Program

E-Commerce, SMEs and Development: the perspectives for and strategies of Latin American countries

Monday, 18 until Tuesday, 19 February 2013
Château de Bossey

Day 1
Monday, 18 February 2013

09:30 - 10:00 Welcoming and introduction
Welcoming remarks
Representative of Ecuador
Matthes Buhbe, Director, FES Geneva

Introduction to the topic
Anne Miroux, Director, Division on Technology and Logistics, UNCTAD
Aicha A. Pouye, Director, Division for Business and Institutional Development, ITC

10:00 - 10:45 Session I: Overview of global trends and issues
Torbjörn Fredriksson, Chief, ICT Analysis Section, Science, Technology and ICT Branch, Division on Technology and Logistics, UNCTAD

Topics to be discussed:
- Definition of key concepts (e-business, e-commerce, m-commerce)
- Development implications of e-commerce
- Global trends in SME use of e-commerce and m-commerce
- Barriers to e-commerce use in SMEs
- New developments: cloud computing and m-commerce

10:45 – 11:00 Coffee Break

11:00 – 12:30 Session II: SMEs and e-commerce: a Latin American perspective
Cécile Barayre, Economic Affairs Officer, ICT Analysis Section, Science, Technology and ICT Branch, Division on Technology and Logistics, UNCTAD
Thao Nguyen, UNCTAD consultant and CEO and Founder, Star Anise Food
Jorge Navarro, UNCTAD consultant and Attorney-at-law

Topics to be discussed:
- Domestic and cross-border e-commerce: implications for SME competitiveness
- Issues faced by SMEs in Latin America
- Policies to facilitate greater use of e-commerce
- Creating a legal framework conducive to e-commerce
12:30 – 14:00  Lunch break (provided by FES Geneva)

14:00 – 15:30  Session III: The way forward: Regional and international harmonization of e-commerce legal frameworks
Cécile Barayre, Economic Affairs Officer, ICT Analysis Section, Science, Technology and ICT Branch, Division on Technology and Logistics, UNCTAD
Jorge Navarro, UNCTAD consultant and Attorney-at-law

Topics to be discussed:
- Regional harmonization of legal frameworks for e-commerce in Latin America
- E-commerce and the WTO: Going beyond the WTO Moratorium on customs duties on electronic transmissions?
- Potential areas for discussion at the WTO workshop on E-Commerce, Development and SMEs

15:30 - 15:45  Coffee break

15:45 – 17:00  Session IV: Cybersecurity challenges
Marco Obiso, Cybersecurity Coordinator, ITU

Topics to be discussed:
- Legal Aspects
- Technical Aspects

17:15 – 18:00  Session V: A case study on SME’s in Latin America and how they are using the Postal service to sell goods online
Paul Donohoe, Programme Manager, Electronic Postal Services and E-Commerce, UPU

Topics to be discussed:
- IT hosting
- Payments
- Logistics
- Customer service

End of day (Ecuador and UNCTAD)

Day 2
Tuesday, 19 February 2013

09:30 – 10:45  Session VI: e-Commerce Strategies and Tools Available to SMEs
Martin Labbé, Advisor, Online Marketing and Digital Networks Advisor, ITC

Topics to be discussed:
- Various e-Commerce options (web-based, turn-key, customized)
- The role of Open Source in the development of e-commerce
- e-Commerce strategies: global best practices
- The business case for e-commerce
- Results-based e-commerce projects: a roadmap for Latin-American SMEs

10:45 – 11:00  Coffee break
11:00 – 12:30  **Session VII: Mobile Business Solutions for Developing Economies**  
Raphaël Dard, Adviser on E-business Solutions, ITC  
Topics to be discussed:  
- Overview of Mobile business solutions  
- From business intelligence to business processes, through marketing & commerce  
- Mobile business solutions in the supply chain  
- ITC experience in Mobile Solutions (Trade at Hand)  
- Implementation challenges and lessons learned

12:30 – 14:00  Lunch break (provided by FES Geneva)

14:00 – 15:30  **Session VIII: A successful case example: BLACKSOCKS.COM, a Swiss SME**  
Samy Liechti, co-founder and CEO of Blacksocks

15:30 – 15:45  Coffee break

15:45 – 16:45  **Session IX: Open Standards, Open Internet and e-commerce**  
Konstantinos Komaitis, Policy Advisor, Public Policy, Internet Society ISOC  
Nicolas Seidler, Policy Advisor, ISOC  
Topics to be discussed:  
- Open Standards Paradigm and the Internet  
- Legal issues and e-commerce  
- Intellectual Property and e-commerce  
- U-commerce platforms  
- M-commerce platforms

16:45 – 17:30  **Session X: Reviving the E-Commerce work program in the WTO**  
Hans-Peter Werner, Counsellor, Development Division, WTO  
Topics to be discussed:  
- Trade Ministers engage on E-Commerce  
- Re-invigorating the development dimension of E-Commerce  
- What to expect from the April 2013 Workshop on E-Commerce, Development and SMEs  
- The way forward to Bali and MC-9

17:30  **Session XI: General discussion on the way forward**  
Moderated by Jean-Michel Rousseau, policy consultant and process advisory

18:30  **Closure**  
(Representative of Cuba)