Launch of the eTrade for All initiative

18 July, 6 - 8 p.m.
Amphitheater, Kenyatta International Convention Centre, Nairobi

DESCRIPTION
This session will officially launch the new eTrade for All initiative. Led by UNCTAD, this initiative pulls together key public and private stakeholders to contribute more effectively - and on a much greater scale - to the efforts of developing countries to harness e-commerce as a vehicle for the implementation of Agenda 2030 for Sustainable Development. Its overall goal is to raise awareness of the unique opportunities, challenges, and constraints to e-commerce; to mobilize necessary resources; and to strengthen coherence and synergies among partner activities. There will also be a signing ceremony with partners from the public and private sector. After the event, a cocktail reception will take place, courtesy of Google and King & Spalding.

KEY ISSUES
The 2030 Agenda calls for a revitalized global partnership for sustainable development. The new initiative entitled eTrade for All will be crucial for mobilizing multi-stakeholder partnerships on the cross-cutting dimensions of e-commerce to ensure that developing countries take a greater part in international online trade. The eTrade for All initiative pulls together public and private parties who can contribute to improving the ability of developing countries to use and benefit from e-commerce. Its overall goals are to raise awareness of countries' unique opportunities, challenges and constraints to e-commerce; mobilize resources; and strengthen coherence and synergies among partner activities.

PARTICIPANTS
Opening Remarks by Mr. Mukhisa Kituyi, Secretary-General, UNCTAD
Emerging e-commerce economies:
- H.E. Mr. Alexander Mora, Minister (Secretary), Ministry of Foreign Trade, Costa Rica
- H.E. Mr. Pan Sorasak, Minister of Commerce, Kingdom of Cambodia
- H.E. Mr. Khurram Dastgir Khan, Minister of Commerce, Pakistan

Founding Partners
- Ms. Arancha Gonzalez, Executive Director, ITC
- Mr. Yonov Frederick Agah, Deputy Director-General, WTO
- Mr. Ratnakar Adhikari, Executive Director, EIF
- Mr. Sergio Mujica, Deputy Secretary-General, WCO
- Ms. Susan Frances Stone, Chief of Division, Trade, Investment and Innovation Division, UNESCAP
- Ms. Maria Rosaria Ceccarelli, Acting Chief, Trade Facilitation Section, Economic Cooperation and Trade Division, UNECE
- Ms. Catherine Masinde, Practice Manager, Trade and Competitiveness, World Bank Group
- Mr. Kaspar Korjus, e-Residency Managing Director, Government of Estonia

Development Partners:
- H.E. Mr. Erik Bromander, Head of Delegation, Sweden
- H.E. Ms. Päivi Kairamo, Head of Delegation, Finland
- H.E. Mr. Mark Matthews, Head of Delegation, United Kingdom
- H.E. Mr. Toshiro Suzuki, Head of Delegation, Japan
- H.E. Mr. Lee Tae Ho, Head of Delegation, Republic of Korea

Private Sector:
- Ms. Kati Suominen, Coordinator of the Private Sector Advisory Council, Founder and CEO of Nextrade Group and of TradeUp Capital Fund, United States
- Mr. Waleed Abalkhail, Chairman & Managing Director, Tradekey, Saudi Arabia
- Mr. Ibrahima Diagne, Chairman, African Alliance for E-Commerce, Senegal
- Mr. Fernand Matendo, CEO & Co-founder, Burundishop, Burundi
- Mr. Leonard Stiegeler, General Manager, Ringier Africa, Switzerland
- Ms. Berna Ozszar Kumcu, Secretary-General, World SME Forum, Turkey
- Mr. Jonas Borglin, CEO, NIR, Sweden
- Ms. Hanne Melin, Director Global Public Policy, eBay Inc., Switzerland
- Mr. Nicholas Bramble, Senior Policy Specialist, Google, United States
- Mr. Andrew Mutuma, Country Manager, DHL, Kenya
- Mr. Pere Molins Ayuso, Business Development Associate, Impact Enterprises, Zambia
- Mr. Daniel Crosby, Office Managing Partner, King & Spalding, Switzerland
- Mr. Gerald Sun, VP Business Development, Trade & Industry, MasterCard, Singapore

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