

UNCTAD E-Commerce Week

Open Consultations on Aid for eTrade: Towards an Action Plan for an Aid for eTrade Programme

Statement on Aid for eTrade, H.E. Mr. Kim Young-moo, Ambassador Deputy
Permanent Representative of the Republic of Korea

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We thank secretariat for making this very useful consultations on the Aid for E-Trade , and we also thank Mr. Fredriksson for his insightful presentation.

Korean Government welcomes and supports the Initiative on Aid for E-Trade, and our Mission has already communicated some comments to the Secretariat about the coverage of this initiative, awareness of the potential of e-commerce, budgetary and personnel implications and so on.

In addition to our previous comments, I would like to emphasize the effective coordination and a holistic approach to achieve synergy by avoiding redundancy and trial-and-error down the road. In this respect, we support UNCTAD's decision to involve the various governments, international organizations, and the private entities **from the outset**.

However, this Initiative cannot succeed if stakeholders are not well-informed of its benefits. Therefore, in order for the Aid for e-Trade Initiative to serve as the go-to platform for identifying the e-commerce needs of developing countries – and delivering effective support – **raising awareness** of the initiative will be the key. We

think that the initiative will be only as beneficial as the level of participation by developing countries, donors and the private sector.

In this respect, it is a right direction that you have set demand-driven and bottom-up approach as a main principle. I would appreciate it if you could share with us ideas on how this new initiative can capture the interest and participation of the developing countries and their people. Thank you.