

CONFÉRENCE DES NATIONS UNIES SUR
LE COMMERCE ET LE DÉVELOPPEMENT



UNITED NATIONS CONFERENCE
ON TRADE AND DEVELOPMENT

**Contribution to the UNCTAD Draft Call for Action on the
Aid for eTrade Initiative**

Submitted by

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Aid for eTrade

Unlocking the potential of e-commerce in developing countries

Draft call for action - Argentina Comments

Organizational structure

- We suggest to have a clear communication strategy to bring new stakeholders to the board.

Key policy areas of intervention for Aid for eTrade

- We propose a mention about protection of labor rights.

Legal and regulatory frameworks

- We suggest to incorporate the identity provider by the government to tackle problems related to fraud, by certifying transactions with validated users.
- Encryption should also be explored in order to protect user database and payment platforms.

E-commerce skills development

- Empower digital competencies in vulnerable groups including the disable, the aged and low income communities to increase their participation in the digital labor market.

Trade logistics and trade facilitation

- Improve the logistics` infrastructure digitization