

eCommerce Week

24–28 April 2017

Palais des Nations, Geneva



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Towards inclusive e-commerce

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Monday, 24 April

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CONCEPT NOTE

CYBERSECURITY AND CYBERCRIME: NEW TOOLS FOR BETTER CYBERPROTECTION

24 APRIL 2017, 10–11.30 A.M

Room XXIII, Palais des Nations, Geneva

Organizers: UNCTAD, World Bank.

Governments and individuals are increasingly concerned about the rise of cybercrime and its consequences on privacy and security online. The traditional cybersecurity strategies include both technical and legal remedies. According to UNCTAD's Cyberlaw Tracker, about 75% of the countries in the world had adopted cybercrime laws as of January 2017. The challenges lie increasingly in building capacity with respect to domestic enforcement and international cooperation. In order to address these needs, this session will introduce new multi-disciplinary tools developed in cooperation among and synthesizing best practices identified by several institutions including the World Bank, the International Telecommunication Union (ITU), Council of Europe (CoE) the Oxford Cybersecurity Capacity Building Centre, UN Office on Drugs and Crime (UNODC), UN Interregional Crime and Justice Research Institute (UNICRI), the Supreme Prosecutors Office of the Republic of Korea and UNCTAD.

Moderator:

Ms. Cécile Barayre, Economic Affairs Officer, UNCTAD

Speakers:

- H.E. Ms. Anusha Rahman Khan, Minister of State for Information Technology and Telecom, Pakistan
- Mr. Ian Walden, Professor of Information and Communication Law, Queen Mary University of London
- Mr. Yuejin Du, Vice-President, Alibaba Security
- Mr. Nir Kshetri, Professor, Bryan School of Business and Economics, University of North Carolina at Greensboro, United States of America
- Mr. David Satola, Lead ICT Counsel, World Bank
- Mr. Gustav Lindstrom, Head of the Emerging Security Challenges Programme, Geneva Centre for Security Policy
- Ms. Marília Maciel, Digital Policy Senior Researcher, DiploFoundation

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CONCEPT NOTE

GLOBAL SURVEY OF INTERNET USER PERCEPTIONS

24 APRIL 2017, 10–11.30 A.M

Room XXVI, Palais des Nations, Geneva

Organizers: Centre for International Governance Innovation, Internet Society, IPSOS, UNCTAD.

This session will present new findings of a 2017 CIGI-Ipsos-UNCTAD-ISOC global survey of public attitudes in 24 nations on the Internet and e-commerce. The survey is unique and only the third of its kind to have been conducted on such a global scale. National and regional variations in public will be explored as will the broader implications of these findings for global e-commerce and international trade.

Moderator:

Mr. Fen Osler Hampson, Chancellor's Professor, Carleton University, Distinguished Fellow & Director of Global Security & Politics, Centre for International Governance Innovation

Speakers:

- Ms. Sally Wentworth, Vice-President, Internet Society
- Mr. Torbjörn Fredriksson, Chief, ICT Analysis Section, UNCTAD
- Mr. Eric Jardine, Assistant Professor, Department of Political Science, Virginia Tech
- Mr. James H. Poisant, Secretary-General, World Information Technology and Services Alliance



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CONCEPT NOTE

THE RISE OF FINTECH: AND THE IMPACT ON CONSUMER MARKETS AND COMPETITION

24 APRIL 2017, 11.30 A.M–1 P.M

Room XXIII, Palais des Nations, Geneva

Organizers: UNCTAD, Federal Trade Commission of the United States of America,
National Foreign Trade Council

Financial technology is changing the way consumers borrow, spend, and share money offering the promise of increased convenience and access to financial services. Unfortunately, there is also opportunity for risk and fraud. This panel will explore the risks and implications of this financial technology for consumers and competition in global markets.

Moderator:

Ms. Teresa Moreira, Head of the Competition and Consumer Policies Branch, DITC, UNCTAD

Speakers:

- Ms. Deon Woods Bell, Office of International Affairs, Federal Trade Commission of the United States of America
- Mr. Jake Colvin, Executive Director, Global Innovation Forum, Vice President, Global Trade Issues, National Foreign Trade Council
- Mr. Usman Ahmed, Head, Global Public Policy, PayPal
- Mr. Fred Baumhardt, Chief Executive Officer, Curve Group

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CONCEPT NOTE

DATA PROTECTION, DIGITAL TRADE AND DEVELOPMENT

24 APRIL 2017, 11.30 A.M–1 P.M

Room XXVI, Palais des Nations, Geneva

Organizer: UNCTAD.

Building consumer confidence in online shopping is one of the keys to e-commerce development. The protection of personal data has become increasingly an important issue in the digital economy. This session will discuss recent developments in the area of data protection and their implications for SMEs and consumers' engagement in e-commerce, especially from a development perspective. It will also highlight the global state of law adoption worldwide with the release of the latest UNCTAD figures.

Moderator:

Mr. Young-moo Kim, Ambassador, Permanent Mission of the Republic of Korea

Speakers:

- Mr. Fen Osler Hampson, Chancellor's Professor, Carleton University, Distinguished Fellow & Director of Global Security & Politics, Centre for International Governance Innovation
- Ms. Cécile Barayre, Economic Affairs Officer, ICT Analysis Section, UNCTAD
- Mr. Kibyoung Kim, Director of Global e-government division, Ministry of the Interior of the Republic of Korea
- Mr. David Satola, Lead ICT Counsel, World Bank
- Mr. Ian Walden, Professor of Information and Communication Law, Queen Mary University of London
- Mr. Oliver Hateley, Senior Adviser, EMOTA



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CONCEPT NOTE

DIGITAL TRADE AND ONLINE WORK IN EUROPE AND CENTRAL ASIA

24 APRIL 2017, 1.15–2.45 P.M

Room XXVI, Palais des Nations, Geneva

Organizer: World Bank.

From East to West, the economies of Europe and Central Asia (ECA) are not taking full advantage of the internet to foster economic growth and job creation. The residents of Central Asia and the South Caucasus pay some of the highest prices in the world for internet connections that are slow and unreliable. In contrast, Europe enjoys some of the world's fastest and affordable internet services. However, its firms and individuals are not fully exploiting the internet to achieve higher productivity growth as well as more and better jobs.

The session will present the ECA Regional report on "Reaping Digital Dividends", with a special focus on digital trade and online labor market arrangements. The report identifies the main bottlenecks and argues that policies to foster competition, international trade and skills supply, as well as adapting regulations to the changing business environment and labor markets, will also be necessary. More information about the report can be obtained here (www.worldbank.org/eca/digitaldividends).

The report will be presented by Hernan Winkler (Economist, ECA Chief Economist Office) and Shawn Tan (Economist, Trade and Competitiveness Global Practice, ECA Region) of the World Bank. There will be invited discussants and a light lunch will be provided.

Moderator:

Mr. Pierre Sauv , Senior Private Sector Specialist, Trade and Competitiveness, World Bank

Speakers:

- Mr. Angel Gonzalez-Sanz, Chief, Science, Technology and ICT Branch, UNCTAD
- Mr. Shawn Tan, Economist, Trade and Competitiveness Global Practice, ECA Region, World Bank
- Mr. Hernan Winkler, Senior Economist, Jobs Group, World Bank
- Ms. Uma Rani Arama, Senior Economist, International Labor Organization
- Mr. Christian Borggreen, Director for International Policy, Computer and Communications Industry Association

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CONCEPT NOTE

DATA FLOWS AND DEVELOPMENT – A GLOBAL INDUSTRY PERSPECTIVE

24 APRIL 2017, 1.15–2.45 P.M

Room XXIII, Palais des Nations, Geneva

Organizer: Information Technology Industry Council.

Data powers the global economy. Cross-border data flows connect countries, cultures, companies, and individuals; generate new sources of economic growth and employment; and are helping to address significant public policy and development challenges, such as those under the Sustainable Development Goals. A deeper understanding among governments and stakeholders of how data flows are necessary component of development in the 21st Century would improve the substance and tenor of discussions on e-commerce and digital trade currently underway at the WTO. This session aims to build that understanding and will include speakers from experts from global industry associations, governments, and think tanks.

Moderator:

Ed Brzytwa, Director of Global Policy, Information Technology Industry Council

Speakers:

- Mr. Gustavo Hector Méndez, Counsellor, Permanent Mission of Argentina to the WTO
- Ms. Christine Bliss, President, Coalition of Services Industries
- Mr. Felipe Sandoval, Fellow, International Centre for Trade and Sustainable Development (ICTSD)
- Mr. David Weller, Head of Global Trade Policy, Google



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E-COMMERCE IN AFRICA

24 APRIL 2017, 3–4.30 P.M

Room XXVI, Palais des Nations, Geneva

Organizers: UNCTAD, Universal Postal Union.

The UNCTAD B2C E-Commerce Index shows that Africa ranks the lowest in all the indicators related to e-commerce readiness, namely Internet use penetration, secure servers per 1 million inhabitants, credit card penetration and a postal reliability score. Just over a fifth of the population in Africa uses the Internet. Unless there is improvement in the underlying transaction and logistics processes, African online shopping is likely to remain confined to wealthier populations in urban areas. Of all other regions, Africa is the one in most urgent need to address the digital divide to leverage e-commerce, but it's also one of the regions poised to reap the largest benefits. Indeed, the UNCTAD Information Economy Report 2015 noted that the fastest growth of e-commerce is now witnessed in Asia and Africa.

Possible avenues to increase the adoption of e-commerce and to maximize its benefits in Africa are facilitating mobile telephony as the most available and affordable infrastructure for e-commerce solutions, or leveraging the postal network to offer e-commerce service.

This session will examine the enabling framework for e-commerce in the African region and try to answer the following questions:

What is the current situation for small and medium sized enterprises (SMEs) wishing to use e-commerce for exports of goods and services?

What are their prospects for growth through e-commerce, as well as for increasing their participation in global value chains and accessing markets in Africa and further afield?

What key measures could be taken by Governments in partnership with the private sector in order to scale up burgeoning e-commerce entrepreneurship and exports in Africa?

Moderator:

Ms. Joy Kategekwa, Head of Regional Office for Africa, UNCTAD

Speakers:

- H.E. Mr Alioune Sarr, Minister of Trade, Industry and the Informal Sector, Senegal
- Ms. Wendy Eitan, E-Commerce and Physical Services Coordinator, Universal Postal Union
- Mr. Dominique Chantrel, TrainForTrade Programme, UNCTAD
- Ms. Candace Nkoth-Bisseck, Country Director, Jumia Market, Cameroon
- Mr. Leonard Stiegeler, General Manager, Ringier Africa

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PRIVATE SECTOR VIEWS ON PRIORITIES FOR E-COMMERCE

24 APRIL 2017, 3–4.30 P.M

Room XXIII, Palais des Nations, Geneva

Organizer: Business for eTrade Development.

The private sector plays a pivotal role in helping governments and development agencies to understand and best address the priority challenges to ecommerce in developing countries. The private sector has also proven to be a source of rich ideas and new initiatives to unlock ecommerce markets and cross-border ecommerce, such as via new solutions in logistics, payments, and SME capacity-building.

This panel brings together private sector leaders to discuss new survey findings on ecommerce development challenges in the developing world, solutions the private sector see as critical, and discussion on ways in which private sector can with governments create a new development paradigm, with private sector playing a leading role in the development and seeding ecommerce-related development projects, and public sector backing and scaling best practices.

Moderator:

Ms. Kati Suominen, Founder and CEO, Nexttrade Group, LLC

Speakers:

- Mr. M.A. Mannan, President and CEO TCS Holdings, Pakistan
- Mr. Mostafizur Rahaman Sohel, Director, Bangladesh Association of Software and Information Services
- Mr. Brian Bieron, Executive Director, eBay Inc. Public Policy Lab
- Mr. Daniel Crosby, Partner, International Trade Practice Group, King & Spalding
- Mr. Ralph Carter, Managing Director, Trade & International Affairs, FedEx Express.



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CONCEPT NOTE

E-COMMERCE AND TRADE LOGISTICS: NEW CHALLENGES AND OPPORTUNITIES FOR INTERNATIONAL TRANSPORT AND TRADE FACILITATION

24 APRIL 2017, 4.30–6 P.M

Room XXIII, Palais des Nations, Geneva

Organizers: ITC, UNCTAD, UNECE, WCO.

The transport and logistics services that support e-commerce transactions involve the carriage of products and goods for which some or most transactions (e.g. advertising, ordering, billing, purchasing and payment) can be completed electronically. The physical deliveries along the supply chain still require the use of transport facilities and trade-supporting services, including international shipments and cross-border trade facilitation.

B2C and B2B exchanges, smaller shipments, and other requirements of E-Commerce generate opportunities for trade logistics providers and contribute to reconfigure the transportation patterns. The new requirements of e-commerce in terms of speed, scale, frequency, reliability, transparency, shipment tracking and ICT integration, to name but a few, can pose additional challenges to the international transport of goods and cross-border operations. The impact of regulatory challenges relating to among others, the transport documents, clearance procedures, Customs clearance, standards, security, product safety, revenue collection, etc., often associated with cross-border e-commerce, can make or break the e-commerce sector.

In this context, the session will consider the new challenges E-Commerce poses for traders and transport/trade logistics service providers, from both the public and private sectors, including the need for ever more efficient international transport and trade facilitation.



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CONCEPT NOTE

E-COMMERCE AND TRADE LOGISTICS: NEW CHALLENGES AND OPPORTUNITIES FOR INTERNATIONAL TRANSPORT AND TRADE FACILITATION

24 APRIL 2017, 4.30–6 P.M

Room XXIII, Palais des Nations, Geneva

Organizers: ITC, UNCTAD, UNECE, WCO.

Opening remarks:

Ms. Maria Ceccarelli, Chief, Trade Facilitation Section, UNECE

Moderator:

Mr. John Manners-Bell, Chief Executive Officer, Transport Intelligence Ltd

Speakers:

- Ms. Kati Suominen, Founder and CEO, Nextrade Group, LLC
- Ms. Dabney Shall-Holma, Managing Director, Hub Maritime services, representing Nigerian shippers /cargo interests
- Mr. Philippe Isler, Director, Global Alliance for Trade Facilitation, World Economic Forum
- Ms. Marianne Rowden, President & CEO, American Association of Exporters and Importers



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CONCEPT NOTE

INCLUSIVE DEVELOPMENT AND E-COMMERCE: CASE OF CHINA

24 APRIL 2017, 4.30–6 P.M

Room XXVI, Palais des Nations, Geneva

Organizers: AliResearch, International Trade Centre, UNCTAD.

Growth imbalance and poverty have been the major challenge for the world economy in the long term. Achieving inclusive development is becoming increasingly high priority in the development agenda of policy makers. This session will provide an overview of China's experience in deployment of e-commerce and its impact on inclusive development, as well as lessons learnt which could be useful to promote e-commerce development in other countries.

A report on that topic, prepared by AliResearch, will be released during the session. It focuses on the development of e-commerce within China and cross-border with an emphasis on inclusive development, financial services, logistics and technological innovation. It also provides strategic guidelines for policy makers, best practices for MSMEs and solid empirical evidence of inclusive growth.

The session will close with a panel discussion among relevant stakeholders in the ecommerce ecosystem and an interactive Q&A between panelists and audiences.

Moderator:

H.E. Ms. Anusha Rahman Khan, Minister of State for Information Technology and Telecom, Pakistan

Speakers & Panelists:

- Mr. Hongbing Gao, Director of AliResearch and Vice President of Alibaba Group
- Ms. Marion Jansen, Chief Economist, International Trade Centre
- Ms. Shamika N. Sirimanne, Director, Division on Technology and Logistics, UNCTAD
- Mr. Han Sun, General Manager, Jiangsu Meiyijia Furniture Co. and President, E-commerce Association of Shaji, China
- Mr. Kibyong Kim, Director of Global e-government division, Ministry of the Interior, Republic of Korea

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Tuesday, 25 April

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LAUNCH OF ETRADE FOR ALL ONLINE PLATFORM

25 APRIL 2017, 10.45–12 A.M

Room XVIII, Palais des Nations, Geneva

Organizer: UNCTAD

Chaired by

Dr. Mukhisa Kituyi, Secretary-General, UNCTAD.

E-commerce can be a powerful driver of economic growth, inclusive trade and job-creation across the developing world. However, it may create challenges as well as opportunities, and many developing countries still face significant barriers to engage in and benefit from its development.

Launched in July 2016, during the 14th quadrennial Conference of UNCTAD, eTrade for all is a global initiative that helps developing countries to unlock the potential of e-commerce.

22 international and regional organizations, national entities and development banks are currently members of the initiative. In cooperation with the Business for eTrade Development, a private-sector led advisory council that encompasses large corporations and small business from both developed and developing countries, eTrade for all fosters inclusive development by promoting the uptake of e-commerce.

At the heart of the initiative is the eTrade for all online platform, which will be publicly unveiled during this session. This new information hub will help developing countries navigate the wealth of technical and financial services they can use to drive development through e-commerce. Through the platform, countries can connect with potential partners, learn about trends and best practices, access up-to-date e-commerce data, and be informed of upcoming e-commerce events.



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CONCEPT NOTE

LAUNCH OF ETRADE FOR ALL ONLINE PLATFORM

25 APRIL 2017, 10.45–12 A.M

Room XVIII, Palais des Nations, Geneva

Organizer: UNCTAD

Chair:

Dr. Mukhisa Kituyi, Secretary-General, UNCTAD

Following the welcoming remarks by the Secretary General, a short video on the eTrade for all platform will be shown. Ms. Shamika Sirimanne, Director of the Technology and Logistics Division, UNCTAD, will then provide a short introduction to the platform unique tools.

Key interventions (tentative):

- H.E. Mr. Khurram Dastgir Khan, Minister of Commerce, Pakistan
- H.E. Mr. Pan Sorasak, Minister of Commerce, Cambodia
- H.E. Ms. Terhi Hakala, Ambassador, Permanent Representative of Finland to the UN and other international organizations in Geneva
- H.E. Mr. Kyong-Lim Choi, Ambassador, Permanent Mission of the Republic of Korea in Geneva
- H.E. Mr. Daniel Blockert, Ambassador, Permanent Representative of Sweden to the WTO
- H.E. Mr. Julian Braithwaite, Ambassador, Permanent Representative, Mission of the United Kingdom of Great Britain and Northern Ireland to the UN and other international organizations in Geneva
- Mr. Jean-Baptiste Villaca, Chef de service de la Réglementation du Commerce Électronique, Côte d'Ivoire
- Mr. Bishar A. Hussein, Director General, UPU.
- Mr. Ratnakar ADHIKARI Executive Director, Enhanced Integrated Framework
- Ms. Ana B. Hinojosa, Director Compliance and Facilitation, WCO
- Ms. Maria-Rosaria Ceccarelli, Chief, Trade Facilitation Section, Economic Cooperation and Trade Division, UNECE
- Ms. Amanda Long, Director General, Consumers International
- Mr. Yonov Frederick Agah, Deputy Director, World Trade Organization
- Ms. Dorothy Tembo, Deputy Executive Director, International Trade Centre
- Mr. Kaspar Korjus, E-Residency Director, Estonia
- Ms. Susan F. Stone, Director, Trade, Investment and Innovation Division, United Nations Economic and Social Commission for Asia and the Pacific
- Mr. Antoni Esteveordal, Manager, Integration and Trade Section, Inter-American Development Bank
- Ms. Kati Suominen, Founder and Chief Executive Officer, Nexttrade Group (on behalf of the Business for eTrade Development)
- Mr. Waleed S. Abalkhail, Chairman, TradeKey

Closing remarks by:

H.E. Ms. Susana Malcorra, Minister of Foreign Affairs, Argentina

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YOUTH EMPLOYMENT IN THE DIGITAL ECONOMY

25 APRIL 2017, 11 A.M.–1 P.M.

Palais des Nations, Geneva

The 2017 edition of E-commerce Week comes at a crucial moment when Governments are looking to develop strategies on how to deal with a changing economic and social landscape brought about by the digital economy. Digital technologies are driving new ways of producing and consuming goods and services. The digital transformation implies disruptive changes to business models across sectors, thereby affecting the nature of jobs and the skills young people need to successfully enter the labour market.

Studies suggest that in the coming years many low- and middle-skilled jobs will be replaced by automation, advanced manufacturing and three-dimensional printing, robotics, autonomous transport and artificial intelligence. Existing and new high-skilled jobs will therefore be driving innovation and the workforce demands. Many young individuals feel ill-prepared for this fast-changing technological landscape. So that no one is left behind, a multi-stakeholder approach becomes urgent to connect the dots for an enabling environment in which young people can thrive and embrace the global economic trends of the future.

During this session, young men and women, as well as guest speakers from the public sector and the business community, will share experiences and views on crucial issues to help young people contribute to and benefit from the digital economy through jobs and entrepreneurship. The session, guided by the outcomes of the online discussion taking place from 10 March to 2 April 2017 with worldwide youth participants, will identify two to three concrete actions to be presented to all E-commerce Week participants.

The session on youth employment in the digital economy will address key elements for youth in the digital transformation such as:

- What are the future trends of the labour market in the context of the digital economy?
- What policies need to be urgently put in place to meet the demands of the workforce in the digital economy?
- What partnerships are necessary to make sure that young people face the digital transformation with the right skill sets?
- Why is e-Entrepreneurship relevant to achieving inclusive economic growth, and how can Governments more effectively meet the needs of e-Entrepreneurs?



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“E-Commerce can unlock new opportunities for young entrepreneurs. Not by accident, but from deliberate targeted acts of inclusion and empowerment.”

Mukhisa Kituyi

YOUTH @ E-COMMERCE WEEK

25 APRIL 2017, PALAIS DES NATIONS, GENEVA

Exclusive interactive dialogue with:

UNCTAD Secretary-General, Mukhisa Kituyi and Jack Ma, Special Adviser to UNCTAD.

11 a.m. – 1 p.m.

Dialogue on Youth Employment in the Digital Economy

Do you care about what the job market is going to look like?



“If you want to create jobs – make trade easier. If you want to help small businesses and entrepreneurs – help them go global. If you want to live in a more peaceful, more open world – make more connections.”

Jack Ma

The landscape of the labour market is rapidly changing, leaving hardly no business sector and no job area untouched. Young men and women will be leading the transformation towards a digital economy, creating the jobs of tomorrow and shaping the future they want. As many business opportunities arise, pressure on high-skilled people to drive innovation is also growing.

Participants will have the opportunity to exchange ideas with Mukhisa Kituyi, and Jack Ma as well as other inspirational entrepreneurs.

The objective of the dialogue is to propose a set of concrete actions that enable young entrepreneurs to create sustainable businesses. These actions will inform, inspire and guide governments and businesses in their commitments to be agreed to at the end of the 2017 UNCTAD E-Commerce Week.

UNCTAD E-Commerce Week sessions are open to University Students.

Learn more and register:

<http://unctad.org/en/conferences/e-week2017>

Insert under comments “UNCTAD Youth”



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CONCEPT NOTE

G20 DIGITAL ECONOMY - SHAPING DIGITALIZATION FOR AN INTERCONNECTED WORLD AND G20 PRIORITIES ON DIGITAL TRADE

25 APRIL 2017, 12–1 P.M

Room XVIII, Palais des Nations, Geneva

Organizer: Germany

This session will provide an opportunity to learn about and discuss the outcomes of the G20 Trade and Investment Working Group: “G20 Priorities on Digital Trade” and the G20 Digital Economy Ministerial Conference.

Moderator:

H.E. Dr. Walter Werner, Ambassador of Germany to the WTO

Speakers:

- H.E. Dr. Walter Werner, Ambassador of Germany to the WTO
- Dr. Gunther Grathwohl, Counsellor at Federal Ministry for Economic Affairs and Energy
- Dr. Stormy-Annika Mildner, B20 Sherpa; Head, Department of External Economic Policy, Federation of German Industries



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“The digital economy offers phenomenal opportunities to engage more individuals and small businesses in the global economy, but it also risks opening up new divides and inequalities unless infrastructure issues are addressed.”

Mukhisa Kituyi



“I believe globalization is good, but needs to be improved. A hundred years ago, globalization was controlled by several kings and emperors. In the past 30 years, the globalization was controlled by 60,000 big companies. What if, in the next thirty years, we can help support twenty million small businesses to do business across borders? We need inclusive globalization.”

Jack Ma

HIGH-LEVEL DIALOGUE @ E-COMMERCE WEEK

25 APRIL 2017, PALAIS DES NATIONS, GENEVA

UNCTAD Secretary-General, Mukhisa Kituyi and Jack Ma, Special Adviser to UNCTAD.

3 – 5 p.m.

High-level event on Digital Transformation for All: Empowering Entrepreneurs and Small Business

In today's fast changing political and economic landscape, many countries are grappling with the impact of the digital economy and the opportunities it presents for global growth and inclusive development.

A huge gap has opened up between countries and firms that are able to seize these opportunities and those that cannot. Existing platforms and rules for global trade are highly skewed towards the interests of large corporations, leaving few opportunities for small and medium-sized enterprises, accounting for about 80 per cent of all businesses. This is particularly the case for young entrepreneurs, women in business and entrepreneurs from other vulnerable groups.

During the two hours interactive dialogue, speakers will touch upon new ways of development leveraging technologies and e-commerce for sustainable development.

With **Mukhisa Kituyi**, Secretary-General of UNCTAD, **Jack Ma**, Special Adviser of UNCTAD for young entrepreneurs and small business and founder and chairman of Alibaba Group, **Roberto Azevêdo**, Director-General of WTO, **Houlin Zhao**, Secretary-General of ITU, **Susana Malcorra**, Minister of Foreign Affairs of Argentina, **Lyonpo Lekey Dorji**, Minister for Economic Affairs of Bhutan, **Sorasak Pan**, Minister of Commerce of Cambodia, **Alexander Mora**, Minister for Foreign Trade of Costa Rica, **Juan Sebastian Viteri Guillen**, Vice Minister of Production, Employment and Competitiveness, Ecuador, **Okechukwu Enelamah**, Federal Minister of Industry, Trade and Investment of Nigeria, **Khurram Dastgir Khan**, Minister of Commerce of Pakistan, **Adan Mohamed**, Cabinet Secretary, Ministry of Industry, Trade and Co-operatives of Kenya, **Alioune Sarr**, Minister of Trade, Industry and the Informal Sector of Senegal, **Winichai Chaemchaeng**, Vice-Minister of Commerce of Thailand, **Amanda Long**, Director General of Consumers International, representatives of governments and international organizations, captains of industry, entrepreneurs, civil society, academia and youth.

The session will be moderated by **Nancy Kacungira**, news anchor and journalist, International African Woman of the Year Award in 2016 and BBC News Komly Dumor Award in 2015.



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eCommerce Week

24–28 April 2017

Palais des Nations, Geneva



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Wednesday, 26 April

eCommerce Week

24–28 April 2017

Palais des Nations, Geneva



Towards inclusive e-commerce

CONCEPT NOTE

KICKSTART OF THE DIGITAL COMMERCE COURSE: INTERNET FUNCTIONALITY AND BUSINESS MODELS

26 APRIL 2017, 8.30–10 A.M

Room XXIII, Palais des Nations, Geneva

Organizers: DiploFoundation, the Geneva Internet Platform, ITC, CUTS and UNCTAD

This session, open to all UNCTAD e-commerce week participants, will kickstart the course on Digital Commerce delivered by the Geneva Internet Platform (GIP), in partnership with the International Trade Centre (ITC), the Consumer Unity & Trust Society (CUTS International), the United Nations Conference on Trade and Development (UNCTAD), and DiploFoundation. It will present an overview of the topics included in the first module of the course, dedicated to 'Internet functionality and online business models', including: a) basic Internet functionality of relevance for e-commerce; b) flow of money, services and profit on the Internet that impacts digital commerce discussions.

Moderator:

H.E. Dr. Walter Werner, Ambassador of Germany to the WTO

Speakers:

- Mr. Jovan Kurbalija, Director, DiploFoundation and Head, Geneva Internet Platform
- Ms. Marion Jansen, Chief Economist of the International Trade Centre
- Mr. Rashid S. Kaukab, Executive Director, CUTS International Geneva
- Ms. Shamika N. Sirimanne, Director, Division on Technology and Logistics, UNCTAD

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CONCEPT NOTE

SPECIAL SESSION ON ASSESSING ETRADE READINESS OF THE LEAST DEVELOPED COUNTRIES

26 APRIL 2017, 10 A.M. – 1 P.M

Room XVIII, Palais des Nations, Geneva

Organizers: Enhanced Integrated Framework, UNCTAD

In the changing global marketplace, E-Commerce presents a powerful driver of economic growth, inclusive trade and job-creation including for the Least Developed Countries (LDCs). However, while there is significant potential for growth through E-Commerce, many people and Small and Medium Enterprises in LDCs are not in a position to use the Internet, in particular broadband, due to a lack of E-Commerce infrastructure and other barriers, and they can therefore not effectively leverage E-Commerce to seize economic opportunities.

In line with the overall UNCTAD E-Commerce Week theme, “Towards Inclusive E-Commerce”, the e Trade For All platform is being launched to improve the ability of developing countries, particularly LDCs to use and benefit from E-Commerce. Concerted efforts through the public-private partnership platform are under way to unlock the power of the Internet for the achievement of inclusive economic growth in line with the 2030 Agenda for Sustainable Development.

The Initiative bringing together 21 members, including the EIF, focuses on 7 key policy areas of particular relevance to E-Commerce development. Within the overall theme, this event will focus on how to assess the readiness of LDCs to engage in and benefit from E-Commerce. Such assessments are crucial for the formulation of relevant strategies and policies to harness the power of E-Commerce for economic growth and sustainable development. As part of the e Trade For All Initiative, demand-driven assessments from Bhutan and Cambodia have been conducted by UNCTAD to provide a rapid analysis of the current E Commerce situation and identify opportunities, barriers and relevant policy measures. In Rwanda, ITC and UNCTAD are currently involved in projects to facilitate greater benefits from E-Commerce.

This interactive Special Session brings together high-level government officials, development partners, private sector representatives and academic experts to discuss the status, the gaps and recommendations in fostering E-Commerce development in LDCs. Discussions will also focus on supporting LDCs to formulate concrete proposals to facilitate E-Commerce as well as help LDCs to identify areas in which they could benefit from assistance by partners of eTrade for all. The event will draw on existing work done in Bhutan and Cambodia, the EIF’s various Diagnostic Trade Integration Study findings and will serve to build on existing activities and work by development partners and the private sector



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CONCEPT NOTE

SPECIAL SESSION ON ASSESSING ETRADE READINESS OF THE LEAST DEVELOPED COUNTRIES

26 APRIL 2017, 10 A.M.–1 P.M

Room XVIII, Palais des Nations, Geneva

Organizers: Enhanced Integrated Framework, UNCTAD

Moderator:

H.E. Mr. Daniel Blockert, Ambassador of Sweden to the WTO, Chair of the EIF Steering Committee

Speakers:

- H.E. Mr Pan Sorasak, Minister for Commerce, Cambodia
- H.E. Mr. Lekey Dorji, Minister for Economic Affairs, Bhutan
- H.E. Ms. Anusha Rahman Khan, Minister of State for Information Technology and Telecom, Pakistan
- H.E. Dr. François Xavier Ngarambe, Ambassador and Permanent Representative to the UN and other International Organisations in Geneva, Rwanda
- Mr. Günter Nooke, Personal Representative for Africa to the German Chancellor, BMZ, Germany
- Mr. Ratnakar Adhikari, Executive Director of the Executive Secretariat for the Enhanced Integrated Framework
- Ms. Dorothy Ng'ambi Tembo, Deputy Executive Director, ITC
- Ms. Shamika N. Sirimanne, Director, Division on Technology and Logistics, UNCTAD
- Mr. Fernand Matendo, CEO, Burundi Shop
- Ms. Shomi Kaiser, Adviser and Founder Member, e-Commerce Association of Bangladesh (e-CAB)



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TRADE & INVESTMENT PROMOTION: AT THE CROSSROADS OF DIGITAL DISRUPTION

26 APRIL 2017, 1.15–2.45 P.M

Room XXIII, Palais des Nations, Geneva

Organizer: International Trade Centre

e-Commerce opens the doors to instant new opportunities and fast-tracks business internationalization at an unprecedented speed. By its very definition, e-commerce enhances export promotion, which is a core service portfolio component of Trade and Investment Promotion Organizations (TIPOs).

Yet e-commerce also challenges the very notion of “export”. Increasingly, companies are being “born global” thanks to online platforms, eroding the traditional concept of what it means to export and which companies are able to do it without the support of their national TIPO.

Therefore e-commerce presents both opportunities and challenges for TIPOs. With the private sector now able to access trade information and potential clients at little to no cost via digital platforms, many traditional services offered by TIPOs are at risk of becoming irrelevant. At the same time, e-commerce is introducing new challenges for businesses which TIPOs could play a role in resolving.

The session will cover some of the following topics:

- The decreasing relevance of the traditional TIPO portfolio of services and the need for new online, targeted & customized services
- Measuring online commerce is difficult; traditional methods (e.g. trade fair participation) are irrelevant and new measures are needed
- Traditional commerce problems remain (customs, certifications, etc.), TIPOs need to reconcile these with the new method of selling online

Moderator:

Mr. Martin Labbé, Senior Officer, Institutional Development, International Trade Centre

Speakers:

- Ms. Siv Ahlberg, Programme Director, Finnpartnership - Finnish Business Partnership Programme
- Ms. Indira Malwatta, Chairperson and Chief Executive, Sri Lanka Export Development Board
- Mr. Sebastian Tamás, Innovation Director, Hungary National Trading House
- Dr. James Zhan, Director of Investment and Enterprise, UNCTAD

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CONCEPT NOTE

OPTIMIZING TRADE POLICY FOR E-COMMERCE: CONSIDERATIONS FOR MC11 AND BEYOND

26 APRIL 2017, 1.15–2.45 P.M

Room XXVI, Palais des Nations, Geneva

Organizers: eBay, Huawei, Nextrade Group

There is a significant amount of discussion on how governments can best align trade policy to spur cross-border e-commerce, whether unilaterally, plurilaterally, or at the multilateral level, on the road to MC11 in December 2017.

This lunch session generates new dialogue on trade policy frameworks as well as trade facilitation efforts that would best fuel e-commerce and MSME participation trade.

Moderator:

Ms. Hanne Melin Olbe, Director Global Public Policy, eBay

Speakers:

- H.E. Mr. Alvaro Cedeño, Ambassador of Costa Rica to the WTO
- Representative of Argentina (tbc)
- Ms. Kati Suominen, Founder and CEO, Nextrade Group
- Mr. Simon Lacey, Senior Expert for Trade Facilitation and Market Access, Huawei Technologies
- Mr. Marc Refabert, Managing director, Fromages.com
- Mr. John Danilovich, Secretary General, International Chamber of Commerce



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CONCEPT NOTE

E-COMMERCE AND CONSUMER PROTECTION

26 APRIL 2017, 3–6 P.M

Room XXVI, Palais des Nations, Geneva

Organizer: UNCTAD

The digital revolution has propelled consumers to the forefront of international trade. Today's digital consumers have access to an unprecedented choice of goods and services. But just as great as the potential benefits of e-commerce to consumer welfare are the challenges faced by consumers using e-commerce: unsafe products, unfair business practices, inadequate online dispute resolution, breaches to consumer privacy, and lack of coordinated action among member States.

For consumers be active players in achieving the Sustainable Development Goals, we must empower them and enhance their confidence in digital markets. Consumer policies should be reviewed to accommodate the special features of e-commerce and to ensure that both consumers and businesses are aware of their rights and obligations in the digital marketplace.

This session will identify areas where national and regional consumer protection frameworks and institutional capacities need to be strengthened to better protect consumers and to ensure sustainable and inclusive digital markets.

Moderator:

Dr. Uwe Petry, Head of the Economic Affairs Division, Permanent Mission of Germany in Geneva

UNCTAD Presentation:

Mr. Arnau Izaguerri, Associate Legal Officer, Competition and Consumer Policies Branch, UNCTAD

Speakers:

- Ms. Amanda Long, Director-General, Consumers International
- Mr. Brian Lingela, Director Consumer Protection, CCPC, Zambia
- Mr. Eric Pelletier, Vice-President and Head of International Government Affairs for Alibaba Group
- Ms. Deon Woods-Bell, Counsellor, International Consumer Protection, Federal Trade Commission, United States of America
- Ms. Lisa Felton, Head of Consumer Regulations, Group Public Policy, Vodafone
- Mr. Peter Bischoff-Everding, Deputy-Head of Unit for consumer law at the DGJUST, EC
- Prof. Dr. Christian Thorun, ConPolicy Institut für Verbraucherpolitik

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Towards inclusive e-commerce

PAYMENT SOLUTIONS FOR E-COMMERCE

26 APRIL 2017, 3–6 P.M

Room XXIII, Palais des Nations, Geneva

Organizers: World Bank, UNCTAD

For all forms of e-commerce, access to competitive payment solutions is a critical facilitator. Payment systems are rapidly evolving, expanding the possibilities for consumers as well as corporate buyers to pay for goods and services bought online. At the same time, in many developing countries, cash-on-delivery remains the preferred option for domestic B2C and C2C e-commerce. The realm of payments is linked to the broader financial services and banking context. E-Commerce and its users would greatly benefit from an environment where payments can be made easily and confidently, using effective solutions involving both bank and non-bank players that are applicable to all regions and countries, and universal connectivity and interoperability. Important features of an ideal payments environment would include fair and non-trade-distorting interchange fees and consistent, flexible, tailored and proportional “know-your-customer” (KYC) requirements that recognize different socioeconomic contexts and relative levels of development.

The session will explore the current situation of the payment systems for e-commerce, emphasize what it is currently done today to address the barriers and challenges and what should be done in order to achieve significant progress in the next years.

Moderator:

Mr. Nick Ashton-Hart, Advisor in Digital Trade Policy, UNCTAD

Speakers:

- Mr Harish Natarajan, Senior Payment Systems Specialist, World Bank (remotely)
- Mr. Sven Callebaut, Lead Consultant, eTrade Ready Assessments, UNCTAD
- Mr. Usman Ahmed, Head, Global Public Policy, PayPal
- Mr. Gustavo Bako, Senior Manager, Payments and Fraud, GoEuro
- Mr. Francesco Pasti, Senior Services Analyst for the Mobile Money Programme, GSMA
- Mr. John Mbindyo, CEO, ImpalaPay, Kenya
- Mr. Dulith Herath, Founder, Kapruka
- Mr. Fred Baumhardt, Chief Executive Officer, Curve Group

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Thursday, 27 April

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Towards inclusive e-commerce

CONCEPT NOTE

THE GENDER DIMENSION OF E-COMMERCE

27 APRIL 2017, 10 A.M.–1 P.M.

Room XXVI, Palais des Nations, Geneva

Organizers: International Telecommunication Union, International Trade Centre, UNCTAD, UN- Women

While the Agenda 2030 for sustainable development aims to enhance the use of ICT to “achieve gender equality and empower all women and girls”, there is an acknowledged digital divide in access to ICTs between women and men. For women entrepreneurs in particular, the Internet improves access to information, mobile technology enables new payment channels and access to finance, and ICT-enabled solutions help them to overcome time and mobility constraints, to become trained, and to network. E-commerce provides women with new business opportunities and can help increase their participation in domestic and international trade.

However, there is little official data about how many women-owned business access the Internet, how they use it or to what extent they engage in e-commerce. In addition, most women-owned businesses are in low-value sectors that are outside global value chains. There is evidence that lack of literacy, skills, access, resources and other factors are excluding women entrepreneurs from the opportunities offered by e-commerce. For example, an UNCTAD—ILO assessment of women entrepreneurs in Tanzania found that as many as 97 per cent of the women used mobiles, but only one in ten used websites and only 16 per cent had sold products online, pointing to the need for skills development.

Women can be empowered by increased participation in e-commerce, including in the higher value added sectors of the ICT industry and ICT-enabled services. A tool such as the International Trade Centre’s SheTrades app connects buyers and women-owned enterprises worldwide, as part of a wider initiative to connect one million women entrepreneurs to markets by 2020, while the ITU—UN-Women “EQUALS” coalition can promote gender equality through digital leadership. Also, more disaggregated data on women’s participation in the digital economy and e-commerce will help shape and assess policies to improve their situation.

This session will consider the role e-commerce can play in connecting women to international markets and value chains.

How can women raise technical skills and build their capacity to engage in the digital economy?

How can we build digital leadership in order to bring more women online as entrepreneurs, content creators, and trade policy influencers?

What can be done in the context of the eTrade for All initiative?



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CONCEPT NOTE

THE GENDER DIMENSION OF E-COMMERCE

27 APRIL 2017, 10 A.M.–1 P.M

Room XXVI, Palais des Nations, Geneva

Organizers: International Telecommunication Union, International Trade Centre, UNCTAD, UN-Women

Moderator:

H.E. Ms. Frances Lisson, Ambassador and Permanent Representative to the World Trade Organisation (WTO), Australia

Speakers:

- H.E. Ms. Anusha Rahman Khan, Minister of State for Information Technology and Telecom, Pakistan
- Ms. Lakshmi Puri, Deputy Executive Director, UN Women
- Ms. Arancha Gonzalez, Executive Director, International Trade Centre, ITC
- Ms. Shamika Sirimanne, Director of Division of Technology and Logistics, UNCTAD
- Ms. Doreen Bogdan, Chief of Strategic Planning and Membership Department, ITU
- Mr. Joakim Reiter, Group External Affairs Director, Vodafone
- Mr. Francesco Pasti, Senior Services Analyst, Connected Women, GSMA
- Ms. Ana Blanco, Industry Purpose Campaign Strategist, GSMA
- Ms. Althea Erickson, Global Policy Director, Etsy
- Ms. Candace Knoth-Bisseck, Country Manager, Jumia Market, Cameroon
- Ms. Lucy Lawrence, Fellow, Victoria147
- Ms. Ann McCreath, Founder and Chairman of Festival of African Fashion & Arts (FAFA), Managing Director at KikoRomeo Africa
- Ms. Asma Shaikh, Chief of People Officer, TCS Holdings



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TOWARDS BETTER MEASUREMENT OF E-COMMERCE

27 APRIL 2017, 10 A.M.–1 P.M

Room XXIII, Palais des Nations, Geneva

Organizers: OECD, UNCTAD, UPU, World Bank, WTO

This session will put the spotlight on data and the importance of having accurate, reliable and timely statistics to inform policy makers. It will describe the indicators that are currently available and it will invite and discuss key recommendations on what needs to be done to improve data availability, especially in developing countries.

The session will invite active participation from the floor on the following proposed discussion topics where new information and developments can be highlighted:

- New indicators of e-commerce readiness
- Work towards a framework for measuring digital trade
- Progress in measuring digitally delivered services (ICT-enabled services)
- New estimates of global e-commerce
- E-commerce insights from postal and customs big data
- Lessons from private sector data
- How to extend more effective capacity-building to developing countries in the area of measuring e-commerce

Moderator:

Mr. Michael J. Ferrantino, Lead Economist, Global Product Specialist, Trade Policy, World Bank Group

Speakers:

- Ms. Fabienne Fortanier, Head of Trade Statistics Section, Trade and Competitiveness Statistics Division, OECD
- Mr. Andreas Maurer, Chief of International Trade Statistics Section, WTO
- Mr. José Ansón, Economist, Economic and Regulatory Affairs Directorate, International Bureau, UPU
- Mr. Torbjörn Fredriksson, Chief, ICT Analysis Section, Division on Technology and Logistics, UNCTAD
- Mr. Yang Jian, Deputy Director, Alibaba Research Institute
- Ms. Ruth Bysshe, Senior EU and International Public Sector Advisor, Euromonitor International
- Mr. Seung Keon Kim, VP of Statistics Information Center, Korean Association for ICT (KAIT)
- Mr. Marco Wolters, Global Industry Lead Fashion, Home and Lifestyle, GfK
- Mr. Vincenzo Spiezia, Head of the Information and Communication Technologies Unit, OECD

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CONCEPT NOTE

CAN E-COMMERCE TRADE RULES HELP MSMES IN DEVELOPING COUNTRIES?

27 APRIL 2017, 1.15–2.45 P.M

Room XXVI, Palais des Nations, Geneva

Organizer: ASEAN

Cross border e-commerce provides the opportunity for Micro, Small and Medium Enterprises (MSMEs) to expand their business footprint beyond their immediate locales, and allow them to reach customers in the furthest markets. The question, however, is how the growing e-commerce trade interacts with the current framework of rules within the WTO, and also FTA commitments taken outside of the WTO, especially for MSMEs in developing countries.

Can trade rules be leveraged to help MSMEs in developing countries better take advantage of the opportunities presented by e-commerce? What kinds of e-commerce trade rules and disciplines have been undertaken by developing countries thus far, and have these rules helped bring about growth and development in these economies? How can governments incorporate the e-commerce concerns and interests of MSMEs when they engage in trade negotiations?

This lunch time panel will explore these issues and more, with the aim of improving the understanding of how best developing countries can leverage on e-commerce trade rules to further their development objectives.

Moderator:

H.E. Ms. Mariam Salleh, Ambassador of Malaysia to the WTO

Speakers:

- H.E. Mr. Winichai Chamchaeng, Vice-Minister for Commerce, Thailand
- Ms. Chan Kah Mei, Deputy Director, Singapore Ministry of Trade and Industry
- Mr. Carlos Grau Tanner, Director General, Global Express Alliance
- Mr. Victor do Prado, Director, Council and TNC Division, WTO
- Mr. Rajesh Aggarwal, Chief, Trade Facilitation and Policy for Business, ITC

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CONCEPT NOTE

SUPPORTING THE INVOLVEMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES IN E-COMMERCE

27 APRIL 2017, 3–6 P.M

Room XVIII, Palais des Nations, Geneva

Organizers: E-residency of Estonia, International Trade Centre, UNCTAD

E-commerce offers tremendous potential for small firms to access global markets, and many have already capitalized on the opportunity. This success is far from universal: this session seeks to identify practical initiatives that can be taken to address the limited involvement of SMEs from developing countries in particular.

For small firms to be successful in e-commerce they must be able to “connect the dots” so that the product or service can find its way to the customer and payments can flow in the opposite direction. This simple equation works well in developed countries: firms generally do not have difficulty arranging for online payment solutions and have a range of delivery options available.

This is not the case in the majority of developing countries, where online payment solutions are practically unavailable and logistics services unreliable and expensive. Poor infrastructure and a lack of supporting business services are additional handicaps.

Small firms all face greater difficulty with e-commerce across borders: handling taxes and duties and returned goods can create major problems. And doing business with foreign customers poses additional challenges to create awareness and trust.

In this session we contrast the experience of SMEs in developed countries with those from elsewhere and we explore what initiatives can be taken to improve the use of e-commerce as a channel for economic development:

- How has e-commerce changed the nature of trade for small firms in developed countries?
- What conditions have helped to drive adoption of e-commerce by SMEs in developed countries?
- What difficulties in relation to e-commerce are shared equally by small firms wherever they are based?
- What parts of the e-commerce ecosystem are missing or highly under-developed or costly in developing countries?
- In what way can stakeholders work together to provide solutions?



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CONCEPT NOTE

SUPPORTING THE INVOLVEMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES IN E-COMMERCE

27 APRIL 2017, 3–6 P.M

Room XVIII, Palais des Nations, Geneva

Organizers: E-residency of Estonia, International Trade Centre, UNCTAD

Moderator:

Ms. Arancha Gonzalez, Executive Director, ITC

Keynote Address:

H.E. Mr. Liam Fox, Secretary of State for International Trade, United Kingdom of Great Britain and Northern Ireland

Speakers:

- Ms. Arancha Gonzalez, Executive Director, ITC
- Ms. Althea Erickson, Senior Director, Global Advocacy and Policy, Etsy (TBC)
- Ms. Hanne Melin Olbe, Director Global Public Policy, eBay
- Ms. Berna Ozsar, Secretary General, World SME Forum
- Ms. Colette van der Ven, Associate, Sidley-Austin LLP
- Ms. Susan F. Stone, Director, Trade, Investment and Innovation Division, UN ESCAP
- Ms. Victoria Saue, Head of Legal and Compliance, e-Residency, Estonia



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Friday, 28 April

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Towards inclusive e-commerce

CONCEPT NOTE

E-COMMERCE AND TRADE LOGISTICS: NEW SOLUTIONS IN INTERNATIONAL TRANSPORT AND TRADE FACILITATION

28 APRIL 2017, 10 A.M. – 1 P.M

Room XXIII, Palais des Nations, Geneva

Organizers: UNECE, ITC, UNCTAD, WCO

The session consists of two sub-sessions, both of which aim at identifying solutions to the issues and challenges discussed during the E-Commerce week as regards international transport and trade facilitation.

First, key development partners will present and discuss international support programmes. Speakers will showcase best practices and successful ongoing or planned projects to support trade logistics for the purposes of E-Commerce. Second, national policy makers and bilateral partners present and discuss experiences and successful programmes at the national level. The Panel will also discuss collaboration opportunities amongst stakeholders for developing practical frameworks and pragmatic simplified solutions to support facilitation and control of cross border e-commerce. In addition, this session will explore how some best practices and new initiatives being undertaken by governments and the private sector are already delivering tangible benefits.

A key outcome of the discussions will be concrete recommendations for actions in the next years that can better assist developing countries to address challenges related to trade logistics triggered by e-commerce.



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CONCEPT NOTE

E-COMMERCE AND TRADE LOGISTICS: NEW SOLUTIONS IN INTERNATIONAL TRANSPORT AND TRADE FACILITATION

28 APRIL 2017, 10 A.M. – 1 P.M

Room XXIII, Palais des Nations, Geneva

Organizers: UNECE, ITC, UNCTAD, WCO

Proposed event programme Session 1 (10 – 11.30 a.m):

Moderator:

Mr. Jan Hoffmann, Chief, Trade Logistics Branch, UNCTAD

Panelists and discussants:

- Ms. Maria Ceccarelli, Chief, Trade Facilitation Section, UNECE
- Dr. Mohammad Saeed, Senior Trade Facilitation Adviser ITC
- Ms. Ana B. Hinojosa, Director Compliance and Facilitation, WCO
- Mr. Sainarayan A, Chief Aviation Data & Analysis Economic Development, Air Transport Bureau, ICAO
- Ms. Susan F. Stone, Director, Trade, Investment and Innovation Division, UN ESCAP
- Mr. Bill Gains, Global Program Manager, Trade Logistics Advisory Service, World Bank

Proposed event programme Session 2 (11:30 – 13:00):

Moderator:

H.E. Dr. Syed Tauqir Shah, Ambassador/Permanent Representative, Permanent Mission of Pakistan to the World Trade Organization

Panelists and discussants:

- Mr. Gerard Rodrigues, Counsellor (Europe and Africa), Australian Border Force
- Mr. Marco Sorgetti, Director-General, International Federation of Freight Forwarders Associations, FIATA
- Mr. Steve Pope, Vice President Customs and Regulatory Affairs Europe, DHL Express
- Mr. Tarcisio Hardman Reis, Manager, Cargo Border Management Cargo Border Management Team, IATA

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eCommerce Week

24–28 April 2017

Palais des Nations, Geneva



Towards inclusive e-commerce

BROADBAND CONNECTIVITY FOR E-COMMERCE

28 APRIL 2017, 10 A.M. – 1 P.M

Room XXVI, Palais des Nations, Geneva

Organizers: ITU, ISOC, UNCTAD, World Bank

Affordable and reliable ICT infrastructure is one of the main pillars of the development of e-commerce. Ideally, there should be universal coverage of high speed broadband, with regular upgrading of infrastructure, and reduced or eliminated artificial regulatory barriers to service providers wishing to access the network or other services. In addition, the international regulatory environment of ICT infrastructure and related services should be open, competitive and transparent. However, the broadband penetration is still low in many developing countries.

This session will explore the current situation of the broadband infrastructure, what is currently done to address the barriers and challenges and what should be done in order to facilitate greater development gains from e-commerce.

Moderator:

Ms. Doreen Bogdan-Martin, Chief, Strategic Planning and Membership Department, ITU

Speakers:

- H.E. Mr. Junichi Ihara, Ambassador, Permanent Representative of Japan to the International Organizations in Geneva
- Mr. Konstantinos Komaitis, Director, Policy Development, Internet Society
- Mr. Alex Wong, Head, Global Challenge Partnerships & Member of the Executive Committee, World Economic Forum
- Mr. James Lockett, Vice-President and Head of Trade Facilitation and Market Access, Huawei Technologies
- Ms. Lotte Abildgaard, Vice President, Group Corporate Affairs, Telenor Group

Learn more about the UNCTAD E-Commerce Week:

<http://unctad.org/e-week2017>



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CONCEPT NOTE

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CONCEPT NOTE

SINGLE WINDOW AS AN ENABLER FOR E-COMMERCE DEVELOPMENT

28 APRIL 2017, 2–2.45 P.M

Room XXVI, Palais des Nations, Geneva

Organizers: UNECE, AAEC

eCommerce is growing with each year. Goods sold directly to consumers need to cross borders and often fulfill regulatory requirements to enter into the consumer's economy. Single Window is a facility established to help traders with all their regulatory requirements when crossing a border. So, what is the relationship between eCommerce and Single Window? This session will seek to explain the base principles of SW, its implementation and its relationship to eCommerce.

This panel will also launch the African Alliance for e Commerce's (AAEC) updated guide to Single Window implementation. This guide goes through the practical steps that governments need to consider in their planning and roll out of Single Window projects and provides further guidance based upon the Recommendations of the UN Centre for Trade Facilitation and electronic Business (UN/CEFACT).

Opening remarks:

Ms. Maria Ceccarelli, Chief, Trade Facilitation Section, UNECE

Moderator:

Mr. Mor Talla DIOP, Expert, African Alliance for eCommerce

Speakers:

- Mr. Abdoullahi Faouzi, Director of Single Window Operations for Foreign Trade, Cameroon
- Ms. Virginia Cram Martos, UN/CEFACT expert and former director, UNECE Trade Division
- Mr. Isidore Biyha, President of the Executive Committee of African Alliance for eCommerce

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KEY OUTCOMES AND WAY FORWARD (CLOSING SESSION)

28 APRIL 2017, 3–6 P.M

Room XXVI, Palais des Nations, Geneva

This session will provide a summary of concrete actions presented during the E-Commerce Week in the policy areas of eTrade For All, which can contribute to making e-commerce more inclusive. There will be room for participants in the audience to express their views on what we should focus on in the next year to make the most progress in unlocking the potential of e-commerce for development.

3 p.m. Explaining the format and purpose of this session.

Chair: Ms. Shamika N. Sirimanne, DTL Director, UNCTAD

3.05 p.m. Opening remarks

Mr. Torbjorn Fredriksson, UNCTAD

3.15 p.m. Reporting from sessions (5-6 min per session)

- Session on gender and e-commerce: Ms. Frances Lisson, Ambassador and Permanent Representative to the World Trade Organisation, AustraliaAmbassador of Australia
- Special session on LDCs: Mr. Jonathan Werner, Enhanced Integrated Framework
- Session on measurement: Mr. Michael J. Ferrantino, World Bank
- Session on consumer protection: Ms. Teresa Moreira, UNCTAD
- Session on trade logistics: Mr. Mohammad Saeed, ITC
- Session on payments: Mr. Nick Ashton-Hart, UNCTAD Advisor
- Session on SMEs: Mr. James Howe, ITC
- Session on broadband development: Ms. Anna Polomska, ITU
- Session on Youth: Ms. Laura Beltran Morales

4 p.m. Open discussion moderated by the Chair

- Lessons learned
- Priorities for the coming year
- Ways to improve the E-Commerce Week

5.45 p.m. Closing remarks

Dr. Mukhisa Kituyi, Secretary-General, UNCTAD

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