Beat: Business

The GOVERNMENT OF RWANDA And ALIBABA GROUP Enter Into AGREEMENTS

To Promote Rwanda s Economic Development

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USPA NEWS - The First eWTP Hub in Africa was launched in Rwanda ; Key Initiatives include Assisting Rwandan SMEs to sell to Chinese Consumers, Promoting Rwandan Tourism and Providing Capacity Building to empower Rwanda's Digital Economy.

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On October 31,, Rwandan President Paul Kagame and Alibaba Group Executive Chairman Jack Ma witnessed the Signing of Three Memoranda of Understanding (MoU) between the Rwandan Government and Alibaba establishing an eWTP (Electronic World Trade Platform) Hub in Rwanda. The Agreements are intended to strengthen Cooperation in Support of Rwanda's Economic Development by promoting Policy Innovation, enabling Cross-Border Trade of Rwandan Products to Chinese Consumers, facilitating Tourism to Rwanda, and providing Capacity Building to empower the Growth of Rwanda's Digital Economy.

As a Regional Pioneer with a Vision to create World Class Digital Infrastructure, Rwanda becomes the First Country in Africa to establish an eWTP Hub. The eWTP is a Multi-Stakeholder Global Initiative promoting Public-Private Dialogue to foster a more Effective and Efficient Policy and Business Environment to enable Small and Medium-Sized Enterprises (SMEs) to participate in Cross-Border Electronic Trade.

Under the Agreements, Alibaba will work with the Rwanda Development Board (RDB) to help Rwandan SMEs sell their Products, including Coffee and Handicrafts, to Chinese Consumers through Alibaba's Online Marketplaces. With more than Half a Billion Consumers, Alibaba is the World's Largest Online Commerce Company and Home to Leading Cross-Border Marketplaces where Chinese Consumers look to find the Highest Quality Products from around the World. Several Brands of Rwandan Single Origin Coffee are already available for Sale on Alibaba's Tmall Global Platform.

Alibaba's Travel Services Platform, Fliggy, and the RDB will also work together to promote Rwanda as a Tourist Destination through a Rwanda Tourism Store for Booking Flights, Hotels and Travel Experiences and a Destination Pavilion where Chinese Consumers can learn about visiting the Country, including its Beautiful Natural Parks, through engaging Video Content. Alibaba affiliate Ant Financial will share Expertise in Inclusive Financial Tools, such as Mobile Payments, to support the Rwandan Digital Economy.

Alibaba is also committed to providing Capacity Building to Academics, Policy Makers and Entrepreneurs on how to grow a Digital Economy. The Global E-Commerce Talent Program (GET) is a Five-Day Course to boost the Competencies of Rwandan University Teachers and deepen their Understanding of the e-Commerce Industry, so they can train Digital Talent and Future Entrepreneurs to compete in the Global Economy. Fifty Lecturers from Rwanda's Top Universities attended the First GET Program in August organized by Alibaba Business School in Partnership with the Ministry of Education's Higher Education Council and the RDB.

For Policy Makers, Alibaba will host a Three-Day Workshop at its Hangzhou Headquarters to showcase the Nature, Capabilities and Promise of a New Digital Economy through First-Hand Experience with Digital Finance, Logistics, e-Commerce and Big Data Industries. A Delegation of Ministers and Government Officials responsible for the development of Rwanda's Digital Economy will attend a Workshop in Hangzhou in January 2019.

Alibaba will also continue to support Rwandan Entrepreneurs through Programs such as the eFounders Fellowship. In Partnership with UNCTAD, Alibaba is training 1,000 Entrepreneurs from Emerging Markets over Five Years. Two Hundred of those Entrepreneurs will come from Africa. Five Rwandan Entrepreneurs have already graduated from the eFounders Fellowship Program.

Source : Alibaba Group

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