

WTO PUBLIC FORUM 2016

Session : 12

Time : 16:00-17:30

Date : 27 September 2016

Room : E

Organiser(s) : *Permanent Mission of Argentina to the WTO*

Moderator: **Gustavo H. Méndez**, Counsellor, Permanent Mission of Argentina to the International Organizations in Geneva

E-commerce as a tool for inclusiveness in developing countries: Dissecting the Argentine case

This session aims to discuss the importance of digital innovation for trade from developing countries experiences, including the government and private sector perspectives.

In that sense, e-commerce is very important for SMEs, as it empowers them by reducing the inequalities *vis-à-vis* larger enterprises.

Also, this interesting working session will address the fostering of e-commerce by governmental officials to facilitate it.

Speakers

- Carlos Pallotti, Subsecretario de Servicios Tecnológicos y Productivos, Ministerio de la Produccion
- Maria Florencia Forciniti, Secretaria de Promocion de Inversiones, Ministerio de Comunicaciones
- Gustavo Sambucetti, Presidente Junta Ejecutiva, Camara Argentina de Comercio Electronico
- Quan Zhao, Trade Policy Advisor, Office of the Chief Economist, ITC
- Andrew Crosby, Managing Director, ICTSD