	PG	DT	CS	PS	AR				HS	CC
vi. Not digitally ordered	ES	HH	CC	PG	DT	CS	PS	AR				HS	CC

Key
 ES= Enterprise Survey
 HH=Household Survey
 CC= Credit Card Information
 PG= Payment Gateways
 CS= Customs Survey
 AR= Administrative Records
 DT = De Minimis Trade
 TS = Tourism Survey

Available
 Available being worked on
 Available
 Not Available
 Not applicable



Digital trade and E-Commerce in Jamaica: DIP



JAMAICA : DATA INVENTORY ON DIGITAL TRADE (with sources):Digital Intermediation Providers (DIP)													
DIP(EXPORTS)													
	CORPORATION				GOVERNMENT				NPISH				
	Source				Source				Source				
Source Availability %	50%				100%				50%				
i. Digitally Ordered	BD/WS	PG	TS	LCS	AR					BD/WS	PG	TS	LCS
ii. Goods	BD/WS	PG	TS	LCS	AR					BD/WS	PG	TS	LCS
iii. Services*not digitally delivered	BD/WS	PG	TS	LCS	AR					BD/WS	PG	TS	LCS
iv. Digitally delivered services	BD/WS	PG	TS	LCS	AR					BD/WS	PG	TS	LCS
v. Digitally ordered	BD/WS	PG	TS	LCS	AR					BD/WS	PG	TS	LCS
vi. Not digitally ordered	BD/WS	PG	TS	LCS	AR					BD/WS	PG	TS	LCS
DIP(IMPORTS)													
	CORPORATION				GOVERNMENT				NPISH				
	Source				Source				Source				
Source Availability %	50%				100%				50%				
i. Digitally Ordered	BD/WS	PG	TS	LCS	AR					BD/WS	PG	TS	LCS
ii. Goods	BD/WS	PG	TS	LCS	AR					BD/WS	PG	TS	LCS
iii. Services*not digitally delivered	BD/WS	PG	TS	LCS	AR					BD/WS	PG	TS	LCS
iv. Digitally delivered services	BD/WS	PG	TS	LCS	AR					BD/WS	PG	TS	LCS
v. Digitally ordered	BD/WS	PG	TS	LCS	AR					BD/WS	PG	TS	LCS
vi. Not digitally ordered	BD/WS	PG	TS	LCS	AR					BD/WS	PG	TS	LCS

Key
 BD/WS= Big Data/Web scraping
 PG= Payment Gateways
 TS= Tourism Survey
 LCS= Large Company Survey
 AR= Administrative Records

	Available
	Available being worked on
	Not Applicable



Case Study

Background

Incorporated in 2019, to provide an ecommerce platforms to facilitate the delivery of:

1. logistics
2. ecommerce fulfilment services
3. cross-border online shopping
4. Local online shopping
5. sea freight shipping and
6. brokerage services.
7. branded MasterCard.

Case Study: Popular Jamaican start-up as online Platform

QUESTIONS ANSWERED

Is it possible to deliver a virtual (both local and int'l) shopping experience to Jamaicans ?

APPROACH

Form an online shopping company with courier service and merged it with prominent retailers

BUSINESS INSIGHTS/IMPACT

Revolutionized e-commerce in particular ,the courier service with innovative packages and a wider markets to choose from for consumers .

RESULTS

1. *Local expanded line to include Grocery and Stationery and a Wholesale club delivering island wide*
2. *Dominate the market with about 65% of total local online purchases with delivery*
3. *Represent a good source of de minimi digital trade info. for both local and int'l.*



Of all locally digitally ordered purchases

Key Questions for the Committee



1. What recommendations do you have for measuring human capital development
2. What legislation in administrative data is most effective in capturing de minimis trade
3. We are requesting improved guidance on the rules governing economic vs legal ownership of intellectual property assets
4. What recommendations do you have in cloud services in particular the source of imported services
5. What recommendations do you have in the treatment of cryptocurrencies and crypto-assets

The Way Forward



2022

- It is recommended that this body of work continues to include country experiences and best practices in the form of case studies. This would enable the manual to go next level in assisting the global community's efforts in estimating economic activity.

Thank you !



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The presenter would like to thank the following institutions for their support





Additional Slides

Credit Card Information Survey form extract

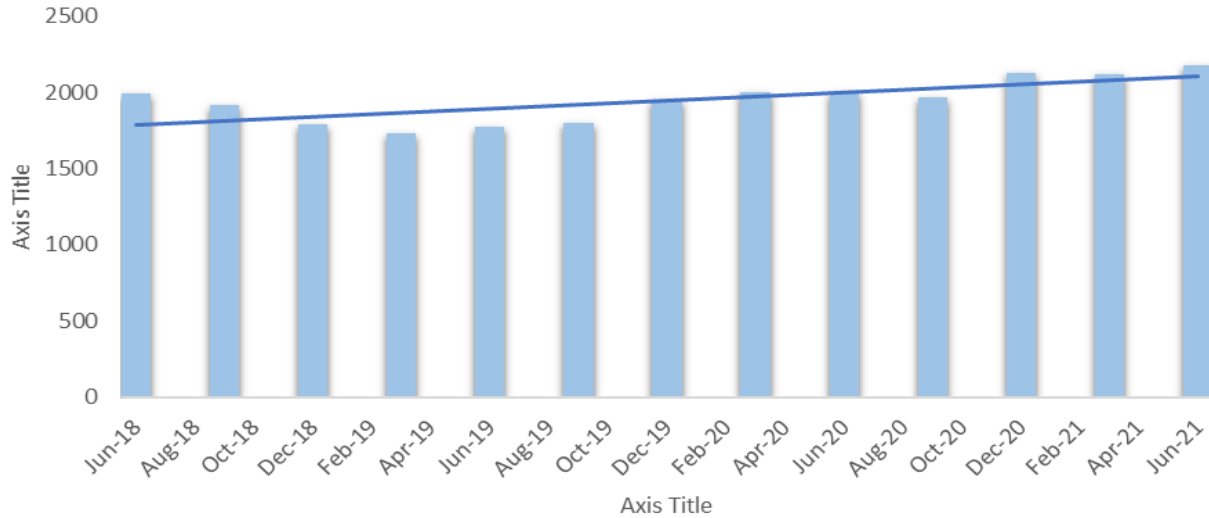


LEVEL CODE	DESCRIPTION	VOLUME		JMD VALUE (JMD \$)		VOLUME	
		ON-US	NOT ON-US	ON-US	NOT ON-US	ON-US	NOT ON-US
1	DEBIT CARD TRANSACTIONS						
1.1	OVER THE COUNTER WITHDRAWAL						
1.2	OVER THE COUNTER TRANSFER						
1.3	AUTOMATED BANKING MACHINE (ABM) WITHDRAWAL						
1.4	AUTOMATED BANKING MACHINE (ABM) DEPOSIT						
1.5	AUTOMATED BANKING MACHINE (ABM) CREDIT TRANSFER						
1.6	BILL PAYMENT						
1.7	POINT OF SALE						
1.8	TELEPHONE						
1.9	DOMESTIC E-COMMERCE (ONLINE TRANSACTIONS)						
1.10	CROSS BORDER E-COMMERCE (ONLINE TRANSACTIONS)						
1.11	MOBILE TOP-UP						
1.12	OTHER TRANSACTIONS						
2	CREDIT CARD TRANSACTIONS						
2.1	CASH ADVANCE						
2.2	OVER THE COUNTER WITHDRAWAL						
2.3	OVER THE COUNTER TRANSFER						
2.4	AUTOMATED BANKING MACHINE (ABM) WITHDRAWAL						
2.5	AUTOMATED BANKING MACHINE (ABM) DEPOSIT						
2.6	AUTOMATED BANKING MACHINE (ABM) CREDIT TRANSFER						
2.7	BILL PAYMENT						
2.8	POINT OF SALE						
2.9	TELEPHONE						
2.10	DOMESTIC E-COMMERCE (ONLINE TRANSACTIONS)						

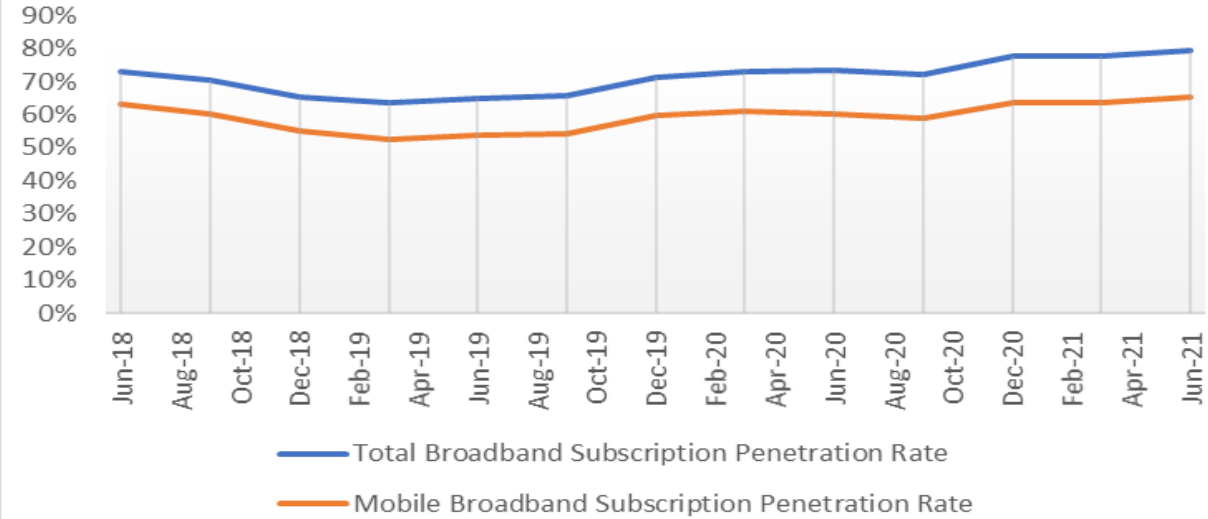
Telecommunications performance



Internet Service Subscriptions

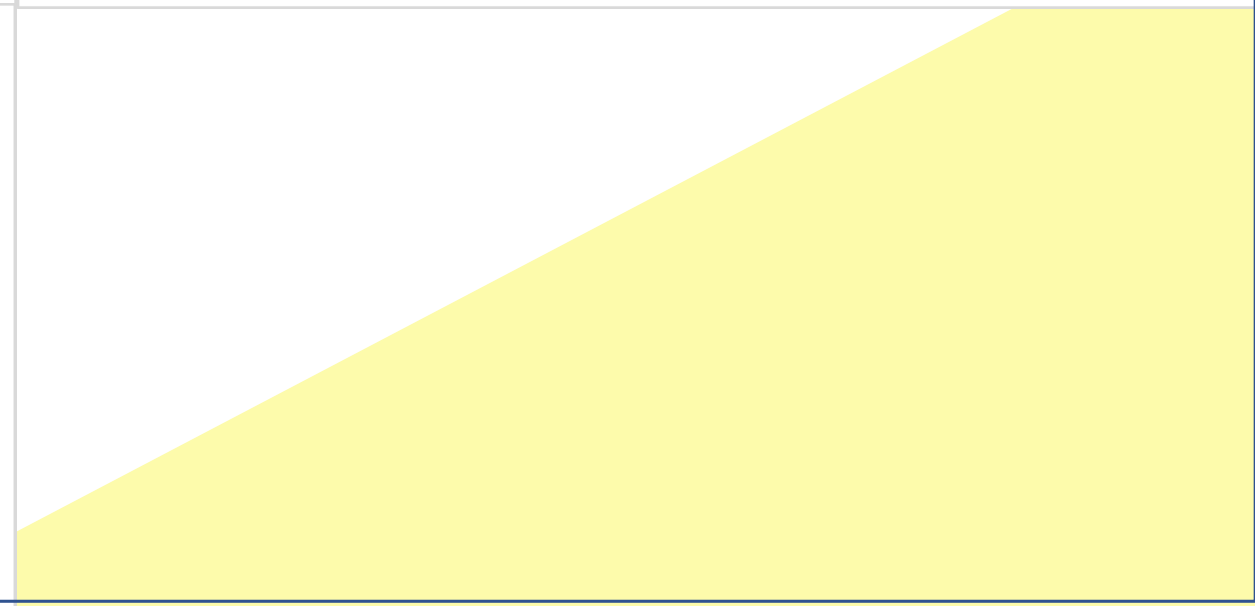
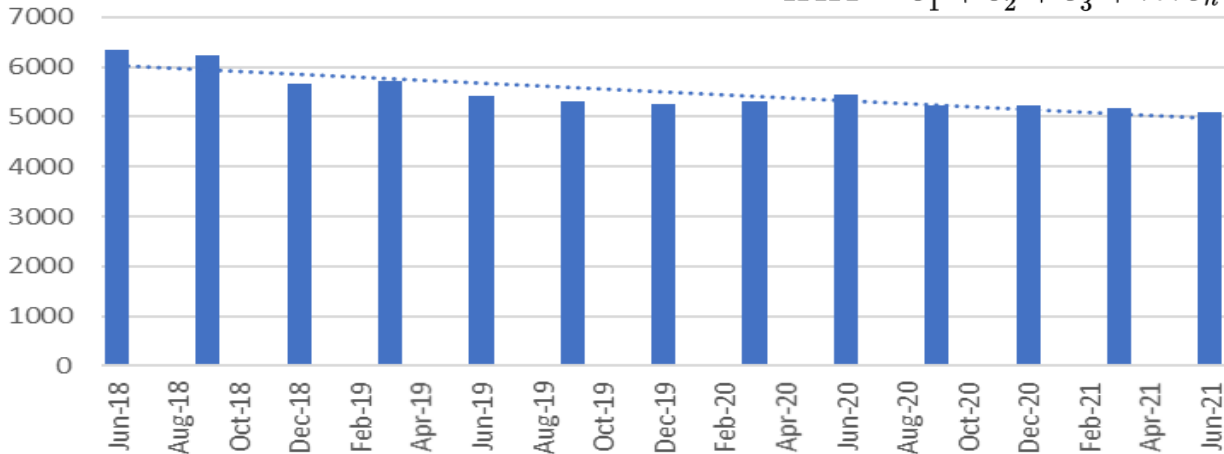


Subscription Penetration %



Concentration Ratio (Herfindahl-Hirschman Index)

$$HHI = s_1^2 + s_2^2 + s_3^2 + \dots + s_n^2$$



Tourism Information: Satisfaction Survey Results 2020

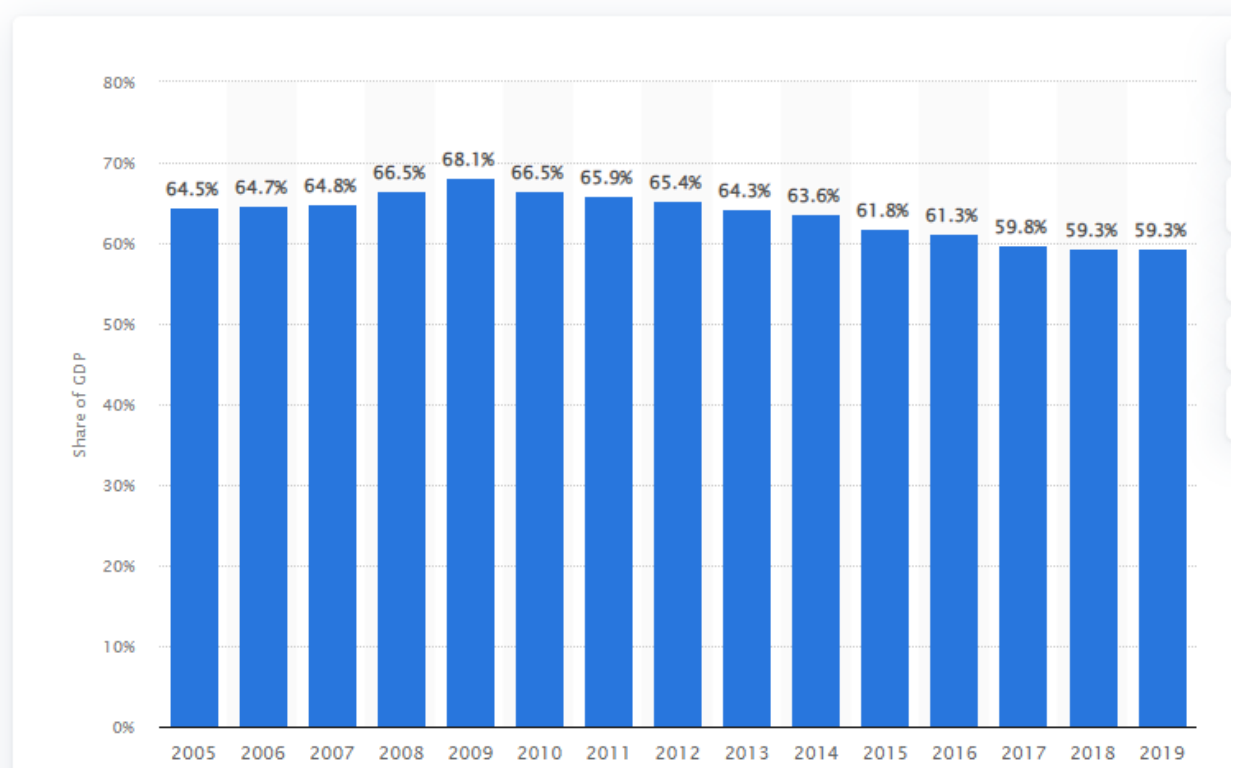
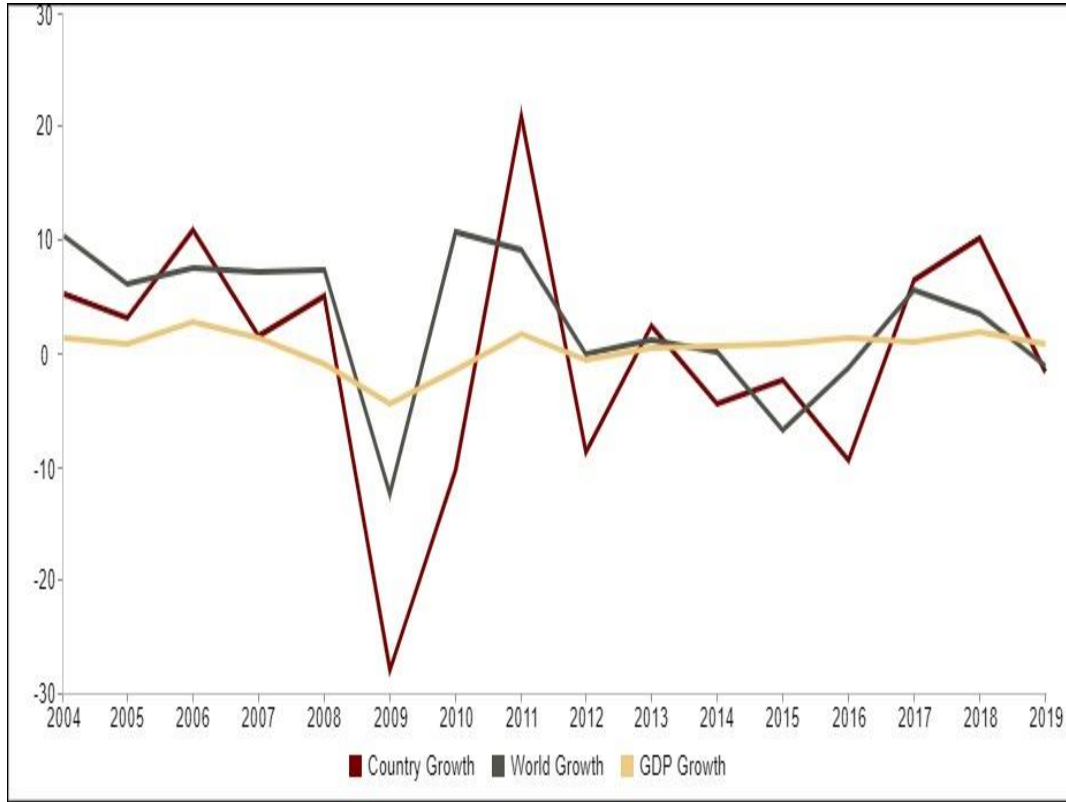


Method used to make reservation

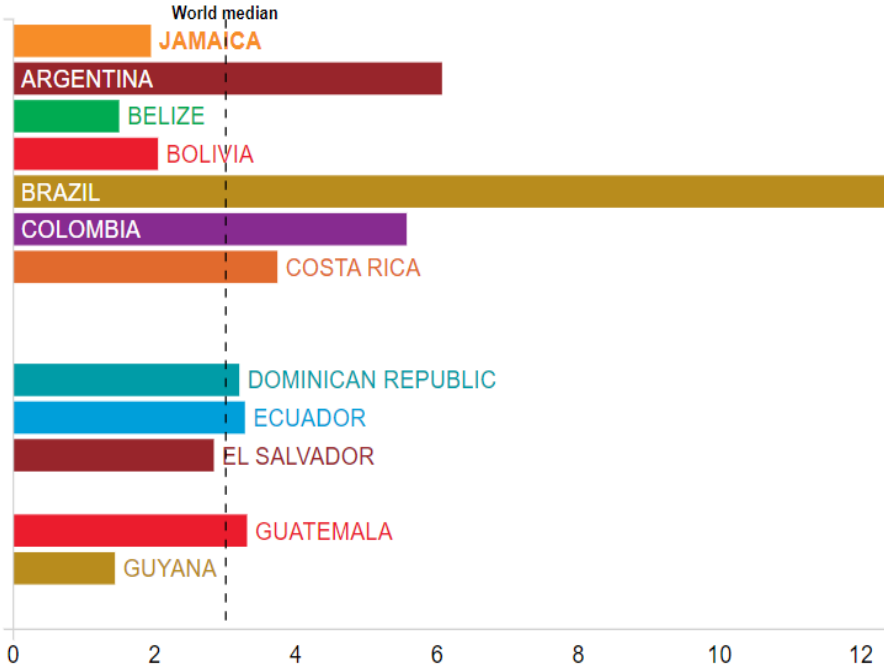
Method used to make reservation	Type of visitor		Overall
	First time visitor	Repeat visitor	
Travel Agent	58%	41%	33.0%
Airline tour package	58%	42%	5.3%
The Internet	42%	58%	47.0%
Called directly to the hotel reservation office	41%	59%	9.0%
Dialled 1-800-JAMAICA	67%	33%	0.3%
Other	44%	56%	3.0%

Method used to make reservation by country

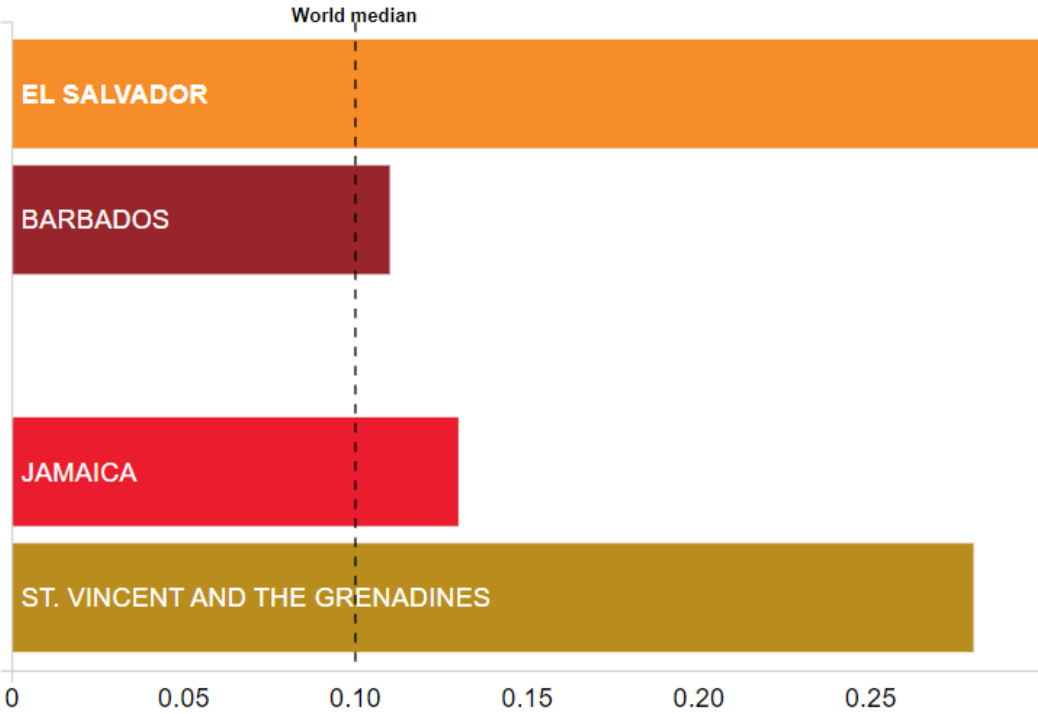
Method used to make reservation	Country									
	USA	Canada	UK	Germany	Italy	Other Europe	Latin America	Carib bean	Japan	Other
Travel Agent	31%	45%	36%	25%	0%	43%	33%	11%	35%	50%
The Internet	49%	32%	43%	63%	100%	49%	53%	61%	60%	38%
Called directly to the hotel reservation office	10%	6%	6%	13%	0%	0%	0%	11%	5%	13%
Airline tour package	4%	11%	9%	0%	0%	6%	7%	11%	0%	0%
Dialled 1-800-JAMAICA	0.3%	0.2%	2%	0%	0%	0%	0%	0%	0%	0%
Other	3%	26%	1%	0%	0%	0%	7%	6%	0%	0%



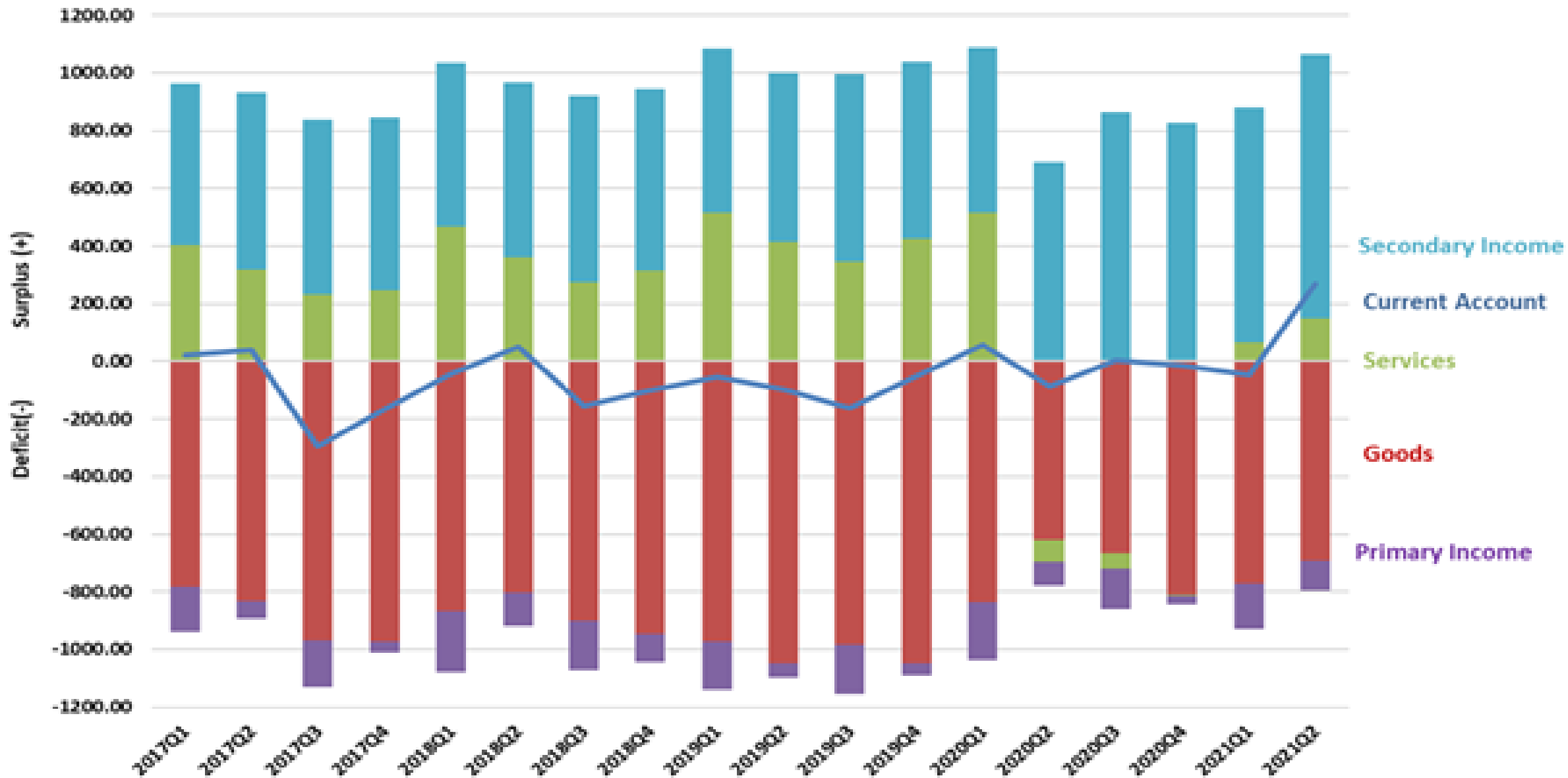
Index of Export Market Penetration



HH Market Concentration Index



Quarterly Current Account and Component Balances (US\$ Mn)



Digital trade and E-Commerce in Jamaica: Key Sectors



Key Indicators



2019/2020



US\$ **1 BILLION**
INDUSTRY SIZE

2019/2020



US\$ **364 MILLION**
EXPORTS

2019/2020



697679 TONNES
CROP PRODUCTION



2020/2021



J\$ **236 MILLION**
GDP CONTRIBUTION

2020/2021



47 (AVG)
INTL FILM PRODUCTION

2020/2021



857
JOBS CREATED



2020



US\$ **700 MILLION (EST)**
INDUSTRY SIZE

2020



60 (EST)
COMPANIES

2020



40000
JOBS CREATED



2019



US\$ **728 MILLION**
INDUSTRY SIZE

2019



29.5 MILLION TONNES
CARGO UNITS HANDLED

2019



3561
VESSEL VISITS



US\$ **1.2 BILLION**
INDUSTRY SIZE



US\$ **624.5 MILLION**
EXPORTS

Big Data :Data Scraping/Crawling



Filter by Donate

Filters ^ Keywords 228,462 records

Search in content

Keywords contains donate

Add filter row

Reset filters

Sheet Statistics Maps Trends

	Hostname	Keywords
1	www.gospeltemplechurchmn.org	church gospel temple
2	www.lovelandcommunitykitchen.org	community loveland's c
3	www.firstglance.org	firstglance volunteer
4	www.black-jaguar.org	foundation jaguar found
5	www.tlcsac.net	church lord's church
6	yvas.org	animal shelter yellow

Filter by Shopping Cart

Filters ^ Shopping cart system 10,954,812 records

Search in content

Shopping cart system is not blank

Add filter row

Reset filters

Sheet Statistics Maps Trends

	Hostname	Shopping cart s...
1	www.nantes-cartouche-encre.fr	Unidentified Cart
2	www.eduko.sk	Unidentified Cart
3	www.sf-rommelaere.com	WooCommerce
4	cyranoldt.com	WooCommerce
5	www.soultautoecole.fr	WooCommerce
6	www.borduurwerkdeal.nl	WooCommerce
7	d-sire.nl	WooCommerce