



International Trade Centre



UNION POSTALE UNIVERSELLE



**WSIS follow-up and implementation: Action Line Facilitation meeting
"E-business"**

E-COMMERCE AS A KEY FACILITATOR FOR SME COMPETITIVENESS

**ITU, Geneva, Room C2
22 May 2008**

*Jointly organized by UNCTAD, ITC, UPU and ILO
Open to all WSIS stakeholders*

**DRAFT PROGRAMME
(as of 15 April 2008)**

Following the hype related to e-commerce growth ten years ago, the development of e-commerce in developing countries has been less promising than expected and has received a decreasing attention from the international community. The adoption of ICTs and applications such as e-commerce has been slower in developing countries due to many factors, including the lack of infrastructure and awareness about its potential. However, e-commerce is steadily growing and will show positive effects in the long term with the rapid deployment of technology and the supporting policies and strategies put in place by developing countries. New opportunities and applications for SMEs, a better access to knowledge, the promotion of local content among others will help e-commerce bring about its benefits and help SMEs take a bigger share in global e-commerce in the future.

The meeting will therefore revisit the development of e-commerce in developing countries and:

- present concrete and innovative e-commerce projects and initiatives in developing countries
- assess the benefits of B2B e-commerce for SMEs of developing countries, using as an example the postal sector in China
- identify the challenges and opportunities of e-commerce encountered by developing countries
- discuss successful e-commerce policies and strategies that facilitate the access of developing country SMEs to world markets, focusing on the legal framework

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10:00 – 10:30

Welcome and opening remarks

Ms. Anh-Nga Tran-Nguyen, Director, Division for Services
Infrastructure for Development and Trade Efficiency, UNCTAD
Mr. Stephen Browne, Deputy Executive Director, ITC
Mr. Guozhong Huang, Deputy Director General, UPU

10:30 – 13:00

**Session I: E-commerce as a key facilitator for SME
competitiveness**

Chair: Mr. Paul Donohoe, E-Business Programme Manager, UPU

- **E-nabling**
Mr. Osman Atac, Chief, Trade Support Institutions Strengthening Section, Division of
Business and Institutional Support, ITC
- **Case study of the Chinese postal service** (to be confirmed)
Ms. Shufen Qin, Project manager, E-Commerce Business, China Post
- **Case study: www.alibaba.com**
Ms. Abir Oreibi, General Manager, International Business Development and Marketing
EMEA Alibaba.com Hong Kong Ltd.
- **M-Commerce: Innovative solutions to enhance SME competitiveness**
Mr. Raphaël Dard, Associate Advisor, Enterprise Competitiveness Section, Division of
Business and Institutional Support, ITC

Discussion

15:00 – 17:30

Session II: Building a legal framework for e-commerce

Chair: Roberto Zachmann, ILO

- Introductory presentation, UNCTAD
- **Building a legal framework for e-commerce**
Professor Ian Walden, Queen Mary University of London
- **Linking trade facilitation and legal frameworks: The ASEAN e-Commerce project**
Mr. S. Mr. Pushpanathan, Principal Director, Bureau for Economic Integration and
Finance, ASEAN Secretariat
- **Legal development of e-commerce activities in Mexico**
Mr. Reyes Krafft Alfredo Alejandro, Vice President, Asociación Mexicana de Internet
(AMIPCI)

17:30 – 18:00

Summary and concluding remarks