

## Program

### **E-Commerce, SMEs and Development: the perspectives for and strategies of Latin American countries**

**Monday, 18 until Tuesday, 19 February 2013  
Château de Bossey**

#### **Day 1 Monday, 18 February 2013**

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- 09:30 - 10:00** | **Welcoming and introduction**  
Welcoming remarks  
Representative of Ecuador  
Matthes Buhbe, Director, FES Geneva
- Introduction to the topic  
Anne Miroux, Director, Division on Technology and Logistics, UNCTAD  
Aicha A. Pouye, Director, Division for Business and Institutional Development, ITC
- 10:00 - 10:45** | **Session I: Overview of global trends and issues**  
Torbjörn Fredriksson, Chief, ICT Analysis Section, Science, Technology and ICT Branch, Division on Technology and Logistics, UNCTAD
- Topics to be discussed:
- Definition of key concepts (e-business, e-commerce, m-commerce)
  - Development implications of e-commerce
  - Global trends in SME use of e-commerce and m-commerce
  - Barriers to e-commerce use in SMEs
  - New developments: cloud computing and m-commerce
- 10:45 – 11:00 | Coffee Break
- 11:00 – 12:30** | **Session II: SMEs and e-commerce: a Latin American perspective**  
Cécile Barayre, Economic Affairs Officer, ICT Analysis Section, Science, Technology and ICT Branch, Division on Technology and Logistics, UNCTAD  
Thao Nguyen, UNCTAD consultant and CEO and Founder, Star Anise Food  
Jorge Navarro, UNCTAD consultant and Attorney-at-law
- Topics to be discussed:
- Domestic and cross-border e-commerce: implications for SME competitiveness
  - Issues faced by SMEs in Latin America
  - Policies to facilitate greater use of e-commerce
  - Creating a legal framework conducive to e-commerce

- 12:30– 14:00      Lunch break (provided by FES Geneva)
- 14:00 – 15:30**      **Session III: The way forward: Regional and international harmonization of e-commerce legal frameworks**  
 Cécile Barayre, Economic Affairs Officer, ICT Analysis Section, Science, Technology and ICT Branch, Division on Technology and Logistics, UNCTAD  
 Jorge Navarro, UNCTAD consultant and Attorney-at-law
- Topics to be discussed:
- Regional harmonization of legal frameworks for e-commerce in Latin America
  - E-commerce and the WTO: Going beyond the WTO Moratorium on customs duties on electronic transmissions?
  - Potential areas for discussion at the WTO workshop on E-Commerce, Development and SMEs
- 15:30 - 15:45      Coffee break
- 15:45 – 17:00**      **Session IV: Cybersecurity challenges**  
 Marco Obiso, Cybersecurity Coordinator, ITU
- Topics to be discussed:
- Legal Aspects
  - Technical Aspects
- 17:15 – 18:00**      **Session V: A case study on SME's in Latin America and how they are using the Postal service to sell goods online**  
 Paul Donohoe, Programme Manager, Electronic Postal Services and E-Commerce, UPU
- Topics to be discussed:
- IT hosting
  - Payments
  - Logistics
  - Customer service
- End of day** (Ecuador and UNCTAD)

**Day 2**  
**Tuesday, 19 February 2013**

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- 09:30 – 10:45**      **Session VI: e-Commerce Strategies and Tools Available to SMEs**  
 Martin Labbé, Advisor, Online Marketing and Digital Networks Advisor, ITC
- Topics to be discussed:
- Various e-Commerce options (web-based, turn-key, customized)
  - The role of Open Source in the development of e-commerce
  - e-Commerce strategies: global best practices
  - The business case for e-commerce
  - Results-based e-commerce projects: a roadmap for Latin-American SMEs
- 10:45 – 11:00      Coffee break

- 11:00 – 12:30** | **Session VII: Mobile Business Solutions for Developing Economies**  
 Raphaël Dard, Adviser on E-business Solutions, ITC
- Topics to be discussed:
- Overview of Mobile business solutions
  - From business intelligence to business processes, through marketing & commerce
  - Mobile business solutions in the supply chain
  - ITC experience in Mobile Solutions (Trade at Hand)
  - Implementation challenges and lessons learned
- 12:30 – 14:00** | Lunch break (provided by FES Geneva)
- 14:00 – 15:30** | **Session VIII: A successful case example: BLACKSOCKS.COM, a Swiss SME**  
 Samy Liechti, co-founder and CEO of Blacksocks
- 15:30 – 15:45** | Coffee break
- 15:45 – 16:45** | **Session IX: Open Standards, Open Internet and e-commerce**  
 Konstantinos Komaitis, Policy Advisor, Public Policy, Internet Society ISOC  
 Nicolas Seidler, Policy Advisor, ISOC
- Topics to be discussed:
- Open Standards Paradigm and the Internet
  - Legal issues and e-commerce
  - Intellectual Property and e-commerce
  - U-commerce platforms
  - M-commerce platforms
- 16:45 – 17:30** | **Session X: Reviving the E-Commerce work program in the WTO**  
 Hans-Peter Werner, Counsellor, Development Division, WTO
- Topics to be discussed:
- Trade Ministers engage on E-Commerce
  - Re-invigorating the development dimension of E-Commerce
  - What to expect from the April 2013 Workshop on E-Commerce, Development and SMEs
  - The way forward to Bali and MC-9
- 17:30** | **Session XI: General discussion on the way forward**  
 Moderated by Jean-Michel Rousseau, policy consultant and process advisory
- 18:30** | **Closure**  
 (Representative of Cuba)