



eCommerce
Week

24-28 April 2017
Palais des Nations, Geneva



Towards inclusive e-commerce

UNCTAD E-COMMERCE WEEK 2017

A Rapid Assessment

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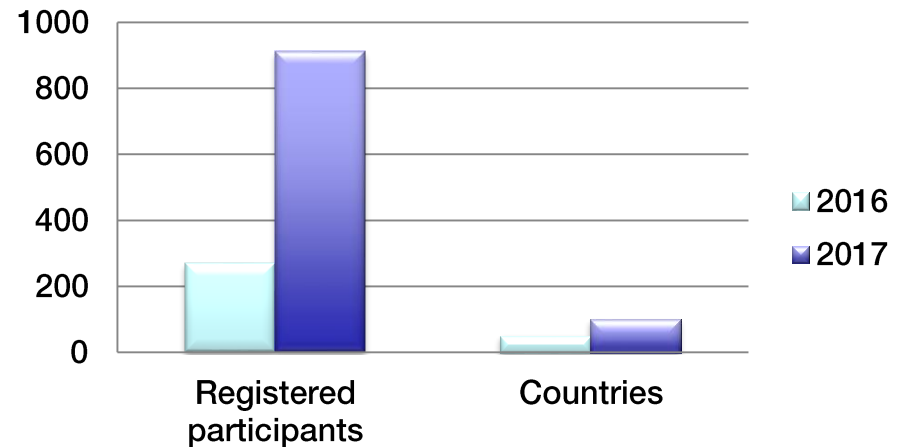
UNCTAD E-Commerce Week | **Closing Session**
Palais des Nations, Geneva, Switzerland
24-28 April 2017 | **28 April 2017**



LARGEST E-COMMERCE WEEK SO FAR

- >1,000 participants
- 170 speakers and moderators
 - 1/3 women
 - 1/3 from developing countries
- 30+ sessions
- 30+ co-organizers
- 11 Ministers & Vice Ministers
- 7 Heads of international agencies

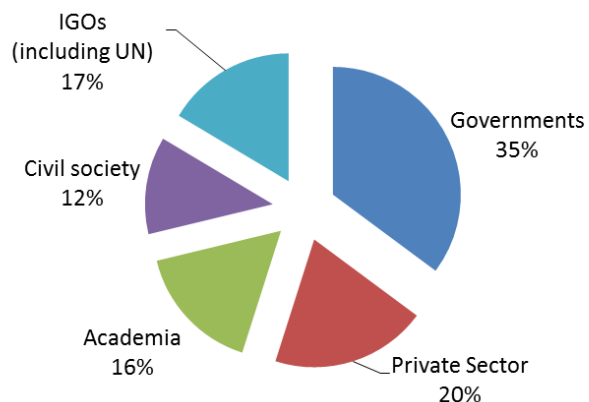
Positive Growth





GREAT MIX

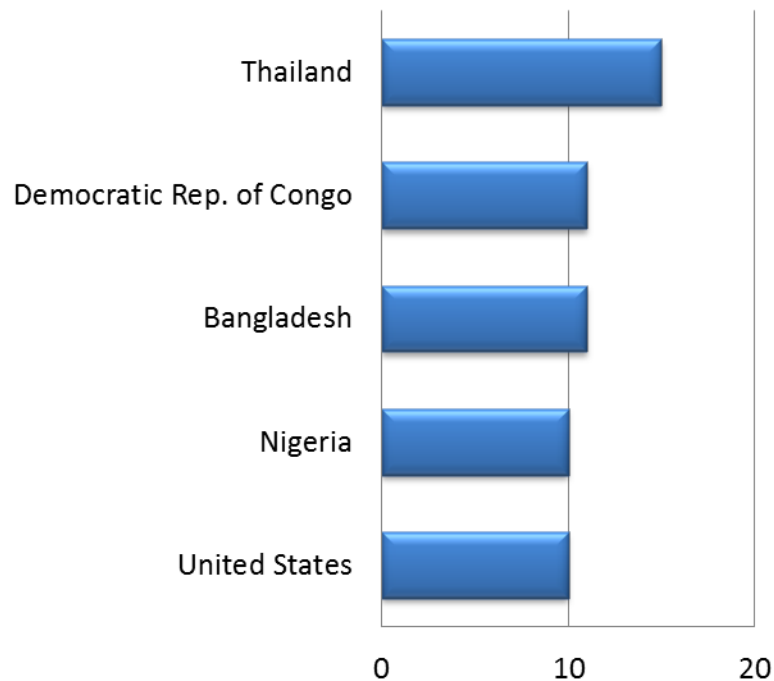
Multistakeholder participation



Gender Balance



Largest Delegations





SIGNIFICANT MEETINGS

- High-Level Event with Jack Ma
- First Friends of E-Commerce for Development Ministerial
- Launch of the eTrade for all Online platform
 - >600 hits in the first 3 days
- Board meeting of Business for eTrade Development





HARD-WORKING PARTICIPANTS

even during lunch hours





NETWORKING OPPORTUNITIES





HAVING FUN





EVEN A SPECIAL CAKE





DIVERSITY OF TOPICS





LAUNCHES AND ANNOUNCEMENTS

- World Bank Cybercrime Toolkit
- New studies by Alibaba, UNCTAD, World Bank and more
- CIGI-IPSOS-UNCTAD-ISOC Survey of Internet Users
- New E-Commerce Estimates (\$25 trillion in 2015)
- Friends of E-Commerce for Development Roadmap
- eTrade for all Online Platform: etradeforall.org
- ...and the business site: business4etrade.org
- eTrade for all Country Fact Sheets
- Pledges by Germany and EIF for LDC assessments for LDCs
- Kick-start of Digital Commerce Course



MEDIA COVERAGE

- Over 475 articles in over 45 countries
 - Reuters, EFE, Fortune, AFP, ATS
- Several press releases, press conferences, briefings and media alerts, interviews
- *#UNCTADeweek* "trending" 4 days
- @unctad: +200,000 views and 648 retweets
- Blog posts
- Webcast of High Level Event

The New York Times

FORTUNE

Top Tweet earned 16.3K impressions

Jack Ma of [@AlibabaGroup](#) says the digital revolution is breaking down barriers for [#GlobalTrade](#). ow.ly/o3rB30aKU7B
[#UNCTADeWeek](https://pic.twitter.com/S78gwizojv)

"I believe the mobile and digital revolution are giving us the tools to allow us to overcome many of the barriers that made global trade impossible for small businesses in the past."

Jack Ma, Founder and Chair of Alibaba Group, and Special Advisor of UNCTAD for young entrepreneurs and small business





MANY THANKS TO OUR SPONSORS

KING & SPALDING



Ministry of the Interior





BUT THE JOURNEY HAS ONLY BEGUN

**So let's continue to
connect the dots!**

