
WORLD SUMMIT ON THE INFORMATION SOCIETY (WSIS)
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16:30-18:15
ITU MONTBRILLIANT, ROOM H2
RUE DE VAREMBÉ 2, 1202 GENÈVE

E-TRADE FOR IMPACT: TURBO-CHARGE THE SDGs WITH DIGITAL

The Sustainable Development Goals (SDGs) set an ambitious agenda that is shaping development globally to 2030. The SDGs are our shared compass to achieving sustainable and inclusive development for all. But time is short. Trade has a major and inclusive role in achieving the SDGs.

We have 12 years to reach our goal and we need to accelerate our common actions to achieve this. The International Trade Centre's (ITC) new tools are here to help. Digital technologies are scaling our interventions rapidly and more effectively, reaching a wider audience than ever before.

At ITC, we are building digital into our development work: turbo-charging our reach and effectiveness. Our strategy is 'e-Trade for Impact.'

AGENDA

Trade and the SDGs: why digital is relevant

Overview of ITC's e-Trade for Impact strategy.

Introduction to leveraging digital for trade: why increased attention to the impact of digital technologies so important and how ITC is improving and innovating its own use of digital.

Anders Aeroe, Director, Division of Enterprises and Institutions, ITC

E-Networks: Sharing inclusive access to information, learning and networking

Dissemination of good practices: creating new partnerships and supporting online exchanges.

Introduction

Vanessa Erogbogbo, Head, Women & Trade Programme, ITC

Working with eBay to digitize women entrepreneurs' businesses:

Fabien Staechelin, Business Development Manager, ebay

E-commerce: Empowering SMEs with online trade

Building structures supporting e-commerce: overcoming barriers to successful online trade as a business community.

Introduction

James Howe, Senior Adviser, e-solutions Team, ITC
Enabling the future of e-commerce from Rwanda:
Edouard Bizumuremyi, Commercial Attaché, Permanent Mission of the Republic of Rwanda

E-Entrepreneurship: Enabling entrepreneurs to capture the potential of digital business models

How digital offers new potential for entrepreneurs in developing countries to create innovative products and services.

Introduction

Martin Labbé, Senior Officer, Institutional Development, ITC

Growing digital entrepreneurship in Senegal:

Babacar Birane, Co-founder and CEO, Baobab Entrepreneurship

Discussion