

# E-commerce, Post COVID & Beyond Global & Arab Perspectives

{ UNCTAD, UNESCWA }

## Background

E-commerce is expanding rapidly in developing countries and is positively impacting the national economy and countries' resilience to shocks. As more goods and services are traded online, it becomes increasingly important for enterprises to have an online presence and for customers to enjoy data protection and privacy.

The United Nations Economic and Social Commission for Western Asia (UN-ESCWA) and the United Nations Conference on Trade and Development (UNCTAD) are organizing a special session on "E-Commerce, Post-COVID and Beyond: Global and Arab Perspectives" as part of the inaugural edition of the Arab International Digital Cooperation and Development Forum (DCDF 2021).

This event will capitalize on UNCTAD's and ESCWA's work to help countries of the Arab region instituting an enabling environment for leveraging e-commerce and optimizing its economic benefits for all. The session will base the discussion on UNCTAD B2C index main findings and ESCWA's interventions to build national capacities for developing impactful national e-commerce strategies, as a guide for policy making in the Arab region in this area.

This plenary session will spot the light on the positive implications of the pandemic on boosting e-Commerce and also on the main challenges hindering further implementation of e-commerce in the Arab region, with a focus on E-payment as one of the impediments to e-commerce, both at the technical and legislative level. It will highlight divergent examples from selected Arab countries.

It is expected that the discussion ends with identifying top priorities needed to move forward and set up elements for an action plan, which will be deliberated during the e-commerce week scheduled to take place in Geneva, Switzerland, from 24-19 April 2022.

## Description

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### Moderator:



**Mr. Ayman El-Sherbiny**  
Chief of ICT Policies, United Nations Economic and Social Commission for Western Asia, UNESCWA

### Keynote Speaker:



**Mr. Khaled Hanafy**  
Secretary General of the Union of Arab Chambers and Professor of Economics and International Business

### Speakers:



**Ms. Anne-Katrin Pfister**  
Programme Management Officer, E-Commerce and Digital Economy, UNCTAD



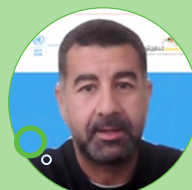
**Mr. Rabeh Morrar**  
Director of Research, The Palestine Economic Policy Research Institute (MAS)



**Mr. Ahmed El-Sobky**  
Founder and Managing Director, ACACIA Integration



**Ms. Rania Sabry**  
Co-Founder & Business Director, eCartona



**Mr. Tarek AbdelRahim**  
chief executive officer (CEO), eGlobal



**Mr. Hesham Safwat**  
chief executive officer (CEO) of the e-commerce platform Jumia, Egypt



**Mr. Ahmed Said**  
Executive Director, International Policies Vice Chairman, ITU-T SG3, NTRA, B4 Smart Village, Giza.



**Mr. Ali Awdeh**  
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