

# ecomConnect Day

## E-commerce, economic recovery & AfCFTA

Thursday, June 4 2020

E-commerce is emerging as one of the key priorities for policymakers and business people alike in the response to COVID-19. Online ordering has provided a vital supply channel for many, and has preserved jobs even while large sections of the economy have been shut down.

For developing and least developed countries, already behind in adopting e-commerce, the need to accelerate digital transformation is apparent: the economic consequences of the crisis demand ambitious solutions including innovative measures to promote inclusive access to the digital economy and its power to create opportunities and jobs.

### Time to reflect, prepare and act

As part of ITC's programme activities on the AfCFTA and within the context of its e-commerce programme – ecomConnect, ITC alongside UNECA (ATPC, IDEP) is hosting a day of conferences and workshops to provide practical recommendations that can set a framework for action in 2020, provide a platform for testimonials from the private sector and demonstrate research and services to policymakers and the business community.

The day begins with two thematic panels – the first considering the implications of the AfCFTA on e-commerce, the second on inclusivity and recovery.

The afternoon will propose a series of technical workshops on how to address particular aspects of e-commerce – for entrepreneurs and business support organisations.

Register here

<https://bit.ly/2LYFz6>



Visit our e-commerce community platform  
[ecomconnect.org](https://ecomconnect.org)



Learn about the ITC ecomConnect programme  
[intracen.org/ecomconnect](https://intracen.org/ecomconnect)



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### Morning: high-level opening panels

#### 10.00-11.30 (CET) **Africa, the AfCFTA and e-commerce\***

How relevant is e-commerce to the economy of Africa and its economic integration? This session will review the how inclusion of e-commerce within the AfCFTA negotiations has implications for policymakers and the private sector, and why this takes a higher level of urgency and importance in the context of the COVID-19 pandemic.

**Hon. Minister Soraya M. Hakuziyaremye**, Minister of Trade and Industry, Rwanda

**HE Mr. Albert Muchanga**, Commissioner for Trade and Industry, AUC

**Ms. Dorothy Tembo**, Executive Director ad interim, ITC

**Dr. Elsie S. Kanza**, Head of Africa and Member of Executive Committee, WEF Africa

**Mr. Henri Monceau**, Directeur de la Francophonie Économique et Numérique, OIF

Moderator: **Mr. Stephen N. Karingi**, Director, Regional Integration and Trade Division, UNECA

Welcome: **Ms. Aissatou Diallo**, Senior Portfolio Manager, ITC – AfCFTA Coordinator

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#### 11.45-13.15 (CET) **E-commerce: inclusivity and economic recovery\***

This session will explore how e-commerce can be relevant in offering widespread and accessible opportunity to disadvantaged communities in Africa and beyond. Speakers from the private sector will explain how e-commerce firms and entrepreneurs have reacted to the crisis and offer recommendations for navigating the post crisis period.

**H.R.H. Princess Abze Djigma**, Special Envoy of the President of Burkina Faso for SDGs and Climate Change, Chair H.R.H. Princess Abze Djigma Foundation

**Mr. Jamie Alexander MacLeod**, Trade Policy Expert African Trade Policy Centre, UNECA

**Mr. Daniel Yu**, Founder & CEO, Sokowatch, Kenya

**Mr. Francis Nkurunungi**, COO and Co-founder, Xente, Uganda

**Mr. Daniel Annerose**, CEO, Manobi, Senegal

**Ms. Esther Asante**, Managing Director, OTI, Ghana

**Mr. Rezwanul Haque Jami**, Head of e-commerce, EK Shop, Bangladesh

Moderator: **Mr. James Howe**, Senior Adviser Marketing, Branding and E-commerce, ITC

Welcome: **Mr. Anders Aeroe**, Director, Division of Enterprises and Institutions, ITC

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Organized by the International Trade Centre (ITC) with United Nations Economic Commission for Africa (UNECA)/ Institute for Economic Development and Planning (IDEP)/African Trade Policy Centre (ATPC)

*All webinars are scheduled in Central European Time*

*\*Simultaneous translation into French available*

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### Afternoon: technical workshops

**13.30-14.00**  
**(CET)**  
ITC ecomConnect

#### **E-commerce response to COVID-19: practical responses from the ecomConnect community**

This session will present key findings from a worldwide survey conducted through the ecomConnect platform and consultation with a selected group of experts and entrepreneurs on the lessons and immediate recommendations for small businesses.

**14.00-15.00**  
**(CET)**  
**Carmen Gereac**  
UX Researcher &  
Service Designer

#### **Market research for e-commerce: find profitable niche markets through keyword research**

This session will help you understand where to find information on niche markets with a high demand and relatively low competition for your products or services.

**15.00-16.00**  
**(CET)**  
**Rashina Gajjar**  
Copywriter and  
Messaging Strategist

#### **E-commerce content strategy: ensuring that your company and its products are attractive to customers online**

Having great content that showcases your company and its products is the basis of all e-commerce. This session will show you how to set up and manage a content strategy for e-commerce: introducing and revising the basics and offering some advanced tips on how to optimize your content for search engines

**16.00-17.00**  
**(CET)**  
**Chris O'Shea**  
Logistics &  
E-commerce Expert

#### **E-commerce logistics: opening the potential for effective local and international deliveries**

This session considers how logistics and transportation can be an enabler for e-commerce entrepreneurs to deliver goods in domestic and international markets, offer great service including the possibility of returns.

**17.00-18.00**  
**(CET)**  
**Famke Schaap**  
Trade Adviser

#### **International e-commerce: understanding the tax and duty implications of selling goods across borders**

We examine how taxes and duties are treated on e-commerce goods and the implications for small business wanting to access international markets. A particular focus is given to the EU and US markets from the point of view of sellers from other regions.

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