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## E-COMMERCE FOR DEVELOPMENT

*3<sup>rd</sup> Training on building an enabling policy environment for e-commerce and digital economy*

**9-22 OCT 2024, BEIJING AND GUANGZHOU, CHINA**

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### **Background**

Digital economy has emerged as a key driver of economic growth, job creation, and innovation. This creates opportunities for increased economic efficiency, jobs, and competitiveness, but also poses challenges for policymakers and regulators, especially in developing countries to craft enabling policy environment that fosters innovation, competition, and trust.

Policy frameworks on e-commerce and digital economy are rapidly evolving. Domestically, many countries are striving to improve their regulatory framework and strengthen regulatory capacity to address various challenges. Internationally, new rules on e-commerce and digital economy are being developed, including at the WTO and in the context of regional trade agreements. Developing countries have highlighted the urgent need to strengthen technical assistance to enhance their participation in these processes.

In this context, with the support of the Ministry of Commerce of China and working jointly with the Academy for International Business Officials (AIBO) of China, ITC has developed a training programme to provide capacity building to policymakers and trade negotiators on conducive policies for e-commerce and digital economy. The first and second training was held successfully in Jul and Oct 2023, with a total of 55 participants from over 40 countries traveling to China to gain knowledge and insights through the two-week training. The 3<sup>rd</sup> edition of the training will be held in **9-22 Oct 2024 in Beijing and Guangzhou, China.**

### **Objective**

The objective of this training programme is to enhance the capacity of policymakers and trade negotiators in developing countries to design and implement policies and regulatory frameworks that support the growth of e-commerce and the digital economy. This will ultimately contribute to economic growth, job creation, and innovation in developing countries.

### **Target Audience**

The target audience for this training programme includes policymakers, trade negotiators and other stakeholders from developing (including least developed) countries responsible for the development and implementation of policies and regulatory frameworks related to e-commerce and digital economy.

### **Content and Methodology**

The training programme will use a blended learning approach, including online modules, *in-situ* sessions and discussions, as well as field visits to companies. The training programme will be delivered by experts, policymakers, and entrepreneurs in e-commerce and digital economy.

The training program will have the following content:

- Sessions and discussions on key policy issues, such as legal and regulatory frameworks for e-commerce and digital economy, multilateral and regional negotiations, digital infrastructure and connectivity, digital skills and entrepreneurship, facilitating cross-border e-commerce and digital trade, best practices in online consumer protection, data privacy, cybersecurity, etc. The training programme will be developed with a particular focus on addressing the challenges faced by developing countries.
- Field visits to companies: participants will have the opportunity to visit the leading e-commerce and digital companies in China to gain the first-hand knowledge of practical/operational aspects of e-commerce and digital economy, and to develop business linkages that could be useful for their MSMEs.
- Participation in the China Import and Export Fair (Canton Fair) in Guangzhou. The Canton Fair is one of the largest and globally recognized trade fair, attracting over 10 million visitors since 1957. The 2024 edition of the Canton Fair is scheduled on October 15<sup>th</sup>, 2024 in Guangzhou. Participants to the training programme will have the opportunity to attend the Fair, participate in various workshops, and engage with the importers and exporters.

The detailed programme is being developed and will be circulated before the end of September. Tentative key dates are:

- 8 Oct. Arrival in Beijing
- 9-11 Oct. Training programme in Beijing, field visits
- 13 Oct. Travel from Beijing to Guangzhou
- 14-18 Oct. Training in Guangzhou, participation in Canton Fair, visiting companies
- 20 Oct. Travel from Guangzhou to Beijing
- 21-22 Oct. Training in Beijing
- 23 Oct. Departure from Beijing

The training will be conducted in English.

### **Expected Outcomes**

At the end of the training programme, participants are expected to have gained:

- Enhanced understanding of the opportunities and challenges of e-commerce and digital economy, as well as practical knowledge about how e-commerce businesses operate.
- Improved knowledge on how to develop and implement conducive policies to support development of e-commerce and digital economy.
- Strategic exchanges among participants on how to develop e-commerce and digital economy in developing countries.
- Linkages with leading e-commerce businesses and other key stakeholders.

### **Application and financial support**

Application: application to attend the training can be submitted through this [link](#), before **27 August, 2024**. Please note that the participants will be selected on a basis of maximizing the contribution of the training to their work, with due considerations for regional and gender balance.

Financial support: Participants from developing and least developed countries will be provided with financial support to attend the training, including international flights (return economy class to Beijing, China), accommodation and DSA (in accordance with the rates of China's foreign aid programme).

### **About the programme**

The training programme is organized by the Ministry of Commerce of China, implemented by the [International Trade Centre](#) (ITC) and the [Academy for International Business Officials](#) (AIBO) of China.

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