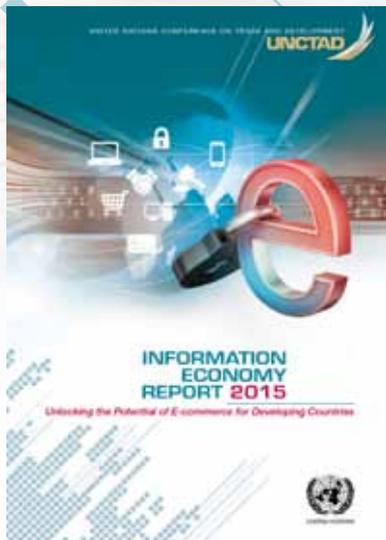




INFORMATION ECONOMY REPORT 2015

Unlocking the Potential of E-commerce for Developing Countries



Official Launch
TUESDAY 24 MARCH 2015, 4 P.M.
Room XXVI, Palais des Nations

Electronic commerce is rapidly transforming the way in which enterprises are interacting among each other as well as with consumers and Governments, and growing rapidly in developing economies. Against this background, the *Information Economy Report (IER) 2015* revisits the potential opportunities and risks of e-commerce and examines how countries can benefit the most from the phenomenon in today's information society. The report maps recent trends, highlights innovative e-commerce solutions of relevance – especially for micro and small enterprises in developing countries – and introduces tools for comparing the e-commerce readiness of countries. It analyses the access in various parts of the world to global e-commerce platforms and services, conducts the first ever global mapping of cyberlaws in key areas of relevance to e-commerce, and makes broad recommendations for policy makers.

The *IER 2015* will be introduced by the Secretary-General of UNCTAD at a high-level session on Tuesday 24 March 2015 in the Palais des Nations, and this will be followed by comments from invited speakers.

*For more information
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- 4 p.m.** Presentation of the IER 2015 by:
- **Dr. Mukhisa Kituyi**, Secretary-General, UNCTAD
- Comments by:
- **Mr. Alexander Mora**, Minister of Foreign Trade, Costa Rica
- **Ms. Päivi Kairamo**, Ambassador Extraordinary and Plenipotentiary, Permanent Representative of Finland
- **Mr. Zotawon Titus**, Deputy Minister, Ministry of Posts & Telecommunications, Liberia
- **Mr. Santiago Gutierrez**, Chairman, World Information Technology and Services Alliance (WITSA)
- Interactive discussion
- 5.30 p.m.** Signing ceremony of a memorandum of understanding between UNCTAD and WITSA, followed by drinks courtesy of WITSA

