

# BRIDGING DISTANCE TO OPPORTUNITY IN FRANCE

How the Online Commerce Platform Enables Inclusive Economic Opportunities

## DIGITAL DENSITY RANK\*

**1** Top Region  
Provence-Alpes-Côte d'Azur

■ LOWER DENSITY REGIONS  
■ HIGHEST DENSITY REGIONS



\*DIGITAL DENSITY is an indication of the geographical distribution of platform-enabled economic opportunities.

DIGITAL DENSITY measures per region:

- 1) The number of eBay-enabled firms per 10,000 inhabitants
- 2) Sales by eBay-enabled firms per capita.

## GDP PER CAPITA RANK

**1** Top Region  
Île-de-France

2. Auvergne-Rhône-Alpes
3. Provence-Alpes-Côte d'Azur
4. Pays de la Loire
5. Nouvelle-Aquitaine

## POPULATION RANK

**1** Top Region  
Île-de-France

2. Auvergne-Rhône-Alpes
3. Hauts-de-France
4. Nouvelle-Aquitaine
5. Occitanie

Source: Institut National de la Statistique et des Etudes Economiques (INSEE), latest available data on population (2016) and GDP (2014).

## SMALL BUSINESS INTERNATIONALIZATION

**99%** EBAY-ENABLED FIRMS EXPORT\*

VS

**11.7%** TRADITIONAL SMALL BUSINESSES

**2%** TRADITIONAL MICRO & SMALL RETAILERS

\*EBAY-ENABLED FIRMS are professional sellers with sales of more than USD 10,000 annually on the eBay Marketplace.

**62%** EBAY-ENABLED FIRMS\* IN FRANCE REACH **FOUR OR MORE** CONTINENTS



## AVERAGE NUMBER OF FOREIGN DESTINATIONS



■ eBay-Enabled Firms ■ Traditional Firms

Note: Only exporting eBay-enabled firms are considered.

## POLICY ACTION TO PROMOTE INCLUSIVE ECONOMIC OPPORTUNITIES



### At Local Level

Develop the Digital Ambassador program in all French regions to support small business digital adoption



### At National Level

Simplify administrative processes to accelerate small business growth and internationalization



### At EU Level

Maintain VAT thresholds at levels that protect small remote retailers from cross-border bureaucracy and costs