Short courses for Permanent Missions in Geneva
Organised by the Division on Technology and Logistics-Knowledge Development Branch
Policy Capacity Building Section / P166 courses

E-Trade Readiness Assessments: Helping countries unlock the potential for e-commerce

Friday, 2 March 2018
Delivered by the Division on Technology and Logistics (DTL)

PROGRAMME

Geneva, Palais des Nations	Room XXVI
10:00 - 10:15	Welcome address by Ms. Shamika N. Sirimanne, Director, DTL Sessions will be moderated by Ms. Randa Jamal, Project Coordinator, P166 program, DTL
10:15 - 11:45	**Session 1: UNCTAD's role in facilitating the integration of developing countries in the global digital economy** The first session will elaborate on UNCTAD's assistance to developing countries aimed at bridging the digital divide and leveraging the digital economy for sustainable development. UNCTAD's activities in this area concern all three pillars:- **Consensus-building (**e-Commerce week, Inter-Governmental Group of Experts, and the etradeforall platform), **Research (**Information Economy Report), and **Technical Assistance** (e-Commerce and Law Reform Programme, ICT Policy Reviews, eTrade Readiness Assessments, Measuring E-commerce and the Digital Economy) - will be highlighted. Special attention will be given to the *eTrade for all* initiative and the E-commerce Week 2018. Presented by Ms. Cécile Barayre, Economic Affairs Officer, ICT Policy Section, DTL Q&A session
11.45 – 12.00	**Coffee break**
12.00 – 13.00	**Session 2 : Rapid eTrade Readiness Assessments (eT-Ready): Helping countries take steps towards increased readiness to engage in and benefit from e-commerce** Integration into the global digital economy is rapidly becoming a necessity for countries. The question is How? The second session focuses on UNCTAD's eT-Ready tool, which enables policy makers to take stock of the essential opportunities and constraints in the national e-commerce ecosystem and develop a corresponding action plan. The session will discuss the technical scope, stakeholders, methodology of these assessments, and what countries stand to gain from them. Case studies from eT-Readys in LDCs including Myanmar, Nepal, Liberia, among others will be discussed. Finally, the session will discuss the post-assessment phase, and how the assessments can be successfully integrated in the overall development agenda of the countries concerned. Presented by Mr. Rahul Bhatnagar, Programme Management Officer, ICT Policy Section, DTL Q&A session

Assessing the e-trade readiness of countries for the promotion of the sustainable development

In the changing global marketplace, e-commerce presents a powerful driver for economic growth, inclusive trade and job-creation for all, including in least developed countries (LDCs). However, while there is significant potential for growth through e-commerce, many people and small and medium-sized enterprises in LDCs are currently not in a position to use the Internet, in particular broadband, due to lack of infrastructure and other barriers. Therefore, they cannot effectively leverage e-commerce to seize economic opportunities. How to assess the readiness of LDCs to engage in and benefit more from e-commerce is crucial for the formulation of relevant strategies and policies to harness the power of e-commerce for economic growth and sustainable development.

UNCTAD's Rapid e-Trade Readiness Assessment (eT-Ready) Programme is helping beneficiaries to take stock of their ICT-related and e-commerce development along seven key policy areas (as defined by etradeforall.org), to make better sense of the supply of capacity building from the international community and to sequence and prioritize the assistance they require from the donor community. Finally, the assessments will enable LDCs to take a more active part in the international discussions around e-commerce.

The course is divided into two parts: the first will provide an overview of UNCTAD's portfolio of work related to the digital economy, focusing on the three pillars: *consensus building, research and technical assistance,* with a specific focus on the *eTrade for all* initiative. The second part will focus on the scope and mechanics of the eT-Ready Assessments and how they can help governments develop/improve the e-commerce ecosystem as well as facilitate movement towards the Sustainable Development Goals (SDGs).

Cécile Barayre is an Economic Affairs Officer at the United Nations Conference on Trade and Development, Geneva, Switzerland.

Since 1997, she has been carrying out research and implementing technical cooperation programmes in the area of information and communications technologies for development. She is heading the UNCTAD's E-commerce and Law Reform Programme created in 2002. The programme aims to help policymakers of developing countries master the complexities of ICT law and prepare cyberlaws harmonized with regional/international frameworks. Over sixty countries have benefitted from the Programme.

Since 2016, she has been leading the work on eTrade Readiness Assessments aiming at helping beneficiaries to take stock of their ICT-related and e-commerce development along seven key policy areas of eTrade for all (etradeforall.org). The objective of this project is to increase the capacity of developing countries to participate effectively in e-commerce by assessing critical readiness gaps and addressing those through collaborative public and private partnerships.

She holds an MSc in International Law from the University Paris II Panthéon-Assas as well as a diploma in Political Science from the Institut d'Etudes Politiques (Toulouse).

Rahul Bhatnagar is a Programme Management Officer in the UNCTAD's ICT Policy section, Mr. Bhatnagar provides technical leadership in e-commerce and e-trade strategy initiatives. His area of expertise resides in ICT value chains (and their integration in international networks), supply-side/business-environment, side/market entry side dimensions, institutional development, strategic plan of action (PoA) and implementation framework design.

He possesses over 11 years of advisory services experience in Trade, Private Sector Development, and Corporate Strategy. He is a specialist in Technology for Development, e-commerce and national export strategy design, private sector development, and emerging markets.

Mr. Bhatnagar has led technical projects across the public and private sector domain in Afghanistan, Mauritius, Solomon Islands, Ethiopia, Kenya, Uganda, Liberia, Palestine, Kazakhstan, Kyrgyzstan, Mozambique, Haiti, United States, Switzerland, the Netherlands, EU, & India.

In the private sector consulting space, Mr. Bhatnagar's experience includes providing consulting services to private sector clients in various sectors including heavy manufacturing, agriculture processing, and commodity trading and healthcare technology.

Rahul holds a Masters in International Business degree from the Fletcher School at Tufts University, a Masters of Computer Science degree from Clemson University, and a Bachelor's degree in Computer Science from Pune University.