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Contribution by

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**E-Ticaret ve Dijital Ekonomiye ilişkin BM Ticaret ve Kalkınma Konferansı (UNCTAD)
Hükümetlerarası Uzmanlar Grubunun 5. Toplantısı Bilgi Notu**

With the coronavirus pandemic disrupting the traditional supply chains and indeed almost every aspect of daily life from the very beginning of the outbreak; digitization, coupled with quick and effective e-commerce solutions, mitigated the global crisis, if not altogether eradicate it. Digital transformation which was already under way well before the pandemic has accelerated considerably since then. The responses to the crisis caused by the global pandemic have boosted the adoption of digital technologies, and many of the changes could be here with us for the long haul.

Within the scope of the measures to counter the impact of the COVID-19 outbreak, our ministry, between 8 May-24 June 2020, organized “As E-Commerce, We Stand by SMEs” solidarity campaign with the aim of reducing the adverse effects of the pandemic on the commercial activities of small and medium-sized enterprises and encouraging them to benefit from the opportunities provided by e-commerce in their commercial activities in the most effective way. 29 business/e-commerce websites participated in the campaign and approximately 135.000 SMEs profited from the campaign.

Considering the recent trends and developments prevailing in the retail market, it is safe to argue that the rise of e-commerce will continue to influence and enhance the lives of the people across the globe by removing barriers in the trade ecosystem. To cope with possible challenges on the way, it is crucial for the global actors to fully cooperate and combine forces on various issues that need to be addressed in the years to come.