



**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*

**PROGRAMME**

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 on Technology and Logistics, 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: [www.alibaba.com](http://www.alibaba.com)**  
Mr. Brian Wong, Senior Director of International Business Development and Marketing, Alibaba.com Hong Kong Ltd.
- **Case study of the Chinese postal service**  
Ms. Shufen Qin, Project manager, E-Commerce Business, China Post
- **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 remarks**  
Ms. Cécile Barayre-El Shami, Economic Affairs Officer, Science, Technology and ICT Branch, Division on Technology and Logistics, UNCTAD
- **Building a legal framework for e-commerce**  
Professor Ian Walden, Queen Mary University of London, United Kingdom
- **Linking trade facilitation and legal frameworks: the experience of Indonesia in the context of the ASEAN e-Commerce project**  
Ms. Sofi Soeria Atmadja, Head of Regional Affairs, Directorate General for Posts and Telecommunications, Indonesia
- **Legal development of e-commerce activities in Mexico**  
Mr. Reyes Krafft Alfredo, Director, New payment technologies, BBVA Bancomer Financial Group, Mexico
- **Latin America experience in e-commerce legal and regulatory harmonization framework**  
Mr. Jorge Navarro Isla, Attorney and ICT consultant, Mexico

Discussion

17:30 – 18:00           **Summary and concluding remarks**