



**WORKING GROUP ON MEASURING
E-COMMERCE AND THE DIGITAL ECONOMY
FIRST MEETING**

3-4 December 2019

Room XXVI, Palais des Nations, Geneva

Final Programme

TUESDAY, 3 DECEMBER	
10.00–11.00	<p>Opening plenary session of the WG</p> <p>Item 1 - Election of officers Item 2 - Adoption of the agenda and organization of work</p> <p>Introductory remarks:</p> <ul style="list-style-type: none"> ▪ Ms. Shamika N. Sirimanne, Director, Division on Technology and Logistics, UNCTAD ▪ Mr. Fernando Cantu-Bazaldua, Senior Statistician, Statistics and Information Branch, UNCTAD
11.00–13.00	<p>Item 3 - Revision of the UNCTAD Manual for the Production of Statistics on the Information Economy (2009)</p> <p>Session 1: Structure and review of changes <i>The session will present the structure of the draft Manual and review changes from the 2009 version. It will cover: conceptual frameworks, statistical standards and indicators, data sources and data collection, institutional and other issues.</i></p> <ul style="list-style-type: none"> ▪ Mr. Torbjörn Fredriksson, Chief, ICT Policy Section ▪ Ms. Emöke Maembe, Policy Officer, European Commission, DG for Communications Networks, Content and Technology (DG CNECT) ▪ Mr. José Luis Cervera, Consultant to UNCTAD <p><i>Interactive debate</i></p>
15.00–18.00	<p>Session 2: Model questions and questionnaires <i>This session will discuss the model questions and questionnaires contained in the draft manual and the related issue of survey design and implementation.</i></p> <ul style="list-style-type: none"> ▪ Mr. José Vila, Consultant to UNCTAD <p><i>Interactive debate</i></p>

WEDNESDAY, 4 DECEMBER	
10.00-13.00	<p>Item 4 - Measuring domestic and cross-border e-commerce</p> <p>Session 3: Current status and trends, possible avenues for the future <i>This session will discuss the work that has been done in the past few years by international organizations to try to measure domestic and cross-border e-commerce, business-to-consumer and business-to-business, from the supply side and the demand side. Countries will share their experiences in trying to measure e-commerce. The session will identify good practices, lessons learned and data gaps, and discuss possible steps to fill those gaps in the future (including related to data sources).</i></p> <ul style="list-style-type: none"> ▪ Ms. Scarlett Fondeur Gil, Economic Affairs Officer, UNCTAD ▪ Ms. Esperanza Magpantay, Senior Statistician, International Telecommunication Union ▪ Mr. Michael Minges, Consultant to UNCTAD ▪ Ms. Magdalena Kaminska, Statistical Officer, Eurostat ▪ Ms. Nagwa Elshenawy, Undersecretary, Ministry of Communication and Information Technology, Egypt ▪ Mr. Leonardo Melo Lins, Information Analyst, Centro Regional de Estudos para o Desenvolvimento da Sociedade da Informação (Cetic.br), Brazil <p style="text-align: center;"><i>Interactive debate</i></p>
15.00-18.00	<p>Session 4: Closing session</p> <p>Item 5 - Topics for future consideration by the Working Group Item 6 - Adoption of the Chair's summary</p>