

# Launch of eTrade for all Online Platform, chaired by Dr. Mukhisa Kituyi, Secretary-General of UNCTAD

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Room XVIII, Palais des Nations  
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E-commerce can be a powerful driver of economic growth, inclusive trade and job-creation across the developing world. However, it may create challenges as well as opportunities, and many developing countries still face significant barriers to engage in and benefit from its development.

Launched in July 2016, during the 14th quadrennial Conference of UNCTAD, eTrade for all is a global initiative that helps developing countries to unlock the potential of e-commerce.

22 international and regional organizations, national entities and development banks are currently members of the initiative. In cooperation with the Business for eTrade Development, a private-sector led advisory council that encompasses large corporations and small business from both developed and developing countries, eTrade for all fosters inclusive development by promoting the uptake of e-commerce.

At the heart of the initiative is the eTrade for all online platform, which will be publicly unveiled during this session. This new information hub will help developing countries navigate the wealth of technical and financial services they can use to drive development through e-commerce.

Through the platform, countries can connect with potential partners, learn about trends and best practices, access up-to-date e-commerce data, and be informed of upcoming e-commerce events.

Chair: Dr. Mukhisa Kituyi, Secretary-General of UNCTAD

Following the welcoming remarks by the Secretary General, a short video on the eTrade for all platform will be shown. Ms. Shamika Sirimanne, Director of the Technology and Logistics Division, UNCTAD, will then provide a short introduction to the platform unique tools.

Key interventions (tentative):

- H.E. Mr. Khurram Dastgir Khan, Minister of Commerce, Pakistan
- H.E. Mr. Pan Sorasak, Minister of Commerce, Cambodia
- H.E. Ms. Terhi Hakala, Ambassador, Permanent Representative of Finland to the UN and other international organizations in Geneva
- H.E. Mr. Kyong-Lim Choi, Ambassador, Permanent Mission of the Republic of Korea in Geneva
- H.E. Mr. Daniel Blockert, Ambassador, Permanent Representative of Sweden to the WTO
- H.E. Mr. Julian Braithwaite, Ambassador, Permanent Representative, Mission of the United Kingdom of Great Britain and Northern Ireland to the UN and other international organizations in Geneva
- Mr. Jean-Baptiste Villaca, Chef de service de la Réglementation du Commerce Électronique, Côte d'Ivoire
- Mr. Ratnakar ADHIKARI, Executive Director, Enhanced Integrated Framework
- Ms. Ana B. Hinojosa, Director Compliance and Facilitation, WCO
- Ms. Maria-Rosaria Ceccarelli, Chief, Trade Facilitation Section, Economic Cooperation and Trade Division, UNECE
- Ms. Amanda Long, Director General, Consumers International

- Mr. Yonov Frederick Agah, Deputy Director, World Trade Organization
- Ms. Dorothy Tembo, Deputy Executive Director, International Trade Centre
- Mr. Kaspar Korjus, E-Residency Director, Estonia
- Ms. Susan F. Stone, Director, Trade, Investment and Innovation Division, United Nations Economic and Social Commission for Asia and the Pacific
- Mr. Antoni Estevadeordal, Manager, Integration and Trade Section, Inter-American Development Bank
- Ms. Kati Suominen, Founder and Chief Executive Officer, Nextrade Group (on behalf of the Business for eTrade Development)
- Mr. Waleed S. Abalkhail, Chairman, TradeKey
- Mr. Bishar Abdirahman Hussein, Director General, UPU

Closing remarks by:

H.E. Ms. Susana Malcorra, Minister of Foreign Affairs, Argentina