

WTO PUBLIC FORUM 2016

Session : 75

Time : 10:30-12:00

Date : 29 September 2016

Room : W

Organiser(s) : *World Trade Centre Mumbai – AIAI*

Moderator: **Rupa Naik**, Director-Projects, WTC Mumbai - Executive Director, AIAI

E-commerce : Changing Dynamics of SME Growth and Profitability in Asia

E-commerce is rapidly transforming the way small and medium enterprises conduct their business in the global marketplace today. E-commerce is fast building a new generation of small and medium enterprises which is all geared to embrace the internet technology revolution to gain access to new markets in the global arena. The transformation is particularly vivid in Asia with China and India leading the fray. Over the last few years China has witnessed an unprecedented growth in its e-commerce market and currently stands as the largest e-commerce market in the world. The proposed session will examine the key factors influencing the growth of e-commerce in Asia with special relevance to China and India. The session will discuss how e-commerce is shaping the growth and profitability of technology enabled firms in the SME sector thereby contributing to economic development and job creation.

Speakers

- Torbjorn Fredriksson, Officer-in-Charge, Science , Technology and ICT Branch, UNCTAD
- John Danilovich, Secretary General, International Chamber of Commerce (ICC)
- Quan Zhao, Trade Policy Advisor in the Office of the Chief Economist, International Trade Centre (ITC)
- Andrew Crosby, Managing Director, International Centre for Trade and Sustainable Development (ICTSD)
- Aileen Kwa, Coordinator, Trade and Development Programme, South Centre
- Maurits Bruggink, Secretary General, European eCommerce & Omni-Channel Trade Association