Webinar on cross-border e-commerce for SMEs' export: opportunities, challenges and policy implications

28 March 2024

12.00-13.30 Hours (UTC+7, Bangkok time)

Introduction

The challenges SMEs face in participating in international trade are well-documented. The OECD (2008) identified 47 key barriers to SMEs' engagement in global markets. While cross-border e-commerce has eased some hurdles by enabling sellers to reach a wide audience online, it hasn't solved all problems. Furthermore, participating in cross-border e-commerce requires competitive products and expertise which can be the new challenges for SMEs.

Addressing these issues, policy support for SMEs' involvement in cross-border e-commerce is essential but policymaking is difficult. The United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) and the United Nations Economic Commission for Latin America and the Caribbean (ECLAC) have joined forces with experts to explore the benefits, challenges, and policy needs of cross-border e-commerce for SMEs. This effort aims to inform policymakers in Asia and the Pacific about how to support SME exports through e-commerce.

This webinar aims to dive into these findings and spark meaningful discussion on the topic. It features a panel of experts from industry, academia, and think tanks, offering a range of perspectives and insights.

The webinar is part of an online training on cross-border e-commerce for SMEs, focusing on opportunities, challenges, and policy implications. It encourages participants to sign up for this free training.

The studies and webinar are part of a FEALAC project titled "Support the strengthening of policies to monitor and promote the participation of MSMEs in cross-border goods and services in e-commerce for an inclusive and sustainable pandemic response and recovery in East Asia and Latin America".

Programme

Time	Agenda
1200-1206	**Opening** • Mr. Yann Duval, Chief, Trade Policy and Facilitation Section, United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) • Mr. Johan Mulder, Chief of the International Trade Unit, United Nations Economic Commission for Latin America and the Caribbean (ECLAC)
1206-1215	**Policies to support SMEs' export through cross-border e-commerce: what may work and what may not** • Mr. Tengfei Wang, Economic Affairs Officer, UN ESCAP
1215-1230	**Case study** In this session, the cross-border e-commerce seller(s) (SMEs) are invited to share their experiences on cross-border e-commerce. The speakers may introduce their business models, partnership, challenges and share their views on policymaking. • Mr. Chandimal Sudarshana Kalusinghe Mudiyanselage, Business Development Manager at Los Andes Beltroad Group - Trading Investment & Consulting Co Spa. Chile company and Shanghai Lianchang Electronic technology Co Ltd
1230-1310	**Panel discussion** • Mr. Jian Wang, Professor, International Business and E-business, University of International Business and Economics (UIBE), Beijing, China • Mr. Sami Farhad, Senior Lecturer, Zhejiang University, China, and Advisor, Alibaba • Ms. Susana Munoz Enriquez, Co-founder Latin e-Mart Ltd, Hong Kong, China The panellists may reflect the key finding of the study report, and the case studies presented in the previous sessions, and their experiences, to share their insight on the following questions 1. What is each panellist's observation of the challenges for SMEs' export through cross-border e-commerce, and potential solutions 2. What factors the policymakers need to consider in making national policies on cross-border e-commerce

1310-1325	**Open discussion** The participants may ask the questions and the speakers may share their expertise.
1325-1330	**Closing**