



**COURSE ON KEY ISSUES  
ON THE INTERNATIONAL  
ECONOMIC AGENDA**

Short courses for Permanent Missions in Geneva  
Organised by the Division on Technology and Logistics-Knowledge Development Branch  
Policy Capacity Building Section

**National e-commerce strategies for economic growth and development**

Friday, 18 November 2016

Delivered by the  
Division on Technology and Logistics

**PROGRAMME**

Geneva, Palais des Nations		Room XXVI
10:00 - 10:05	Welcome address by Ms. Shamika Sirimanne Director of the Division on Technology and Logistics  Session will be moderated by Ms. Randa Jamal, Economic Affairs Officer, Policy Capacity Building Section	
10:05 - 11:15	<b>Session 1</b> Introduction to UNCTAD's Work on E-Commerce and the Digital Economy Mr. Torbjorn Fredriksson, Chief, ICT Analysis Section  National E-commerce Strategies for Economic Growth and Development Ms. Marie Sicat, Associate Economic Affairs Officer and ICTPR Coordinator, ICT Analysis Section  Q&A session	
11.15 – 11.30	Coffee break	
11.30 – 12.30	<b>Session 2</b> Rural e-commerce: A Best Practice Case from China Ms. Marie Sicat Includes screening of short video Q&A session	
12.30 – 13.00	<b>Session 3</b> Update on the eTrade for All initiative Mr. Torbjörn Fredriksson Includes screening of short video Q&A session	

## **National e-commerce strategies for economic growth and development**

The course will cover some of the most relevant issues faced by developing countries in strengthening e-commerce for economic growth and development. Participants will develop an understanding of current trends in e-commerce, the main opportunities offered by e-commerce, as well as the key weaknesses, challenges and bottlenecks that developing countries must deal with. Further, participants will learn about an integrated framework for enabling and assessing e-commerce and explore the key strategies through which e-commerce can strengthen economic growth, promote trade, generate revenue and create jobs. The course will close with an introduction to the ICT Policy Review Programme of UNCTAD, which provides technical assistance and diagnostics to requesting member States in developing national e-commerce strategies. Delegates will also receive an update on the eTrade for All initiative.

**Mr. Torbjörn Fredriksson** is the Chief of the ICT Analysis Section at the UN Conference on Trade and Development (UNCTAD). He is responsible for the *Information Economy Report (IER)* and UNCTAD's work on ICT sector development, ICT Policy Reviews, e-commerce development and ICT measurement. Mr Fredriksson has been instrumental in the launch of the eTrade for All initiative, which seeks to unlock the potential of e-commerce in developing countries. He joined the UN in 2000 and was for eight years one of the main authors of the *World Investment Report*. Before joining UNCTAD, he held positions at the Invest in Sweden Agency and the Swedish Ministry of Industry and Commerce. He is the author of several books and has published articles related to international trade, investment and technology. He has an MSc in International Economics from the Stockholm School of Economics.

**Ms. Marie Sicat** is an Associate Economic Affairs Officer and Coordinator of the ICT Policy Review (ICTPR) Programme in the ICT Analysis Section, Division on Technology and Logistics of the UN Conference on Trade and Development (UNCTAD). The ICTPR Programme provides technical assistance, policy advice, diagnostics and strategy development to requesting member states in the area of e-commerce and ICT national planning and provided research and analysis for UNCTAD's 2015 Information Economy Report on e-commerce.

Prior to joining UNCTAD in 2012, Ms. Sicat worked in ICT and socio-economic development policies for the UN Economic and Social Commission for Asia and the Pacific (UNESCAP), including technical assistance in ICTs and entrepreneurship in the Asia Pacific region. She was lead author and coordinator for UNCTAD's 2013 publication "Empowering Women Entrepreneurs through ICTs: A Practical Guide" which was produced in collaboration with the ILO.

In addition to her work in research, analysis and technical cooperation on ICTs, entrepreneurship and e-commerce, Ms. Sicat also has a statistical background. Prior to UNESCAP, Ms. Sicat served as a statistician for the UN Economic Commission for Europe (UNECE).

She has published articles relating to ICTs, entrepreneurship and statistics. She holds a Master of International Affairs in Economic Development and a Master of Science in Journalism both from Columbia University in New York City.