WORLD TRADE ORGANIZATION
ORGANISATION MONDIALE DU COMMERCE
ORGANIZACIÓN MUNDIAL DEL COMERCIO

WORKSHOP ON ELECTRONIC COMMERCE
GENEVA, 17-18 JUNE 2013

Organised under the auspices of the Council for Trade in Services

PROGRAMME

MONDAY, 17 JUNE - AFTERNOON

15h00  Opening by the Chairperson of the Workshop
        H.E. Mr. Joakim Reiter, Ambassador of Sweden to the WTO

        Introductory remarks
        Dr. Harsha V. Singh, Deputy Director General, WTO

        Highlights of the Workshop organised by the CTD on E-commerce, Development
        and Small and Medium Sized Enterprises (8-9 April 2013)
        Statement H.E. Dr. Marion Williams, Chairperson of the CTD and Ambassador of
        Barbados to the WTO

15h20  Session 1. Overview of trade and policy trends

        • Market developments in the enabling communications infrastructure
          Mr. Sam Paltridge, Communications and Consumer Policy Division, Directorate of
          Science Technology and Industry, OECD
        • Emerging regulatory trends
          Mr. Makhtar Fall, Head, Regulatory and Market Environment Division, Development
          Bureau, ITU
        • Enabling environment for m-commerce - policies for mobile broadband
          Mr. Victor Mulas, ICT Policy Specialist, World Bank
        • Digital trade and non-digital trade barriers
          Magnus Rentzhog, Senior Adviser, Trade in Services and Investments, Department
          for WTO Affairs, National Board of Trade, Sweden
        • E-commerce and digital trade provisions in trade agreements
          Mr. Hosuk Lee-Makiyama, Director, European Centre for International Political
          Economy (ECIPE)

17h30-18h00  Questions and answers

TUESDAY 18 JUNE - MORNING

10h00  Session 2. Business experiences

        • Expanding SMEs opportunities via E-commerce
          Mr. Brian Bieron, Senior Director Global Public Policy, EBAY, USA
        • Software industry challenges
          Mr. Alexander Mora, TecApro, Costa Rica
        • Dynamic on-line services: an LDC example
          Mr. M.S. Mobasser Hussain, Chairman, ZANALA Bangladesh Ltd., Bangladesh
        • Cloud services markets in Asia
          Mr. Peter Wu, CEO, ASUS Cloud Corporation, Chinese Taipei
        • Media as an Internet business
          Mr. Gautam Sinha, COO and CTO, Times Internet, India

12h30-13h00  Questions and answers
Session 3. Case studies on e-commerce regulation

- The European legal framework for e-commerce
  Mr. Denis Sparas, Legal Officer, DG Internal Market and Services, European Commission
- Broadband rollout and the regulatory and infrastructural challenges
  Mr. Gift Buthelezi, Deputy Director General: International, Department of Communication, South Africa
- Cloud Computing Policy
  Mr. Mitsuhiro Hishida, Director, Multilateral Economic Affairs Office, Global ICT Strategy Bureau, Ministry of Internal Affair and Communications, Japan
- Privacy and consumer protection
  Ms. Hilary McGeachy, Office of Trade Negotiations, Department of Foreign Affairs and Trade, Australia
- Internet and e-commerce in Egypt
  Dr. Nagwa El-Shenawi, Information Center Director, Ministry of Communication and Information Technology, Egypt
- The regulatory challenges of M-Pesa (mobile payments)
  Ms. Mercy Wanjau, Principal Legal Officer, Communications Commission of Kenya

Questions and answers

Closing remarks