



Working Group on Measuring E-commerce and the Digital Economy

6th meeting

Programme (as of 03.12.2025)

4–5 December 2025, 10 a.m. to 6 p.m. (CET)
Room XVI, Palais des Nations, Geneva

Thursday, 4 December

10 a.m.–1 p.m. Opening plenary

Item 1 Election of officers

Item 2 Adoption of the agenda and organization of work

Opening remarks: Ms. Anu Peltola, Director of Statistics, Data and Digital, UN Trade and Development

Item 3 Progress in measuring e-commerce and the digital economy, work by relevant international organizations

This standing agenda item reviews the latest progress in measuring e-commerce and the digital economy by international organizations so that delegates are informed of ongoing activities and opportunities for synergies.

- Mr. Torbjörn Fredriksson, OIC Division on Technology and Logistics, UNCTAD
- Ms. Urska Arsenjuk, Statistical Officer, European Statistical Office (Eurostat)
- Ms. Esperanza Magpantay, Senior Statistician, International

Telecommunication Union (ITU)

- Mr. Nicolas Benoit, Junior Economist, Organisation for Economic Cooperation and Development (OECD)

3-6 p.m. Second session

Item 4 Measuring the value of e-commerce

This session will discuss progress in the area of e-commerce measurement focusing on the work of the Task Group on Measuring E-commerce Value (TG-eCOM).

- Mr. Nicolas Benoit, Junior Economist, OECD: 2025 OECD definition of e-commerce and guidelines for interpretation
- Mr. Daniel Ker, Economic Affairs Officer, E-commerce and Digital Economy Branch, UNCTAD: Update on the work of the Task Group on Measuring E-commerce Value (TG-eCOM) and introduction to new databases on e-commerce value and international e-commerce (digitally ordered trade)

Friday, 5 December

10 a.m.–1 p.m. Third session

Item 5 Updating the core indicators on ICT use by businesses and on the ICT sector

This session will launch the review of the core indicators, and a consultation will be ongoing until the next meeting in 2026. Inputs are invited from national producers of official statistics, regional statistical bodies, and partner international organizations.

- Ms. Scarlett Fondeur, Economic Affairs Officer, E-commerce and Digital Economy Branch, UNCTAD: The process and timeline to update the core indicators

3–6 p.m. Fourth session

Item 6 Developing capacities in measuring e-commerce and the digital economy

This item will give experts the opportunity to showcase their efforts to develop capacities to measure the digital economy using business surveys or other sources, and to inform of technical assistance and capacity-building support offered by international organizations. Participants are encouraged to take the floor to highlight their needs for technical assistance and statistical capacity building.

Showcasing measurement initiatives

- Mr. Çağlayan Aslan, Head of Department, TICARET and Ms. Aylin Kolbaşı, Expert of international trade in goods statistics, Turkish Statistical Institute (TUIK): Measuring digitally ordered merchandise trade
- Mr. Mack Lawrence, Senior Data Analyst, United Kingdom Office for National Statistics: Developing new statistics on digital trade
- Mr. Nanno Mulder, Chief, International Trade Unit, UN ECLAC: Survey on measuring digital trade in Latin America
- Mr. Esmond Mclean, Senior Economist and Director, Bank of Jamaica: Capturing informal online sales in developing economies: insights from Jamaica's experience
- Mr. Rigoberto Torres Mora, Director, Central Bank of Costa Rica: Measuring digitally ordered exports



Capacity Building and Technical Assistance

- Ms. Barbara D'Andrea, Chief, International Trade Statistics Section, WTO: WTO-UNCTAD collaboration in capacity building on digital trade measurement and other initiatives
- Ms. Petra Kynclova, Statistician, Trade Statistics Unit, Data and Digital UNCTAD: UN Development Account project on digital trade and gender
- Mr. Daniel Ker, Economist – Statistician, E-commerce and Digital Economy Branch, UNCTAD: Bi-lateral technical assistance on digital economy measurement

Item 7 Topics for future consideration by the Working Group

Item 8 Adoption of the Chair's summary

