



## **E-COMMERCE STRATEGIES FOR RURAL DEVELOPMENT UNCTAD E-COMMERCE WEEK**

**Monday, 18 April 2016, 11h00-13h00,  
Palais des Nations, Geneva, Switzerland**

### **BACKGROUND AND OBJECTIVE OF THE SESSION**

The session will examine some of the current e-commerce strategies for rural development. The experience of a number of developing countries shows that opportunities exist for rural growth through e-commerce. The session will feature a keynote speech from Chinese e-commerce giant Alibaba and panels of speakers who will highlight some of these success stories, opportunities and challenges, in particular from China and Egypt, enable an exchange of best practices, and discuss strategies which can help to leverage e-commerce for rural development.

The session will close with an introduction to UNCTAD's ICT Policy Review Programme, which provides technical assistance in developing national e-commerce strategies.

### **TENTATIVE PROGRAMME**

- 11:00-11:10 Welcoming Remarks and Introduction**  
Genevieve Feraud, Officer in Charge, Division on Technology and Logistics, UNCTAD.
- 11:10-11.35 Keynote Speech on E-commerce for Rural Development**  
Lijun Sun, Vice President and General Manager of Rural Taobao, Alibaba\*
- 11:35-12:05 Global Trends in Rural E-commerce, Opportunities and Challenges**
- Global Trends in Rural E-commerce**  
Marie Sicat, Associate Economic Affairs Officer (ICT Policy Review Programme Coordinator), UNCTAD\*
- Logistics in Rural Areas**  
Paul Donohoe, E-commerce Programme Manager, Universal Postal Union\*
- The Payment Dimension in Rural Areas**  
Harish Natarajan, Senior Financial Sector Specialist, World Bank
- Challenges and Opportunities for Rural E-commerce in Egypt**  
Nagwa El-Shenawi, Under-Secretary for Information and Strategic Planning, Ministry of Communications and Information Technology, Government of Egypt
- Promoting Rural Employment and Reducing Rural Poverty**  
Alfredo Lazarte, Rural Specialist, International Labour Organization\*

- 12:05-12:15 Country In Focus and Success Stories: The Experience of China**
- 12:05-12:10 Screening of Video on Taobao Business Model for Rural Development**
- 12:10-12:25 Public-Private Partnership in E-commerce for Rural Development**  
Sun Zhongzhen, Director of Labor and Employment, Employment Department, National Development and Reform Commission Government of China (via video conference)
- 12:25-12:40 Helping to Build Rural E-commerce in Zhejiang Village**  
Wang Xian, Taobao Entrepreneur and Rural Service Center Agent\*
- 12:40-12:50 Interactive Discussion and Q and A**  
Moderated by Torbjorn Fredriksson, Chief, ICT Analysis Section, UNCTAD\*
- 12:50-13:00 Closing remarks**

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