

Joint UNCTAD-UNESCAP Asia-Pacific Regional Conference
"E-commerce Strategies for Development"
Bangkok, 20-22 November 2002
United Nations Conference Center



DAY 1 – 20 November 2002 – Topical Sessions

- 9:00** **Welcome address**
- Ms. Keiko Okaido**, Deputy Executive Secretary, UNESCAP
- Mr. Zhongzhou Li**, Officer-in-Charge, Division for Services Infrastructure for Development and Trade Efficiency, UNCTAD
- Khunying Dhipavadee Meksawan**, Permanent Secretary, Ministry of Information and Communication Technology (ICT), Royal Thai Government
- 9:20** **Election of a chairperson for topical sessions**
- Mr. Sok Siphana**, Secretary of State, Cambodia
- 9:25** **Session 1: Synergies between national and regional e-commerce strategies**
- Moderator:** **Mr. Will Keenan**, Regional Advisor, Trade Facilitation and Electronic Commerce, UNESCAP
- Speakers:** (1) **Dr. Pichet Durongkavoroj**, Chairman of e-ASEAN Working Group
- (2) **Mr. Bruce Bennett**, Executive Officer, APEC and regional Trade Policy Branch, Department of Foreign Affairs and Trade, Australia
- (3) **Mr. Antti Eskola**, Coordinator, ASEM e-Commerce Trade Facilitation Action Plan, Finland

Regional bodies, such as APEC, ASEM and ASEAN have designed strategies and action plans for the development of e-commerce. At the same time, many governments of the region are developing and implementing their own strategies, based on the different priorities that exist in the countries. Do strategies at the regional and national level complement each other or do they follow different approaches? What are the differences in priorities and implementation between national and regional strategies? What do they have in common? This session will focus on ways and means to harmonize e-strategies at regional and national levels.

10:45 **Coffee break**

11:00 **Session 2: Evaluating national e-commerce strategies**

- Moderator:** **Dr. Susanne Teltscher**, Economic Affairs Officer, E-Commerce Branch, UNCTAD
- Speakers:** (1) **Mr. Phu Leewood**, Secretary General, NiDA, Cambodia
- (2) **Dr. Thaweesak Koanantakool**, Director, NECTEC, Thailand

The development of e-commerce has become an important component of policy making at the national level. But how successful have these policies or e-strategies been for increasing the level of e-commerce in the country? This session will take a holistic view at national e-strategies and critically examine their effectiveness. It will identify best practices for promoting e-commerce in the country and suggest criteria and indicators that can be used for measuring e-commerce.

12:30 Lunch

14:00 Session 3: Creating universal access to ICT

Moderator: **Mr. Amarendra Narayan**, Executive Director, Asia-Pacific Telecommunity

Speakers: (1) **Dr. Eun-Ju Kim**, Senior Advisor, ITU Regional Office, Bangkok
(2) **Mr. Wang Xinpei**, Director General, Department of Int. E-commerce Administration, MOFTEC, China
(3) **Prof. Kio Chung Kim**, Executive Director, Asian Pacific Women's Information Center, Korea

Access to new technologies and the Internet is considered a key element of e-commerce strategies and a prerequisite for enhancing the participation of businesses and consumers in e-commerce and the digital economy. How successful have governments and telecommunication service providers been in ensuring universal access to ICT and the Internet in the region? What are effective strategies to address the urban-rural and gender digital divides? This session will discuss and evaluate national programmes and policies aimed at providing access to ICT and the Internet for all citizens.

15:30 Coffee break

15:45 Session 4: Creating universal access to ICT (cont.)

Moderator: **Mr. G.M. Fedorov**, Chief, ICT Policy Section, Information, Communications and Space Technology Division, UNESCAP

Speakers: (1) **Mr. Lee Thorn**, Chair, Jhai Foundation, Laos
(2) **Dr. David Cheung**, Director, Center for E-Commerce Infrastructure Development, University of Hong Kong

The reform of national telecommunications sectors has been a key element in efforts to improve access to ICT and the Internet. But what are the different strategic options for reforming the telecommunication sector? How successful have they been in terms of creating universal access to ICT in the countries of the region? What are the respective roles of governments and private companies? The session will also consider different technology options for enhancing access to ICT. For example, the use of open source software is increasingly gaining attention and could be a viable alternative for developing countries.

17:15 End of day 1

18:30 Reception hosted by the Ministry of Foreign Affairs, Royal Thai Government

9:00 Session 5: Developing human resources for electronic commerce

Moderator: **Dr. Somnuk Keretho**, Director, Electronic Commerce Resource Center, NECTEC, Thailand

- Speakers:** (1) **Mr. Michael Baker**, Executive Director, Asia Oceania Electronic Marketplace Association (AOEMA), Australia
 (2) **Ms. Janette Toral**, Founder, Philippine Internet Commerce Society; Editor, DigitalFilipino.com

Unless businesses and consumers are educated about the opportunities and benefits offered by ICT, and unless they are trained to use the Internet, e-commerce will not take off. Building capacities for e-commerce is therefore one of the top priorities of e-strategies in the region. This session will present successful policies aimed at enhancing digital literacy through the public education system. It will also look at building IT capacity through higher education (universities) and specialized training, including training provided by the private sector to employees and clients.

10:30 Coffee break

10:45 Session 6: Adapting the legal framework

Moderator: **Dr. Lalith Gamage**, Managing Director, Sri Lanka Institute of Technology

- Speakers:** (1) **Mr. José Angelo Faria**, Legal Officer, UNCITRAL
 (2) **Mr. Aslam Hayat**, Director Legal, Ministry of Science and Technology, Pakistan
 (3) **Mr. David Marsh**, E-business consultant, Wragge & Co, Solicitors, UK; UN/CEFACT Legal Liaison Rapporteur; Vice Chair, UN/CEFACT Legal Group

In the Asia-Pacific region, more than 6 countries have already adopted the UNCITRAL model law on e-commerce. What has been the experience of these countries in terms of adapting their legal environments to the demands posed by the digital economy? To what extent have they succeeded in meeting the demands by businesses and consumers? This session will discuss how international recommendations for adapting the legal framework to e-commerce can be put in place effectively at the national level. It will also focus on business-specific legal aspects, such as providing guidelines to businesses on e-transactions and e-signatures, and e-business contracts.

12:15 Lunch

14:00 Session 7: E-Payments and e-Finance for Enterprises; Financing E-Commerce

Moderator: **Dr. Rouben Indjikian**, Senior Economic Affairs Officer, E-Commerce Branch, UNCTAD

- Speakers:** (1) **Ms. Saowanee Suwannacheep**, Assistant Governor, Bank of Thailand
 (2) **Mr. Ming Siu**, Chairman & CEO, SMEloan, Hong Kong Ltd.
 (3) **Mr. Asavin Chintakananda**, Senior Advisor, Asian Development Bank
 (4) **Mr. Mark Burbidge**, Senior Vice President and General Manager, e-Visa Asia Pacific

The financial sector is undergoing a global shift, moving financial operations to Internet-based electronic transactions. The session will discuss issues related to the transition of local and regional banks and other financial service providers towards e-finance. It will focus on existing e-payments and e-trade finance techniques to help enterprises to pay and get paid online and apply online systems for their trade finance and working capital requirements. Among others, it will stress the importance of online credit risk management databases as emerging tools for quick credit decisions and hence better access to e-finance, and various options for financing local suppliers of e-commerce services.

15:45 **Coffee break**

16:00 **Session 8: E-business sector-specific policies and practices**

Moderator: **Mr. Nicolei V. Sămine**, Senior Officer on e-Trade, International Trade Center UNCTAD/WTO

- Speakers:** (1) **Ms. Rahayu Ezrani Abdul Rahman**, Senior Executive, E-Business, Multimedia Development Corporation, Malaysia
(2) **Dr. Sanjay V.P.**, Ex-Jt. Director, Software Technology Parks of India
(3) **Mr. Alex Kong**, CEO, Asiatravelmart
(4) **Mr. Chankit Yongpiyakul**, General Manager, Circle Of Asia, Thailand

This session will focus on industry sectors where e-commerce and ICT are particularly influential and provide new business opportunities for developing countries.

IT-services are increasingly gaining importance in the region, as a creator for employment as well as an important income earner of foreign exchange, for example in the software and business process outsourcing sectors. The session will present examples of successful developments of the IT services sector and the role governments can play in supporting its growth and development.

Tourism is an information-intensive industry in which e-commerce is already playing a significant role and a sector in which a significant number of developing countries enjoy a competitive advantage. This session will look at how private and public sector destination marketing organizations (DMOs) can put in place an e-strategy and encourage all domestic industry players to do the same. It will provide examples of how players in the tourism market can establish themselves as a credible brand with positive consumer recognition.

17:45 **End of day 2**

Contributions by speakers and participants:

All presentations and papers will be presented or distributed at the Conference, and published on the UNCTAD web site. They will be distributed in the form and language in which they are received, and not be translated.

<http://r0.unctad.org/ecommerce>

- 9:00** **Inaugural Session**
- Mr. Kim Hak-Su**, Executive Secretary of ESCAP
- Mr. Rubens Ricupero**, Secretary-General of UNCTAD
- H.E. Dr. Surakiat Sathirathai**, Minister of Foreign Affairs, Royal Thai Government
- 10:00** **Coffee break**
- 10:30** **High-level roundtable debate on ICT and e-commerce strategies for development in the Asia-Pacific region**
- Chair:** **H.E. Dr. Surapong Suebwonglee**, Minister of ICT, Royal Thai Government
- Discussants:** **Mr. Manoo Ordeedolchest**, Honorary President, The Association of Thai Computer Industry (ATCI)
- Mr. Sam Pitroda**, CEO, Worldtel
- Participants:** **Ministers**
- 12:30** **Lunch hosted by the Ministry of ICT, Royal Thai Government**
- Speaker:** **Dr. Suvarn Valaisathien**, Advisor to the Prime Minister of Thailand
- 14:00** **High-level roundtable resumes**
Summary of the chair
- 14:30** **Adoption of Declaration**
- 14:45** **Vision Statement**
- H.E. Dr. Thaksin Shinawatra**, Prime Minister of Thailand
- 15:15** **Closing ceremony**
- 15:30** **Press conference**
- 16:00** **End of day 3**