UNITED NATIONS
UNCTAD

ENTREPRENEURS EMPOWERING ENTREPRENEURS THROUGH E-COMMERCE AND E-SERVICES

Monday, 18 April 2016, 15h00-16h30,
Room XXII, Palais des Nations, Geneva, Switzerland

BACKGROUND

The event will examine the growth and evolution of e-commerce companies, how e-commerce can support the growth of small businesses, and the emerging entrepreneurship opportunities made possible through e-commerce and e-services platforms. The event features a keynote speech by the Vice President of Alibaba on how small businesses can grow, as well as stories from youth entrepreneurs.

PROGRAMME

Moderator: Marie Sicat, Associate Economic Affairs Officer, ICT Analysis Section, UNCTAD*

15:00-15:10   **Welcome and Introductory Remarks**
James Zhan, Director, Division on Investment and Enterprise, UNCTAD*

15:10-15.40   **Keynote Speech: "Alibaba's Journey from Small Business to E-commerce Giant and Enabling Small Businesses to Grow"**
Lijun Sun, Vice President and General Manager of Rural Taobao, Alibaba*

15:40-15:55   **Tapping Entrepreneurial Spirit - A Young Pakistani E-Freelancer Tells His Story of oDesk (Upwork)** *via video conference*
Shahid Hanif, Masters Student at Edinburgh Univerity, Scotland
and Programmer on oDesk (Upwork)*

15:55-16:10   **A Conversation with a Young Taobao Entrepreneur on Being an Entrepreneur in Her Rural Village in China**
Wang Xian, Taobao Entrepreneur in Shangqiu, China*

16:10-16:25   **Interactive discussion and Q and A**
Lead discussant: Fiorina Mugione, Chief of Entrepreneurship Section, Division on Investment and Enterprise Development, UNCTAD*

16:25-16:30   **Closing remarks**

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