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TASMU DIGITAL VALLEY

## BLOCKCHAIN FOR ECOMMERCE (THEQA PROGRAM)

Blockchain is a digital distributed ledger that records transactions and events through a decentralized network of computer systems that verify all transactions and store them permanently

### OPPORTUNITY DEFINITION | BLOCKCHAIN | THEQA PROGRAM: BLOCKCHAIN INTEGRATION

This project aims at developing and integrating blockchain application for the Theqa portal. The development of blockchain application for the Theqa portal will help stimulate local as well as international eCommerce growth through secure sharing of the information among various eCommerce stakeholders.

#### TARGET MARKET

##### Target Market

The B2C eCommerce penetration rate in Qatar is estimated at 15% which is equal to **400,000 online shoppers**.

##### Target Users

- › Local as well as international eCommerce associations



#### ADJACENT OPPORTUNITIES

- › B2B eCommerce Strategy
- › Online Retail Promotions And Pricing

#### STAKEHOLDERS

- › Ministry of Transport & Communications (MOTC)
- › Ministry of Commerce & Industry
- › Online merchants (local and international)
- › International trustmarks
- › Theqa members



#### KEY PROBLEM STATEMENT | NEED

A private blockchain network is needed to support Qatar's eCommerce market through local and international collaboration:



- › Working with international trustmark associations to securely share information regarding certified merchants
- › Partnering with other government entities for merchants verification
- › Increase local merchants market exposure in the international eCommerce market



#### OWNER AND SECTOR

**Owner** Ministry of Transport & Communications (MOTC)

**Sector** eCommerce



#### PROCUREMENT CYCLE

##### Identified Opportunity

The opportunity has been identified & is yet to enter the RFP stage.



#### TIMESPAN



Total duration of 4-6 months including implementation and testing

#### BUDGET ACROSS ECOMMERCE ECOSYSTEM

The Qatar eCommerce market is expected to grow from USD\$1.2 billion in 2017 to **USD\$3.2 billion** in 2020.

