

IGF 2016 Open Forum Report

Session Title	Impact of e-commerce in the development of vertical markets
Date	7 December 2016.
Time	3:00pm-4:00pm @ Workshop Room 4
Session Organizer	Asociación de Internet MX (AMIPCI) INSOTEC México ISOC Capítulo Argentina CCAT-LAT, Centro de Capacitación en Alta Tecnología para América Latina y el Caribe, ITU Excellency Center Training
Chair/Moderator	Olga Cavalli – South School on Internet Governance
Rapporteur/Notetaker	Adrián Carballo – South School on Internet Governance
List of Speakers and their institutional affiliations	<p>Cinthya Martínez Presidente Asociación Internet MX, AMIPCI</p> <p>Raúl Rendón Director General de Innovación, Servicios y Comercio Interior Secretaría de Economía Gobierno de México</p> <p>Sergio Carrera Director INFOTEC México</p> <p>Julio César Vega Gómez Director Asociación Internet MX, AMIPCI</p>
Key Issues raised (1 sentence per issue):	<p>E-commerce adoption is relevant for the development of vertical markets.</p> <p>This open forum proposed by the AMIPCI, the Mexican Internet Association and INFOTEC México explored the impact of e-commerce in vertical markets sharing concrete experiences and information about some experiences and gave the opportunity to exchange ideas and different perspectives with representatives of the Government of Mexico and members of the global community present at the IGF.</p>
If there were presentations during the session, please provide a 1-paragraph summary for each Presentation	<p>Yes</p> <p>There was a presentation about a study that the Asociación de Internet MX (Amipci) has developed to review the impact of the e-commerce in the national shoes industry.</p> <p>The presentation was uploaded into the IGF general agenda as background material.</p>

<p>Please describe the Discussions that took place during the workshop session: (3 paragraphs)</p>	<p>Each one of the panelists presented their perspective about the open forum theme: impact of e-commerce in one industry, the shoes industry of México.</p> <p>Cinthya Martínez, in her role of President of the Asociación de Internet MX, former AMIPCI, explained the special focus that the association has towards the e-commerce and how they try to promote and consolidate it in order to benefit the national industries through technology.</p> <p>Se explained the different certification that the Asociación has developed in order to enhance trust in the e-commerce system, with is a relevant factor towards success.</p> <p>Raúl Rendón in his role of General Director of Innovation, . Services and Internal Commerce of Méxco, informed the audience about the different linkages of regulations made by the government to enhance the e-commerce. It is important to enhance the fact that the successful implementation of the e-commerce in the shoe industry is a combination of good approaches of different actors, having a multistakeholder approach. He also explained what PROSOFT and its own secretary are doing to consolidate e-commerce.</p> <p>Sergio Carrera, Director INFOTEC México, explained the historic contexto f the e-commerce in México, focusing on different markets and its categories for comerse.</p> <p>Finally Julio César Vega Gómez, Director Asociación de Internet MX AMIPCI presented the study about the shoe industry, which demonstrated the excellent impact that this new channel for comerce and the use of ICT technology has brought to the shoe industry.</p>
<p>Please describe any Participant suggestions regarding the way forward/ potential next steps /key takeaways: (3 paragraphs)</p>	<p>The most important takeaway from this experience is the value of the multistakeholder approach towards a problem which was impacting one industry.</p> <p>The coordinated work of the Government, private sector, academia and other civil society actors, allowed to use technology in a way in which business can profit from.</p> <p>Also it was clearly stated the value of adequate regulations and a well informed private sector.</p>