

Report on E-Commerce in the State of Qatar “Challenges & Solutions”

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Introduction

Subject Elements:

- The Emergence of E-Commerce and Related Concepts
- Advantages of E-Commerce
- Infrastructure of E-Commerce in the State of Qatar
- How E-Commerce Contributes to Achieving the Qatar National Vision 2030
- Current Expenditure and Growth of E-Commerce Sector in Qatar
- Legislation, Laws and Facilities provided by the State to Facilitate and Support E-Commerce
- State Initiatives to Encourage and Stimulate Activity
- Challenges Facing E-Commerce
- Recommendations

Introduction:

Today, E-Commerce has become more necessary to carry out business than it was before due to the increase of consumer awareness in light of the increasing penetration rate of the use of internet services with broadband and high-frequency, as well as the availability of advanced infrastructure for the internet and smart phone, which contributes to having a significant impact on how to carry out business between the business-to-consumer sector and the business-to-business sector. E-Commerce includes a huge group of online purchasing transactions and payments made by individuals.

The emergence of E-Commerce has made a change in markets all over the world, and many businesses in the world have achieved many successes, such as Amazon, one of the largest companies with the highest selling points, as well as Uber and Netflix, the largest prepaid television services and owns a set-top box (STB) or TV transmission infrastructure, as well as Alibaba, one of the largest value retailers in the world and owns the largest warehouses.

The State of Qatar was not far from this development, as the E-Commerce document, which is the first of its kind in the State of Qatar, drew the broad lines of the current situation of E-Commerce in the State of Qatar. This document came as a result of great efforts to specify in detail the challenges and obstacles facing success, and provided a framework for defining the way forward for comprehensive cooperation. It is a document in which local, regional and international stakeholders participated across the E-Commerce value chain, starting from the stage of manufacturing the product to the stage of its receipt by the consumer – and its successful implementation depends on the close cooperation and coordination between the concerned persons, which contributed to the success of the business environment in Qatar, although E-Commerce has not yet been fully adopted. However, the adoption of E-Commerce can contribute significantly to advancing economic development, which represents a major pillar of the Qatar National Vision 2030, where it will provide business with a better access to the consumer, improve the efficiency of the business, have a direct impact on the other three pillars of Qatar Vision 2030 and the commercial and investment opportunities, and encourage creativity, diversity and competition. The adoption of E-Commerce will add value to small businesses in addition to the fact that consumers will be able to make more informed purchasing decisions, and thus facilitate business transactions. In addition, E-Commerce can eliminate the difficulties related to traditional stores as E-Commerce will allow the consumer to carry out business transactions around the clock and from anywhere.

From the perspective of commercial operations, E-Commerce allows more efficiency and raises productivity, and the spread of E-Commerce among the business sector reduces the costs of commercial transactions and improves the management of supply operations, which can contribute to a reduction in prices. In addition, E-Commerce allows logistics providers to expand their services instead of their traditional roles through the E-Commerce value chain.

The Emergence of E-Commerce and Related Concepts:

E-Commerce is a new term in the world of economics that appeared with the spread of the manifestations of the internet in the early nineties of the twentieth century, but some researchers refer to its existence since the seventies of the same century through electronic information exchange systems between industrial companies.

What is E-Commerce?

The E-Commerce term is one of the modern contemporary terms that have become used in many life activities that are related to the information and communication technology revolution. It is an expression that can be divided into two parts, the first of which refers to an economic activity through which goods and services are traded between governments, individuals and institutions and is governed by regulations and rules, and it is internationally recognized, while the second part refers to a description of the field of performing the profession of commerce, and it means such performance and commercial activity using electronic media and methods, foremost of which is the internet.

As for the definition of E-Commerce, there is no definition that can be said to be agreed upon. Several definitions have been found in studies and literature on the E-Commerce, including:

- E-Commerce is a commercial activity that takes place over the internet; i.e., it is based on the use of modern communications and information technology, so it is an activity that takes place through the internet, mobile phone, electronic television and other modern electronic means of communication¹.
- It is also a developed approach in business administration that is specific to goods and services, and E-Commerce activity includes the use of the communication network in research and information retrieval in order to support decision-making by individuals and organizations.

The following are the basic concepts and terms related to E-Commerce:

- **Business-to-Business (B2B)** means the sale of products or services to other businesses.
- **Business-to-Consumer (B2C)** means the sale of products or services to the end user.
- **E-commerce Marketing Program / Solution** means a system that manages the website and includes a catalog in which products, sales tax, shipping, pricing, sales, payment operations, order processing, and marketing elements are listed.
- **Merchant Account** means an online bank account service that enables online credit card transactions.
- **Payment Portal** means an electronic service that links Merchant Account with your E-Commerce website, and it is a portal that accepts order information, and connects to your Merchant Account to authorize and transfer funds.

¹ Amer Ibrahim Kandilji – E-Commerce and its Applications – Dar Al Masirah for Publishing and Distribution – Jordan, second edition 2016 pp. 29-34

- **Shopping Cart:** On e-commerce websites, it maintains a list of products that customers have chosen with the intention of purchasing them. The Shopping Cart can be standalone using HTML (Hypertext Markup Language), a descriptive language for creating interactive web pages, web applications, and other forms of product display.
- **Type of Operation:** determining the nature of the transaction and determining how to accomplish it. The most common types of transactions are authorization, pre-authorization, paid authorization, credit and cancellation of transactions.

Advantages of Online Shopping²:

- **Ease and convenience:** e-shoppers who have an internet connection can access websites at any time and from anywhere in the world, which saves their time and effort.
- **Ease of booking airline tickets online, securely and quickly.**
- **Online shopping provides a huge range of goods and services online for e-shoppers, and they can also choose from a wide range of online stores, ensuring that they get the best value for paid money.**
- **Affordable prices are among the advantages of online shopping, as products in online stores are often cheaper compared to shopping through well-known traditional stores. E-shoppers can also view new products, discount coupons, product packages and free offers.**
- **Create opportunities to build new relationships with customers and other internet users.**
- **Reduce costs by reducing the costs of establishing and operating the project and reducing selling and marketing costs, where it is a business available 24 hours a day, 7 days a week all over the world.**
- **Increase the number of customers, and provide regular updates especially for products and services.**
- **Employ creative and innovative marketing ideas to acquire the largest number of customers who have specific needs and interests.**
- **The possibility of managing more than one e-business at the same time, unlike traditional business operations.**
- **Some applications have shortened the distance to eliminate barriers between the manufacturer and the end user, and the electronic transaction and delivery are carried out by one mediator between the manufacturer and the consumer.**

Infrastructure of E-Commerce in the State of Qatar:

Qatar has a suitable environment for the adoption of E-Commerce, and has a developed infrastructure for the internet. It ranks first among the highest countries in the world in terms of the deployment of fixed fiber networks and occupies a leading position in the implementation of mobile networks and the fifth generation. It also ranks second globally out of 175 countries in the

² Guidelines for E-Commerce – Supreme Council for Information and Communication Technology

internet speed test via mobile networks³, and its citizens and residents enjoy high levels of income. Being at the top resulted in a high rate of per capita spending on luxury products, especially in electronic purchases. The availability of online accounts for citizens over the age of 15, the spread of bank accounts, postal reliability, the increasing use of e-applications at the level of ministries and government institutions in the framework of e-government development and the advanced legislation in this field, which enhances confidence and reliability in electronic services; all have helped in the great spread in the use of means of communication and information technology, where the average single purchase transaction carried out by a Qatari citizen amounted 260 dollars. Qatar ranked first in the Gulf and fifth globally in the mobile internet flow speed index, with a rate of 59.90 megabytes. It also ranked first in the Gulf and 39 globally in the level of fixed broadband internet, according to the "Speed Test" website.

How E-Commerce Contributes to Achieving the Qatar National Vision⁴ 2030:

E-Commerce in the State of Qatar will contribute to achieving the Qatar National Vision through its four pillars, as follows:

Economic Development:

The E-Commerce contributes to the development of diverse and competitive economic environment by:

- Enabling creative employment models by regulating the sector and market infrastructure.
- Encouraging an increase in the number of start-ups and foreign direct investment.
- Sponsoring and developing targeted sectors such as logistics, financial services and other services.
- Obtaining significant gains in economic productivity through the use of means of communication, information technology, and e-payment.
- Encouraging creative digital business models that need a physical infrastructure, which can rely on cloud computing services, and then there will be more energy and cost savings.

Human Development:

- Developing human capital, improving skills, and training dealers in the e-commerce sector, for example, increasing digital skills for communications and information technology, and increasing management skills, which necessitate their inclusion in educational curricula.
- Encouraging continuous training and cooperation between business sector companies and thus enabling creativity.
- Providing an opportunity for the consumer to get the best products around the world.
- Creating opportunities to include low-wage workers and temporary workers in e-commerce.

³ A study carried out by the Arab Monetary Fund

⁴ National E-Commerce Map – Qatar 2017 – Ministry of Transport and Communications

Social Development:

The E-Commerce will contribute to creating a fair and knowledge-based society by:

- Transition to an economy based on knowledge and information technology, which will constitute the aspects of modern society.
- Stimulating policies that encourage the development and provision of information technology and access to advanced business networks.
- Providing the legal framework for consumer protection throughout the stages of e-transactions.
- Encouraging social participation and various services, which contribute to increasing the utilization of the current assets and capabilities.

Environmental Development:

The E-Commerce will contribute to creating a safer environment by:

- Reducing carbon emissions and energy consumption, and optimizing the use of storage and transportation services.

The e-commerce programs in Qatar aim at rapid adoption thereof by companies and consumers, where Qatar has been able to make e-commerce a major contributor to the State's economy, which has encouraged and supported e-companies, including start-ups, home commerce and small and medium-sized companies, and aspire to increase public awareness of the benefits of online shopping and educating e-shoppers on the risks, guarantees and protections available including the Qatar Trust Mark.

With its huge potential in the field of e-commerce, Qatar ranks high among the top 30 countries in the world, and it also provides tremendous opportunities for businesses that want to acquire a share in this fast-growing market at a time when e-commerce portals are expanding among companies providing online goods and services and e-shoppers, although there is a need for a large number of new supporting service providers to achieve e-commerce goals in Qatar, including those that provide comprehensive e-commerce services, payment portals and logistical support. E-merchants can view recommendations on best practices in digital development and management of e-commerce websites in Qatar by following the e-commerce guidelines available on the Communications Regulatory Authority website, as this ensures that all platforms in the State are designed according to strict standards that improve the user experience and comply with the terms and conditions, which leads to the possibility of obtaining more support and e-learning for the merchants of electronic platforms in the State through the e-commerce program.

Current Expenditure and Growth of E-Commerce Sector in Qatar:

Currently, Qatar ranks seventh in e-commerce among the business-to-consumer sector in terms of the volume of transactions in the Middle East and North Africa, with huge expectations for the continuation of this increase, as the volume of online shopping is estimated at \$25 trillion in sales globally in 2018, with the number of e-shoppers reaching 1.66 billion worldwide, including

nearly 9% of the international retail market. Recently, the outbreak of the Corona virus epidemic in all countries of the world had a negative impact on large sectors of the international and local economy in many countries, but in return some sectors were able to achieve great rise and growth such as “E-Commerce” and E-Commerce flourished in various countries of the world. Most large, medium and even small companies have made a qualitative leap in terms of spread, marketing and pumping into the markets within the framework of the economic closure that occurred to confront the outbreak of the virus.

The State of Qatar was not far from the epidemic, as it witnessed a significant growth in the e-commerce, as it rose in 2019 to rank 47 compared to 59 in 2018, to join the list of the top 50, which includes 152 countries, which means that Qatar is better than 105 countries according to the 2019 E-Commerce Index issued by the United Nations Conference on Trade and Development (UNCTAD), an indicator that monitors the progress of countries according to 4 sub-indicators, including: the prevalence of internet use, the availability of electronic accounts for citizens over the age of 15, the spread of bank accounts, and postal reliability.

The expectations of the Planning and Statistics Authority indicate a growth in the transactions of the e-commerce sector at a compound annual growth rate of 17% until 2025, and the State of Qatar is currently ranked among the top 50 countries in the world in e-commerce, according to official government figures.

E-Commerce witnessed a strong renaissance in Qatar during 2020, the year of the Corona epidemic, during which the State of Qatar went through a partial and comprehensive economic closure similar to other countries of the world. According to the study prepared by the Arab Monetary Fund, statistics indicate that the pandemic has been accompanied by an increase in the use of mobile phones by 50%, and an increase in the use of online data by 40%, which has allowed many companies operating in Qatar to prove themselves in light of the crisis, which has increased their presence and increased their shares in the active local market. The prevalence of e-commerce in Qatar is estimated at 14%.

The size of the e-commerce market in Qatar during 2020 amounted \$2.2 billion⁵, distributed almost equally between businesses’ dealings with each other and between businesses and consumers. Local companies accounted for about 38% of the total value of these transactions, while the share of foreign companies accounted for 62%. Qatar is the seventh largest online market in the Middle East and North Africa, and the Ministry of Transport and Communications expects the market size to reach 12 billion riyals by 2022, and the value of e-commerce transactions is expected to jump over the next three years to about 150%.

The transactions of this sector account for more than \$2 trillion of total commercial transactions around the world, and Qatar leads the Middle East countries in terms of the average value of a single transaction, which amounts \$264 per transaction. E-Commerce companies witnessed an increase in their numbers during 2020, as it was 350 companies at the end of June, and their

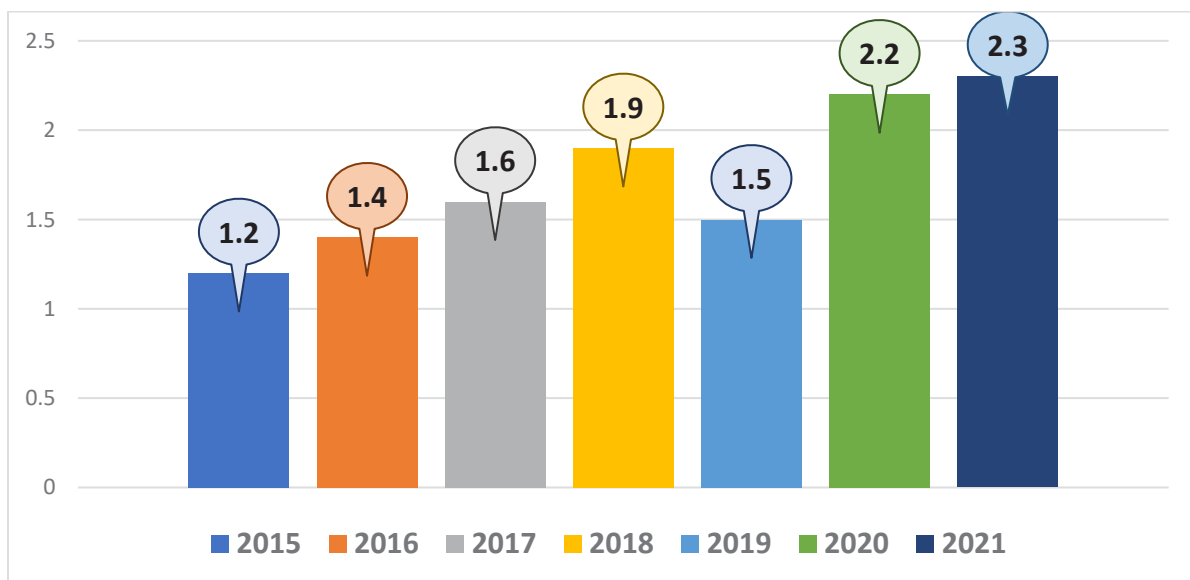
⁵ The E-Commerce Unit of the Qatari Ministry of Communications and Information Technology

number reached 416 companies in December 2020, which means the establishment of 66 new e-commerce companies in 6 months.

The most important activities in this sector are (providing services related to general trade, food products and food delivery, groceries, clothes, gifts, electronics, and products related to beauty and fashion equipment, health in addition to technical games and sports, travel, digital books, hotel reservations, household items, and spare parts of cars). The most prominent proportions of e-commerce transactions in services were as follows: 22% travel tickets, 18% electronic devices, 15% fashion.

Growth of E-Commerce during 2015-2021⁶ (billion US dollars)

Year	2015	2016	2017	2018	2019	2020	2021 ⁷
Statement	1.2	1.4	1.6	1.9	1.5	2.2	2.3



According to the above table, the growth rate of e-commerce in Qatar between 2015 and 2020 reached 83.4%.

Legislation, Laws and Facilities provided by the State to Facilitate and Support E-Commerce

The State of Qatar and its government attach great importance to e-commerce and its role in advancing economic growth, in addition to its pivotal role in attracting entrepreneurs and investors, where it offers many special and distinctive facilities to create an attractive atmosphere and environment for this type of transactions, as it issued legislations that keep pace with the

⁶ <https://fatora.io/blog/statistics-of-ecommerce-in-qatar/>

⁷ Initial estimates

technical development of this type of commerce and frameworks that legalize the provisions of legal actions concluded through those means, enhance the security of e-transactions, and enhance confidence in transactions that take place over the internet as follows:

- The issuance of the E-Commerce Law in 2010, which represents the legal framework that governs all electronic transactions taking place in Qatar. Following the issuance of the law, the Executive Regulations for E-Commerce were issued in 2011. The Law gives legitimacy to e-transactions if certain technical requirements are met, which are:
 - a) Electronic documents such as invoices and online purchase orders;
 - b) Electronic transactions that meet the technical requirements specified in the law and its executive regulations;
 - c) Digital signatures that are an electronic authentication method that confirms the authenticity of certain messages or documents. Digital signatures play a major role in online credit card transactions;
 - d) Public Key Infrastructure / Trust Marks, where Supreme Council for Information and Communication Technology has embarked on a project to provide the legal framework for license providers, which in turn, passes the Public Key Infrastructure / Trust Marks to websites to ensure data security; and
 - e) Law no. (13) of 2016 regarding the Protection of Privacy of Personal Data was issued, to ensure that personal data of the company and confidential customer data are not kept. The law defines personal data and the measures necessary to protect it during processing, and the law imposes penalties on anyone who tries to disclose any financial or non-financial data of customers without their consent.
- Law no. (14) of 2014 was issued to promulgate the Anti-Cybercrime Law, which was promulgated to strengthen the E-Commerce Law. The law provides for deciding on violations and offenders, types of internet crimes and the measures taken.
- There are many entities in the State of Qatar that deal with violations of regulations, rules and privacy on the internet and cyberspace. These entities cooperate with each other to ensure and preserve the digital space, and the best example of this is the Computer Emergency Response Team (CERT-Q) to protect and identify risks threatening the digital space and provide quick solutions to them before they escalate and pose a threat to people or businesses. The CERT-Q also deters and repels electronic attacks that exist in any of the important sections before and even after they occur. The team is ready at all times to receive complaints from anyone in the event of any electronic issues.
- The Cybercrime Center at the Ministry of Interior applies and implements laws and regulations that have been enacted by the State against whosoever violates laws and regulations using complex electronic methods to commit crimes. The center is equipped with the latest technology to detect electronic crimes and protect the State, citizens and residents.

State Initiatives to Encourage and Stimulate Activity:

Through the “Qatar e-Government Strategy 2020”, which is based on three axes: raising the level of government services provided to individuals and businesses (services without reviewers), raising the efficiency of government administrative processes (paperless ministries), and increasing the level of transparency and openness of the government to the public.

The third axis represents the essence of digital transformation of government agencies and includes major programs to support digital transformation, including programs to support digital infrastructure, government applications and digitization of non-electronic personal information. In this regard, the State offers many programs and initiatives that help investors in e-commerce in various fields and sectors, and particularly supports home business owners, start-ups and growing small and medium-sized companies, and contributes to creating many job opportunities.

1. The State of Qatar has established a special program in the field of e-commerce, the idea of which is to provide an enabling environment for both users and merchants to conduct their electronic transactions with ease. In order to achieve this goal, the Government of Qatar, represented by the Ministry of Transport and Communications, has designed an electronic platform called the Qatar E-Commerce Portal, which includes a list of website service providers, payment portals, logistics service providers, and programs, opportunities and initiatives for support, guidance and financing for businesses, in addition to best practices, online shopping tips and information needed for shoppers to conduct their electronic transactions that guarantee safe and reliable online shopping for the consumer, as well as the information that the entrepreneur needs to establish an online store, in addition to a comprehensive guide to the information that must be available in any e-commerce project and provide advice and guidance on safety and protection methods that the merchant and the customer must take into account. It also has a special section to support consumers and another to support businessmen.
2. The Ministry of Transport and Communications has established e-payment platforms for small and medium-sized companies, where two e-payment platforms are available: QPay International and Payments Me.
3. The State of Qatar, represented by the Ministry of Transport and Communications, designed the digital transformation program for small and medium-sized companies in cooperation and coordination with the Ministry of Commerce and Industry to support the transformation, which focuses on three specific areas, namely cloud services, e-commerce, and e-presence.
4. Bedaya Consulting Services Center of the Qatari Ministry of Transport and Communications offers a package of supportive programs and services to enable Qatari youth to launch their own business or start a career that brings them a financial return.
5. The Tasmu Digital Valley has also created a Qatar Directory of Digital Companies that includes a set of distinguished solutions that translate the project’s vision and objectives into digital applications that meet the needs and challenges of residents and visitors to Qatar, as

part of the efforts of the Ministry of Transport and Communications to enhance the footprint of the private sector in the Qatari market by ensuring regional and international competitiveness, in addition to enabling the public and private sectors to access the best providers of digital products and services. The Directory also provides a database for digital companies in the State of Qatar, which will help the government and business sectors find digital companies that meet their needs, and gives a more accurate understanding of Qatar's digital map.

6. With regard to the labor market, the digital skills development program for the “Tasmu Digital Valley” was launched at the beginning of 2020, and one of the program's goals and outputs is to provide a practical framework to regularly assess the impact of digital transformations on employment in terms of cost and time.
7. The Ministry has established a digital business incubator, which aims to promote ICT innovation in the State, especially among youth in the early stages of establishing or developing technology-related businesses. The incubator shows great interest in entrepreneurs who are able to harness modern technologies to provide innovative products, solutions or services that contribute to the State's digital economy.
8. Licenses have been granted to work from home where the Government of Qatar presented a great opportunity to entrepreneurs and owners of small and medium-sized enterprises by providing the service of obtaining licenses to conduct business from home. This license has helped many people launch their electronic projects from home, as well as obtain the benefits and support of the Government of Qatar. The State has not only granted entrepreneurs a license to conduct business from home, but also has designated a large exhibition held annually, in which entrepreneurs display the products of their own projects, and have the opportunity to promote their trade in front of a large crowd of consumers, as well as can attract sponsors due to the large number of invited businessmen. The State of Qatar, represented by the Ministry of Commerce and Industry, grants licenses to work from home for the following business: photography, sewing and embroidery, electronic services with its various derivatives except for engineering designs that fall within the scope of the engineering office, service works such as book packing and copying, cooking, preparing meals and various foods, flower arranging, gift wrapping, card design, handicrafts, antiques and collectibles design, where you can easily create a website for all of these works and present them to an audience at an affordable price with the support of the State to engage in these activities.
9. Qatar Theqa Trust Mark initiative⁸, which is a logo displayed on the e-commerce platform, is a badge to ensure the credibility of the e-merchant, and its primary goal is to protect e-consumers. The Theqa Trust Mark also confirms that the website is genuine and that the e-merchant has been approved by the relevant authorities after a rigorous evaluation process. Upon qualifying for the Theqa Trust Mark, you can gain more credibility with e-shoppers,

⁸ Website of Qatar E-Commerce Portal at <https://ecommerce.gov.qa/>

which leads to an increase in traffic and improved sales. The Theqa Trust Mark is a non-profit or mandatory government program that stimulates the e-commerce sector in Qatar and develop local sales in online retail, by encouraging the consumer audience of citizens and residents to trust the e-commerce system in the State, and urging them to use local sites and platforms for online shopping safely and effectively, as well as providing merchants with the tools, capabilities and skills needed to achieve success quickly.

Obtaining the Theqa Trust Mark requires that local companies or websites operating in the sector implement a set of standards and requirements. Through “Theqa” portal (<http://www.Theqa.qa>), an evaluation is conducted for the company to help it update its website, develop its services, and meet those standards, before being awarded an accreditation certificate that is renewed annually and affixing Theqa Trust Mark to its website. Theqa portal works to ensure that local websites provide clear data and information to customers, including consumer rights, privacy policy, terms and conditions of service, and others with the aim of increasing sales of local websites, through a first stage aimed at encouraging the public of citizens and residents to rely on them instead of external websites, and a second stage based on attracting new clients from abroad by establishing more partnerships with trust marks projects around the world.

According to the data of Theqa portal, there are 95 stores approved by the Theqa portal, within various sectors including food, fashion, accessories, electronics, restaurants, travel and others.

10. Organizing educational and awareness workshops with the aim of adopting e-commerce.

Challenges Facing E-Commerce in the State of Qatar⁹:

1. Weak coordination between the relevant authorities to set a clear system and policy for e-commerce to facilitate registration and the establishment of small and medium-sized companies for local and international investors.
2. Difficult conversion of internet users to e-commerce as a result of consumers’ low awareness of the options available in e-commerce.
3. The weak spread of e-commerce among large numbers of temporary low-wage workers, which hinders efforts to promote e-commerce among these categories.
4. The complexity of e-payment rules and systems and the high-cost collection process constitutes an obstacle for small and medium-sized companies, as most payments in Qatar are made by the method of cash on delivery, which is the most common and acceptable among shoppers, and represents 75% of the total e-commerce payments according to official statistics, in addition to limited number of e-payment methods such as credit cards, which represent 19%, then PayPal accounting for 6%, and others.

⁹ E-Commerce National Map – Ministry of Transport and Communications – Version of 2017

5. The limited presence of local merchants online and the lack of e-commerce offers, as well as the limited awareness and insufficient technological skills to enable e-commerce.
6. Lack of confidence in local e-stores and considering international stores more secure in terms of payment and data security, in addition to the abundance and diversity of products.
7. Lack of strategies for multiple sales channels.
8. Limited sources of financing for the establishment of new companies, in addition to the complex and costly procedures for commercial registration.
9. Strict regulatory requirements and the lack of a competitive environment that encourages investments, which leads to reducing the chances of attracting major companies in e-commerce to the Qatari market.
10. The scarcity of information and data in this field.
11. The fear of cybersecurity issues and data protection problems.
12. A general decline in awareness of e-commerce by small and medium-sized companies and local start-ups.
13. The scarcity of common tools and solutions to facilitate the process of starting e-commerce, and the concerns surrounding trust and security in e-transactions, which require providing more trust mechanisms besides having channels to support consumers.
14. Lack of familiarity and sufficient knowledge of the E-Commerce and E-Transactions Law issued in 2010 and lack of clarity regarding the role and responsibilities of the concerned parties.

Recommendations:

In order to find solutions to address the challenges and difficulties of e-commerce, the report concluded the following recommendations:

1. Develop policies, regulations, systems and laws that support the practice of e-commerce in the State, and define the essential responsibilities and processes for developing the e-commerce program.
2. Activate and encourage e-payment by facilitating the ability of merchants to collect and activate prepaid bank cards and digital wallet technology, evaluate opportunities to provide simplified procedures for accrediting payment institutions and electronic financial institutions, facilitate the issuance of e-payment tools such as prepaid cards and digital wallets, and study the development of the “E-Payment Law”, which could contribute to regulating the e-commerce market, and simultaneously would allow payment service providers to obtain the licenses required to conduct their business.
3. Improve logistics services and open the door to competition in the local market to enhance the overall performance in delivery operations, reduce costs, ensure the focus of the Qatar Postal Services Company on e-commerce, enable local merchants to provide electronic logistics solutions, and benefit from investments in economic logistics areas to enhance the

re-export market in order to expand the volume of transactions in terms of performance and expansion.

4. Motivate the consumer to practice and use e-commerce by increasing his awareness and educating him, by establishing institutional websites for e-commerce to educate the consumer about laws, benefits and information, supporting the presence of merchants and small and medium-sized enterprises on the internet and establishing e-authentication marks to qualify approved partners.
5. Enhance consumer confidence in a way that contributes to increasing the spread of e-commerce and making it the preferred choice for the merchant and the consumer.
6. Develop a one-stop shop portal for workers in a simple way to help them use the portal and benefit from e-services via the internet on demand.
7. Empower merchants by facilitating and supporting the registration process of start-ups and related activities to help small and medium-sized enterprises increase their presence on the internet, adopt e-commerce strategies and establish mechanisms to attract foreign direct investment.
8. Support the e-commerce regulatory environment by implementing media marketing plans to raise awareness of e-commerce, enhance confidence in it, educate and support merchants to choose to conduct their business online.
9. Develop the necessary frameworks for the security of e-commerce and provide support through the incubation of start-ups in the field of e-commerce.