



MEASURING E-COMMERCE DAY

Friday, 22 April 2016, 10.00-18.00
Room XXIII, Palais des Nations
Geneva, Switzerland

An event of the UNCTAD E-COMMERCE WEEK 2016

Programme

Measuring readiness to benefit from the digital economy	
Co-organized by UNCTAD and NetCommSuisse E-Commerce Association	<p>10.00-11.00</p> <p>Launch of the UNCTAD B2C E-commerce Index 2016</p> <ul style="list-style-type: none"> • Presentation by the UNCTAD Secretariat followed by comments by: • Bishar Hussein, Director General, Universal Postal Union • Carlo Terreni, General Director, NetCommSuisse E-Commerce Association
	<p>11.00-13.00</p> <p>Measuring e-commerce and digital readiness Moderator: Torbjörn Fredriksson, Chief of ICT Analysis Section, UNCTAD</p> <p><i>Panelists</i></p> <ul style="list-style-type: none"> • Alexandre M. Mateus, Policy Analyst, Directorate General for Communications Networks, Content and Technology (CNECT), European Commission • Jirawan Boonperm, Chairman of the Executive Board of Directors, Electronic Transactions Development Agency (ETDA) Thailand • Sung-Ju Sarah Eo, Senior Researcher, Statistics Information Center, Korea Association for ICT promotion (KAIT), Republic of Korea • Carlina Johnson, New Business Development and Store Leader, Nielsen
	<p>13.00-15.00</p> <p>Lunch break</p>
Measuring cross-border e-commerce	
Co-organized by UNCTAD, WTO and UPU	<p>15.00-15.30</p> <p>Introduction to UNCTAD-UPU-WTO initiative to improve measurement of cross-border e-commerce</p> <ul style="list-style-type: none"> • Torbjörn Fredriksson, Chief, ICT Analysis Section, UNCTAD • Paul Donohoe, E-business Programme Manager, UPU
	<p>15.30-17.20</p> <p>Roundtable on official data and private sector data on cross-border e-commerce Moderator: Andreas Maurer, Chief of International Trade Statistics Section, WTO</p> <p><i>Panelists</i></p> <ul style="list-style-type: none"> • Jessica R. Nicholson, Office of the Chief Economist, Economics and Statistics Administration, United States Department of Commerce (video link) • Aarno Airaksinen, Senior Statistician, Statistics Finland • Ding Ye, Second Secretary (Customs), Mission of China to the EU • Gerard Rodrigues, Superintendent and Counsellor (Europe and Africa), Australian Border Force, Australian Embassy in Brussels • Pashupati Pandey, Technical Officer, World Customs Organization • Alibaba Research
	<p>17.20-17.50</p> <p>The way forward Moderator: Fabienne Fortanier, Head of Trade Statistics, OECD</p> <ul style="list-style-type: none"> • How to develop a conceptual framework for measuring cross-border e-commerce • How to integrate e-commerce in national statistical systems? • How can public and private sector data complement each other? • What should be the role of international organizations?
	<p>17.50-18.00</p> <p>Closing</p>

Register online at: unctad.org/e-week2016