

# Can E-commerce Trade Rules Help Micro, Small and Medium Enterprises in Developing Countries?

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Cross border e-commerce provides the opportunity for Micro, Small and Medium Enterprises (MSMEs) to expand their business footprint beyond their immediate locales, and allow them to reach customers in the furthest markets.

The question, however, is how the growing e-commerce trade interacts with the current framework of rules within the WTO, and also FTA commitments taken outside of the WTO, especially for MSMEs in developing countries.

- Can trade rules be leveraged to help MSMEs in developing countries better take advantage of the opportunities presented by e-commerce?
- What kinds of e-commerce trade rules and disciplines have been undertaken by developing countries thus far, and have these rules helped bring about growth and development in these economies?
- How can governments incorporate the e-commerce concerns and interests of MSMEs when they engage in trade negotiations?

This lunch time panel will explore these issues and more, with the aim of improving the understanding of how best developing countries can leverage on e-commerce trade rules to further their development objectives.

Moderator: H.E. Ms. Mariam Salleh, Ambassador of Malaysia to the WTO

Speakers:

- H.E. Mr. Winichai Chamchaeng, Vice Minister for Commerce, Thailand
- Ms. Chan Kah Mei, Deputy Director, Singapore Ministry of Trade and Industry
- Mr. Carlos Grau Tanner, Director General, Global Express Alliance
- Mr. Victor do Prado, Director, Council and TNC Division, WTO
- Mr. Rajesh Aggarwal, Chief, Trade Facilitation and Policy for Business, ITC