

# eCommerce Week



Data and Digitalization for Development

25-29 April 2022, Geneva

## Why an event dedicated to the digital economy?

E-commerce and the digital economy are playing a growing role in global economic activities and digital transformations are changing the way in which businesses operate and people interact. The COVID-19 pandemic and the related economic crisis have further accelerated this trend. Ensuring that people and businesses can take part in both domestic and cross-border e-commerce and make use of various digital solutions is now more crucial than ever for building resilient economies.

As a result, over the past few years, discussions about e-commerce and development have been gaining momentum in various fora, including at UNCTAD<sup>1</sup>, WTO<sup>2</sup> and the G20<sup>3</sup>, as well as at the regional/continental level. Most recently, UNCTAD's fifteenth Ministerial wrapped up with the adoption of the [Bridgetown Covenant](#), which addresses a number of urgent priorities for the timely attainment of the SDGs, including the digital divide. The Covenant also reinforces UNCTAD's mandate to work on enhancing development gains from the digital economy, a timely recognition of the work of the organization, uniquely positioned to address cross-cutting issues with a development angle.

Since UNCTAD organized the first [eCommerce Week](#) in Geneva in 2015, these gatherings have become the leading global forum for decision-makers, experts, leaders and key stakeholders from all backgrounds, including the private sector and civil society to explore ways towards a more inclusive and sustainable digital economy. The eCommerce Weeks are organized in collaboration with partners of the [eTrade for all initiative](#) to maximize synergies and benefit from their leading-edge expertise.

The eCommerce Week offers a unique platform to discuss the development implications of e-commerce and the digital economy, to hear from regional and international partners and stakeholders about good practices that have been successfully implemented in various policy areas, initiate collaboration and explore solutions and partnerships to leverage digital tools for development.

## The 2022 eCommerce Week: Data and Digitalization for Development

To be organized by UNCTAD in collaboration with eTrade for all and other partners **simultaneously at the Palais des Nations in Geneva and online from 25 to 29 April 2022**, under the theme: **Data and Digitalization for Development**, the next edition of the eCommerce Week will look at ways to strengthen the ability of developing countries, including least developed countries (LDCs), to continue engaging in and benefiting from e-commerce and the digital economy, to build more resilient and inclusive societies, in a dramatically different post-COVID environment.

This edition will put special emphasis on **data and cross-border data flows and the crucial role they play in economic and social development**. Reflecting on the wide differences that exist between and within countries to harness data, the conventional, connectivity-related digital divide is being heightened by

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<sup>1</sup> <https://unctad.org/eweek>

<sup>2</sup> [https://www.wto.org/english/tratop\\_e/ecom\\_e/ecom\\_e.htm](https://www.wto.org/english/tratop_e/ecom_e/ecom_e.htm)

<sup>3</sup> <https://www.g20.org/the-digital-ministers-approves-a-declaration-identifying-12-actions-to-accelerate-the-digital-transition-of-the-economy-and-governments.html>

what can be called **a data divide**. Countries with limited capacities to turn data into digital intelligence and business opportunities, and use them for economic and social development, are at a clear disadvantage.

Discussions at the eCommerce Week will focus, among other things, on finding ways to reframe and broaden the international policy debate on how to harness cross-border flows of digital data, which are core to all fast-evolving digital technologies, such as data analytics, artificial intelligence (AI), blockchain, Internet of Things (IoT), cloud computing and other Internet-based services. It will also shine a light on how the COVID-19 pandemic has impacted digital transformations globally.

### **An innovative format for the eCommerce Week 2022**

To reach out to a wider audience, and to adapt to a new reality and maximize flexibility, the next eCommerce Week will take on a hybrid format through a combination of physical and virtual events. The live and online audience will be cared for equally, to ensure that they both get the most out of this year's edition.

Throughout the week, special emphasis will be given to the need to deliver concrete and high-impact actionable solutions to pressing issues related to the digital transformation of our economies. It will seek full engagement from all relevant stakeholder groups, including governments, the private sector and beyond, civil society, academia and the donor community.

### **Why become a Friend of the eCommerce Week?**

Here are 4 key reasons to partner with us:

- ✓ *Get privileged access to decision makers*
- ✓ *Leverage your voice and your vision with this unique opportunity to shape the future of e-commerce*
- ✓ *Network in a 'safe' environment with key stakeholders in e-commerce, develop new partnerships and open new paths for your business*
- ✓ *Gain maximum visibility (with your business logo and name disseminated prominently in the conference programme and promotion material through our sponsorship agreement)*

### **How can you financially support the eCommerce Week2022?**

Being a Friend of the eCommerce Week can take on many forms:

- Fund a few chosen entrepreneurs from developing and LDCs to come join the event in Geneva.
- Enhance the visibility and outreach by contributing to an impact-oriented partnership with a global media outlet.
- Sponsor one or more private networking events (Breakfast, Luncheons or Dinner options).
- Pool funds to offer the best virtual environment possible to Conference attendees.

**Contact us: [ecde@un.org](mailto:ecde@un.org) for more information, several sponsorship packages are available.**

#### **COVID-19 Advisory**

*This note is valid as of October 2021. UNCTAD will be monitoring the COVID-19 situation closely, as to adapt this note to include the most recent and adequate recommendations by the World Health Organization and the Swiss requirements put in place to mitigate the effect of the pandemic when and where needed.*