

## ITC @ UNCTAD E-COMMERCE WEEK – 16-20 April 2018 – Palais des Nations

To learn how e-commerce opens doors for small businesses, join ITC@UNCTAD e-commerce week.

Eleven sessions cover consumer trust, logistics and payment; ways to support suppliers, from platforms to skill building and e-strategies; and fresh research on e-opportunities in Asia. For more about ITC and e-commerce, see: [e-Trade for Impact](#) and [e-commerce publications](#).

When / where	Session	ITC speaker
Mon 16 April 10:00-11:30	<a href="#">Enabling Digital Entrepreneurship through better connectivity and skills</a> Organizer: Broadband Commission	Martin Labbe
11:30-13:00 Room XXVII	<a href="#">Platform-based E-commerce: What is at Stake for MSMEs?</a> Organizers: ITC, Diplo Foundation, UNCTAD, CUTS International, Geneva Internet Platform	Marion Jansen
15:00-16:30 Room XXV	<a href="#">How to overcome barriers to cross-border digital payments</a> Organizers: Graduate Institute / Michael Kende	Mohamed Es Fih
15:00-16:30 Room XXVII	<a href="#">What Sells in E-commerce: New Evidence from Asian LDCs</a> Organizers: ITC, Alibaba	Marion Jansen / Quan Zhao
Tues 17 April 13:15-14:45 Room XXV	<a href="#">Going Global – Consumer Trust in Cross-border E-commerce</a> Organizer: Consumers International	James Howe / Mohamed Es Fih
Wed 18 April 8:30-10:00 Room XXV	<a href="#">Introduction to the Course on Digital Commerce and Emerging Technologies</a> Organizers: ITC, Diplo, UNCTAD, CUTS, GIP	Marion Jansen
11:30-13:00 Room XXV	<a href="#">Leveraging Digital Platforms for SME Exports of IT and IT-enabled Services from LDCs: Opportunities and Challenges</a> Organizer: ITC	Martin Labbe
15:00-16:30 Room XXV	<a href="#">Building Skills for SMEs</a> Organizer: ITC	James Howe / Rob Skidmore
16:30-18:00 Room XXV	<a href="#">Maximizing the Value Added of E-Commerce in Africa</a> Organizer: African Performance Institute	Marion Jansen
Thurs 19 April 15:00-18:00 Room XVII	<a href="#">How to overcome operational constraints that small and medium-sized businesses in developing countries face when setting up trade online</a> Organizer: Intergovernmental Group of Experts	James Howe / Rob Skidmore
15:00-18:00 Room XXVI	<a href="#">Fostering Effective Trade Logistics in a Digital World</a> Organizers: UNCTAD, United Nations Economic Commission for Europe, ITC	Rajesh Aggarwal

