

URL: <https://stvp.stanford.edu/clips/educating-regulators>

Jumia Nigeria chairwoman Juliet Anammah discusses her company's commitment to educating regulators about the potential of e-commerce in Africa and the need for thoughtful regulation that won't impede the sector's growth. She emphasizes the benefits of engaging with regulators early on rather than avoiding them.



Transcript

- People say that, you know, regulators, 00:00:04,580 that they're not on the same plane, but it's our responsibility as private sector to educate, right? And a lot of my work in the past year and so, has been that education, providing information to say, look, this is what we're doing.. And to a large extent, we've actually spent more time just explaining, this is what we're doing.. This is what a marketplace model looks like.. These are the responsibilities of the platform versus the seller, you know, versus the consumer, and all that.. So, I think it's our responsibility as private sector to do it.. And that's what we've been doing, okay? In other, in some of our markets, also, we've formed coalitions with like-minded private sector companies in Nigeria.. We have the e-commerce group within the Legals Chamber of Commerce.. I am actually the First Chairwoman of that council.. In Kenya, we have a private sector alliance and we have an e-commerce sector within the alliance.. So, all of those are opportunities to engage with regulators..

And it's always to the interest of private sector to engage early.. That way you can provide the necessary information and education and dialogue, 'cause they want to do the right thing.. They just want to be well-informed in taking the right decision.. Sometimes you provide parallels from other markets.. - Right..