STRATEGIES TO PROMOTE THE E-COMMERCE DEVELOPMENT THROUGH MSME's
The Government of the Dominican Republic has decided to make an inter-institutional effort to transform the relationship that Dominicans have with technology, how they use it and the impact it has on the national economy.

For this, it is promoting the Republica Digital (Digital Republic) initiative.
The government’s Republica Digital (Digital Republic) initiative seeks to guarantee Dominicans access to information and communication technologies, with the aim of reducing the digital divide and providing better services to citizens.
Republica Digital has four main components and two transversal components.

- **Education**
- **Access**
- **Productivity and Employment**
- **Digital Government (Open and Transparent)**
- **Cibersecurity**
- **Social Inclusion**
The Ministry of Industry, Commerce, and MSMEs is responsible for coordinating the Productivity and Employment component.
1,473,354 MSMEs
751,055 MSMEs with a store front
394,583 MSMEs without a store
319,676 Agricultural MSME's
8,039 Mining and fishing MSME's
38.6% GDP Contributions
2,527,260 New employments
51.3% Women leading the MSME's

Encuesta Enhogar 2013
Internet users in Dominican Republic

- **8.9 MM**
  - Mobile phones

- **8.3 MM**
  - Internet access

- **6.9 MM**
  - Mobile data services

- **4.5 MM**
  - Internet banking*

*Data from the Central Bank of the Dominican Republic – December 2019*
PAYMENTS UNDER US$200 ARE EXEMPT OF ONLINE SALES TAX.

Electronic Payments from Dominican Republic

US$460 M
International electronic payments

US$420 M
Local electronic payments
Social media users in Dominican Republic

Facebook: 6,400,000
Instagram: 3,068,000
LinkedIn: 999,000
64% Dominicans over 12 years old use the internet
9/10 People connected to internet in Latin America have a Smartphone.
PROGRAMA DE COMERCIO ELECTRÓNICO PARA MIPYMES
ELECTRONIC COMMERCE IS ONE OF OUR PRINCIPAL GOALS
WE IDENTIFIED
BARRIERS AND
OPPORTUNITIES
INCREASE CONFIDENCE IN LOCAL USERS AND ENTERPRISES
IMPROVE SECURITY LEVELS FOR ECOMMERCE
IDENTIFIED NEW PROMOTION MECHANISMS TO HELP MORE ENTERPRISES IMPLEMENT ECOMMERCE SOLUTIONS
CREATE A TECHNICAL ASSISTANCE PROGRAM

TO ACCOMPANY

MSMEs IMPLEMENTING DIGITAL TRANSFORMATION PROCESSES
Generate new Public-Private Partnerships to impulse innovative solutions to the e-commerce programs.
Improving security increases confidence, which in turn increases marketing and reduces costs.
How can Amazon help us?
DOMINICAN REPUBLIC

Sovieski Naut Fernández
Director of MSMEs Services
Ministry of Industry, Commerce, and MSMEs
Viceministry for MSMEs Development
Sovieski.naut@micm.gob.do