

IGF 2017 Reporting Template

- Session Title:

TRUST AND TRADE ACROSS BORDERS: SHAPING FUTURE INTERNATIONAL E-COMMERCE FROM DEVELOPING COUNTRIES

- Date: 20.DECEMBER.2017

- Time: 10:10

- Session Organizer: ITC

- Chair/Moderator: James Howe

- Rapporteur/Notetaker: None

- List of Speakers and their institutional affiliations:

- James Howe, Senior Adviser, ITC
- Adam Schlosser, Project Lead, Digital Trade and Data Flows, World Economic Forum
- Maria Umoren, Relationship Manager, Zenith Bank, Nigeria.
- Korotoum DIABATE, Secrétaire Général – La Poste de Côte d’Ivoire
- Hanne Melin Olbe, Director Global Public Policy, eBay

- Key Issues raised (1 sentence per issue):

- How can trust be increased among consumers and professional buyers to engage in cross border trade with firms from developing and least developed countries?
- What examples can be offered where trust has been improved, and as a consequence cross border trade through e-commerce channels increased?
- What can be done at an international level to build on these examples and ensure that cross border trade through e-commerce channels is facilitated for firms from developing and least developed countries?

- If there were presentations during the session, please provide a 1-paragraph summary for each presentation:

Setting the scene

Presentation covered the barriers to trade across borders as perceived by SMEs from developing countries and in what way does trust impact the ability to trade through e-commerce channels.

The changing nature of technology: its impact on trust and trade

Impact of new technology on driving trade, including concerns around data protection and the roles of regulators. Signalled the opportunities from the changing nature of technologies in particular in relation to logistics and block chain. All trade is digitalised whether goods or services.

What are the issues of trust, as experienced in Africa?

A description of the trends in e-commerce usage in Africa including the particular barriers to trust in the usage of e-commerce that experienced in Nigeria and Africa in general and some recommendations what can be done to reduce barriers of trust and develop e-commerce

Case study of improving trust: La Poste de Côte d’Ivoire

Roles that Postal services play in generating trust for E-Commerce and the role of La Poste de Côte d’Ivoire in particular

Building reputation and trust online: lessons from ebay

Lessons from the history of ebay: how reputation building between buyers and sellers builds trust and stimulates international trade and new opportunities and trends in building trust online and across borders

- Please describe the Discussions that took place during the workshop session (3 paragraphs):

Questions raised from the floor included:

How can trust be increased to encourage foreign buyers to buy goods and services online from Nigeria?
Is there anything that technology can do to increase this level of trust?
What is the role of government, if any, to create this trust?
How can block chain be technologies be used to ensure the quality of goods in trade?
Whet innovative payment methods exist?
What about cross border trade?
What is the value of a trust seal on a website?

- Please describe any Participant suggestions regarding the way forward/ potential next steps /key takeaways (3 paragraphs):

Gender Reporting

- Estimate the overall number of the participants present at the session:
30

- Estimate the overall number of women present at the session:
15

- To what extent did the session discuss gender equality and/or women's empowerment?
Did not discuss. Note 3 of 5 speakers were women.

- If the session addressed issues related to gender equality and/or women's empowerment, please provide a brief summary of the discussion: