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**ITC WEBINAR SERIES****“MAKING TRADE AGREEMENTS WORK FOR  
MSMEs AND DEVELOPMENT”**

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**Webinar 2. Building an enabling and inclusive policy environment for e-commerce development****Monday 07 June 2021, 15:00 to 17:30, via [Zoom](#)****[https://intracen.zoom.us/webinar/register/WN\\_HMDtPz2WR9O4Hlt9Ksoe8Q](https://intracen.zoom.us/webinar/register/WN_HMDtPz2WR9O4Hlt9Ksoe8Q)**

The Covid-19 pandemic has accelerated digital transformation of global economy by almost a decade, with the growth rate of e-commerce far exceeding any previous forecasts. Cross-border e-commerce is becoming an important form of trade, that could provide new opportunities, including for developing countries and micro, small and medium enterprises (MSMEs). However, this accelerated transformation poses challenges to MSMEs and developing countries, as they risk being left further behind if unable to adapt swiftly to the changes. Furthermore, these changes are expected to be long lasting, even after the pandemic, as companies increase investment in digital technologies and speed up experimenting and innovating in digital offerings. It is therefore critical for MSMEs and developing countries to take rapid actions to increase participation in e-commerce and the digital economy.

The growth of e-commerce also brings new challenges to regulatory and legal frameworks. New issues such as regulations on data, privacy, competition and digital taxation are becoming central to discussions and negotiations in international trade and investment. The way these issues are addressed in recent regional trade agreements such as RCEP and CPTPP may provide indications on future regulatory scenarios. The Joint Statement Initiative (JSI) on e-commerce, launched by a number of members at the WTO, aims to develop rules on trade related aspects of e-commerce, by building on existing WTO agreements and frameworks. A successful outcome of these negotiations could provide an enabling policy environment to facilitate sustainable and inclusive e-commerce and contribute towards recovery and resilience in the post pandemic recovery.

This webinar on “Building an enabling and inclusive policy environment for e-commerce development” will reflect on the key policy issues related to e-commerce, focusing in particular on the MSME and development dimension. It aims to be an exercise to facilitate joint learning and exchange of views, as well as to bring MSME and development perspectives to the attention of policymakers. The session will explore answers to the following questions:

- How to address key issues in e-commerce regulation, such as data and privacy regulations and competition policy?
- How do recent regional trade agreements deal with the emerging issues in e-commerce?
- What are the progress and next steps in the WTO JSI negotiations on e-commerce?
- How to support developing and the least developed countries strengthen institutional and regulatory capacities in e-commerce and assist MSMEs to increase their participation in the digital economy?

This session is part of the ITC webinar series (28 May – 10 June) for policymakers on the emerging topics in the multilateral trade discussions to address new challenges and opportunities in the post-pandemic world. For more information, please visit: <https://www.intracen.org/itc-webinar-series/>

The webinar will be delivered through Zoom. To register for the event and receive the webinar link, please [register here](#).

## Programme

14:50 – 15:00	<b>Log-in by Participants</b>
15:00 – 15:10	<b>Opening remarks</b> <ul style="list-style-type: none"> <li>• <b>Pamela Coke-Hamilton</b>, Executive Director, ITC</li> </ul>
15:10 – 16:30	<b>Session 1. Building an enabling policy environment for e-commerce</b> <b>Moderator: Rajesh Aggarwal</b> , Chief, Trade Facilitation and Policy for Business (TFPB), ITC <ul style="list-style-type: none"> <li>• <b>George Mina</b>, co-convenor of the JSI on E-commerce, Ambassador and Permanent Representative of Australia to the WTO <i>Progress and next steps of the WTO JSI negotiations on e-commerce</i></li> <li>• <b>Javier Lopez-Gonzalez</b>, Senior Trade Policy Analyst, OECD <i>WTO Moratorium on customs duties on electronic transmissions</i></li> <li>• <b>James Mancini</b>, Competition Expert, OECD <i>Competition issues in digital era</i></li> <li>• <b>Martine Julsaint Kidane</b>, Economic Affairs Officer, UNCTAD <i>What is at stake for developing countries in trade negotiations on e-commerce?</i></li> <li>• <b>Rodrigo Polanco</b>, Senior Researcher and Lecturer at the World Trade Institute, University of Bern; Legal Advisor, Swiss Institute of Comparative Law <i>E-commerce rulemaking in recent regional trade agreements</i></li> </ul> <p style="text-align: center;"><b>Q&amp;A</b></p>
16:30 – 16:35	<b>COFFEE BREAK</b>
16:35 – 17:25	<b>Session 2. Bringing MSMEs and developing countries onto the e-commerce highway</b> <b>Moderator: Rajesh Aggarwal</b> , Chief, Trade Facilitation and Policy for Business (TFPB), ITC <ul style="list-style-type: none"> <li>• <b>Quan Zhao</b>, Trade Policy Advisor, TFPB, ITC <i>Opportunities and challenges for MSMEs in cross-border e-commerce</i></li> <li>• <b>Nankunda Katangaza</b>, Co-founder, African Law &amp; Tech Network (ALT Network) <i>E-commerce in Africa: growth potential, policy environment and capacity building needs</i></li> <li>• <b>Giles Chappell</b>, Trade Policy Advisor, TFPB, ITC and <b>Michael Geist</b>, Canada Research Chair in Internet and E-Commerce Law at the University of Ottawa <i>E-commerce regulatory reforms at national level: insights from ITC field projects</i></li> <li>• <b>James Howe</b>, Senior Advisor, International Marketing and Branding, ITC <i>Effective technical assistance for MSMEs to overcome bottlenecks in e-commerce</i></li> </ul> <p style="text-align: center;"><b>Q&amp;A</b></p>
17:25 – 17:30	<b>Concluding Remarks</b> <ul style="list-style-type: none"> <li>• <b>Dorothy Tembo</b>, Deputy Executive Director, ITC</li> </ul>

## Speaker Bios

### Rajesh Aggarwal

Rajesh Aggarwal is Chief of the Trade Facilitation & Policy for Business Section of the International Trade Centre (ITC), Geneva. He is leading a programme of assisting the private sector in developing countries to be the change agent for trade policy reform and engage in business advocacy with their governments in designing and implementing trade policies and negotiating positions that reflect business interests. Before joining the ITC, he worked for the Indian Government and participated in the WTO Doha Round of trade negotiations. He has published papers in the area of trade negotiations, including a paper titled “Dynamics of Agriculture Negotiations in WTO” in the Journal of World Trade.

### Giles Chappell

Giles Chappell is a Trade Policy Advisor, at the Trade Facilitation and Policy for Business (TFPB) Section at the International Trade Centre (ITC), Geneva. He is currently managing projects in Africa and Asia on trade policy and regulatory reforms, including on WTO Accession, regional integration, and business advocacy. Among other things, he has supported the implementation of E-commerce regulatory reforms and outreach in a number of countries, including in Bhutan, Myanmar, and Sri Lanka. His previous professional experience was at the World Trade Organization (STDF), UNEP, trade and regulatory law firms in Brussels, the United States Court of International Trade, and the European Commission.

### Pamela Coke-Hamilton

Pamela Coke-Hamilton has served as Executive Director of the International Trade Centre since 1 October 2020. She joined ITC from the United Nations Conference on Trade and Development, where she was Director of the Division on International Trade and Commodities. She served with the Jamaican Government, the Caribbean Forum in trade negotiations, and multilateral institutions, including the Organization of American States and InterAmerican Development Bank. She previously served as Executive Director of the Caribbean Export Development Agency, strengthening the private sector and MSMEs through investment promotion. She holds a Juris Doctor in Law from the Georgetown University School of Law in Washington, DC.

### Michael Geist

Dr. Michael Geist is a law professor at the University of Ottawa where he holds the Canada Research Chair in Internet and E-commerce Law and is a member of the Centre for Law, Technology and Society. He regularly appears in the Globe and Mail, is the editor of several monthly technology law publications, and the author of a popular blog on Internet and intellectual property law issues. Dr. Geist serves on many boards, including Ingenium, Internet Archive Canada, and the EFF Advisory Board. He was appointed to the Order of Ontario in 2018 and has received numerous awards for his work including the Kroeger Award for Policy Leadership and the Public Knowledge IP3 Award in 2010, the Les Fowlie Award for Intellectual Freedom from the Ontario Library Association in 2009, the EFF’s Pioneer Award in 2008, and Canarie’s IWAY Public Leadership Award for his contribution to the development of the Internet in Canada.

### Javier Lopez Gonzalez

Javier López González is a senior economist at the Trade and Agriculture Directorate of the OECD. His recent work is focused on digital trade: developing frameworks for the analysis of digital trade, including in the context of exploring what market openness means in the 21st century; investigating regulatory approaches to cross-border data flows; and identifying potential economic costs and benefits of digital trade. He has previously worked on the drivers and implications of participation in global value chains. Javier holds a PhD in Economics from the University of Sussex.

### **James Howe**

James Howe is Senior Adviser, International Marketing, Branding and ecommerce at ITC. His project work involves working with institutional partners and groups of SMEs in developing and least developed countries, helping them to acquire capabilities to promote their goods and services in international markets. James is programme manager for ITC's "ecommerce Connect", which supports inclusive access to e-commerce through training, networking and the provision of tools and advisory services. Prior to joining the UN in 2013, James held various positions in the private sector, working variously for Dow Chemical, JP Morgan, ZS Associates, DHL Worldwide before setting up a consulting firm.

### **Nankunda Katangaza**

Nankunda Katangaza is co-founder of the African Law & Tech Network, a pan-African, community at the intersection of technology and legal services in Africa. It is a hub and facilitator of dialogue and collaboration between stakeholders including tech entrepreneurs, regulators, legal services providers, policymakers and investors. The ALT Network's mission is to provide a one-stop shop for information, advice and collaboration to bridge the legal and regulatory gaps required to support the growth of digital and tech innovation across the continent and to contribute to the growth of the African legal sector. Nankunda is also Director of Hook Tangaza, a research and advisory company working globally to build more competitive businesses, stronger institutions and better regulated markets in the legal services sector. Previously, Nankunda held senior positions at the Commonwealth Lawyers' Association and the Law Society of England and Wales most latterly, as Head of International Policy.

### **Martine Julsaint Kidane**

Ms. Martine Julsaint Kidane joined the ICT Policy Section (ICTPS) of UNCTAD in 2018. She is responsible for the support provided to developing countries for the development of national and regional e-commerce strategies in the context of the organization's E-commerce and Digital Economy Programme. She joined ICTPS after having worked with UNCTAD's Division on International Trade on trade in services and development issues, with a focus on trade policy formulation, trade negotiations and regional integration in Africa. Prior to joining the UN in 2004, Ms. Julsaint Kidane worked at the South Centre in the organization's Trade and Development Programme.

### **James Mancini**

James Mancini is a competition expert in the OECD's Directorate for Financial and Enterprise Affairs. He conducts research to support the work of the OECD Competition Committee, and contributes to capacity-building efforts for competition authorities. Before joining the OECD, James held consulting roles at PricewaterhouseCoopers as well as NERA Economic Consulting. In these positions, he prepared economic expert reports for litigation, as well as policy impact assessments for several governments. Prior to these roles, James was an economist in the Government of Canada's Department of Finance, where he provided advice on securities regulation in the wake of the financial crisis. James obtained a Master's degree in Economics from the London School of Economics and an Undergraduate degree in Economics from the University of Ottawa.

### **George Mina**

George Mina was appointed Ambassador, Australian Permanent Mission to the WTO, Geneva, in August 2020. Prior to taking up his current role, he served as First Assistant Secretary, Consular and Crisis Management Division, in Canberra. He has also served as Assistant Secretary, Services and Intellectual Property Branch (2010-2012); Assistant Secretary, Trade Policy Branch (2012); Head of Australia's campaign for the United Nations Human Rights Council (2017); and Head of the Office of Trade Negotiations (2017-2020). Overseas he has served as First Secretary, then Counsellor, Cairo (1999-2002); Counsellor, Australian Mission to the WTO, Geneva (2004-2007); and Deputy Head of Mission and Ambassador to UNESCO, Paris (2013-2017). Whilst in Paris he concurrently served as Ambassador to the Republic of Chad and Ambassador to the Central African Republic. Mr Mina holds a Master of Arts (International Relations) from the Australian National University (1998); a Bachelor of Commerce (Honours, Economics) from the University of Melbourne (1991); and a Diploma in Modern Languages (French) from the University of New England (2012).

**Rodrigo Polanco**

Rodrigo Polanco is a senior lecturer, researcher, and academic coordinator of Master Programmes at the World Trade Institute (WTI), University of Bern, and a Legal Adviser for Spanish and Portuguese-speaking jurisdictions at the Swiss Institute of Comparative Law. He is also a visiting professor at the University of Chile and a lecturer at the University of Luzern. Rodrigo holds a Bachelor and a Master of Laws from Universidad de Chile, an LL.M. in International Legal Studies from New York University and a PhD in Law from the University of Bern.

**Dorothy Tembo**

Ms. Dorothy Tembo has served as Deputy Executive Director of the International Trade Centre (ITC) since June 2014. A Zambian national, Ms. Tembo also served as ITC's Executive Director ad interim from January to September 2020. Prior to her roles at ITC, Ms. Tembo was the Executive Director of the multi-donor funded Enhanced Integrated Framework Programme (EIF) at the World Trade Organization (WTO) and before that held various positions, including for the USAID Zambia Trade and Investment Enhancement Project, the USAID RAPID project in Botswana, Zambia's Ministry of Commerce, Trade and Industry and National Commission for Development Planning.

**Quan Zhao**

Quan Zhao is a Trade Policy Advisor at the Trade Facilitation and Policy for Business Section at the International Trade Centre (ITC). His main portfolio includes policy research and project management in services trade, e-commerce, digital economy, cross-border investment, and trade and investment issues in the context of the G20. Prior to ITC, Mr. Zhao served as a trade negotiator at the Permanent Mission of China to the WTO and the Ministry of Commerce of China. During this time, he served as the Chair for WTO's Committee on Trade in Financial Services, and lead services negotiator in a number of China's FTA negotiations.