



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*

TUESDAY 18 JUNE - AFTERNOON

15h00 **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 Affairs 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

17h30 *Questions and answers*

17h55 **Closing remarks**
