



**IDB/INTAL
ONLINE WORKSHOP ON ELECTRONIC COMMERCE
FOR MERCOSUR COUNTRIES**

6-10 DECEMBER 2021

PRELIMINARY PROGRAM

DAY 1 – Monday 6 December

SESSION 1: Opening Session

Time	Subject	Speaker
11:00–11:15	1.1 Opening Session	Lucas Ferraz Foreign Trade Secretary, Ministry of Economy, Brazil Morgan Doyle Representative IDB Group, Brazil Alejandro Gamboa-Alder Workshop Chair. Former Secretary, WTO Council for Trade in Goods.

SESSION 2: International initiatives and regulatory aspects on electronic commerce

11:00 – 11:40	2.1 The WTO Work Program and the Joint Statement Initiative (JSI) on Electronic Commerce. Results of the 12th WTO Ministerial Conference (MC12)	Victor do Prado Director of the Council and Trade Negotiations Committee, WTO.
11:40 – 12:00		Antonia Carzaniga Secretary of the Council for Trade in Services, WTO
12:00 –12:20	2.2 E-commerce provisions in the Regional and Free-trade Agreements (RTAs and FTAs)	Rohini Acharya Chief, Regional Trade Agreements Section Trade Policy Review Division, WTO
12:20 –12:30	2.3 WCO Cross-Border E-Commerce Framework of Standards	Vyara Filipova Technical Officer, Procedures and Facilitation Sub-Directorate, World Customs Organization (WCO)

GMT+1: 16:00 – 18:00

12:30 –12:45	2.4 Introduction to the e-commerce Model Law – UNCITRAL and UN Convention on the Use of Electronic Communications in International Contracts	Rosaldo Trevisan Tax Auditor, Administrative Tax Court of Appeals (CARF), Brazil Federal Revenue, Ministry of Economy, Brazil
12:45 –13:15	2.5 MERCOSUR Law on Electronic Commerce	Rosaldo Trevisan Tax Auditor, Administrative Tax Court of Appeals (CARF), Brazil Federal Revenue, Ministry of Economy, Brazil
13:15 –13:30	2.6 Q&A Session	<u>Moderator:</u> Alejandro Gamboa-Alder Workshop Chair. Former Secretary, WTO Council for Trade in Goods.

Day 2 – Tuesday 7 December

SESSION 3: Border authorities and cross-border electronic operations

Time	Subject	Speaker
11:00-11:20	3.1 Increased Volume of Transactions, Operations, packages and parcels. Traceability and Risk Management. Responsibility and liability regarding the submission of manifests, invoices and customs declarations. "Digital and digitizable goods": Main challenges and opportunities	Dr. Andrés Rohde Ponce President, International Customs Law Academy (ICLA)
11:20 – 11:40	3.2 Aspects relating to taxes and revenue collection (tariffs and VAT)	Eduardo Jiménez Advisor, Consumption Taxes Unit, Centre for Tax Policy and Administration. Organization for Economic Co-operation and Development (OECD)
11:40 – 12:00		Carlos Grau Tanner Director General, Global Express Association (GEA)
12:00 – 12:30	3.3 How to prevent frauds and illicit trade through e-commerce. Types of fraud and illicit trade related to goods and services, including the <i>darknet</i> . · Traffic of Licit and Illicit Goods · Use or Abuse of "De Minimis"? · Fictitious Deals and Offers · Breach of Technical Regulations	Mauricio Andrés Salcedo Maldonado Head, International Legal Affairs, Ministry of Trade, Industry and Tourism, Colombia
12:30 – 12:40	· CITES. The conservation, trade and prevention of fraud and illegal trafficking of wild fauna and flora	Juan Carlos Vásquez Murillo Head, Legal Affairs Unit Convention on International Trade in Endangered Species of Wild Fauna and Flora, CITES
12:40 – 13:00	· Counterfeit Goods, Medicines and Drugs	Rachel Bae Intellectual Property Attaché to the European Union. United

		States Patent and Trademark Office (USPTO)
13:00 -13:15	3.4. Risk Analysis at the point of entry to the customs territory	Andrés Rohde Ponce President, International Customs Law Academy (ICLA)
13:00 – 13:15	3.5 Q&A Session	<u>Moderator:</u> Alejandro Gamboa-Alder Workshop Chair. Former Secretary, WTO Council for Trade in Goods.

Day 3 – Wednesday 8 December

SESSION 4: Platforms and marketplaces, value and logistics chains and payment methods and modalities

Time	Subject	Speaker
11:00 -11:20	4.1 Main features and characteristics: How do they operate: as matchmakers; customs agents; distributors; revenue collectors (duties, VAT and charges)? Costs, commissions, including transportation and other services.	Alfonso Rojas González de Castilla Vice-president, COMCE Director, CARGODEC, Mexico.
11:20 – 11:30		Washington Davi de Almeida Alves Head of International Business, Correios, Brasil
11:30 – 11:45		François-Xavier Rezende Martins Government Relations Director, Mercado Libre
11:45 -12:00		Carlos Grau Tanner Director General, Global Express Association (GEA)
12:00-12:30	4.2 Value Chains. Goods “ <i>Made in the World</i> ”. Business Modalities. Logistics Chains and Platforms.	Hubert Escaith International Consultant Former Chief Statistician at WTO. Former Director, Statistics and Economic Projections Division, UN/ECLAC
12:30 -12:55	4.3 Cross-border Payments and modalities Handling money from the public	Nabil Kabbani CEO of Virtual Banking Network. Board Member and Advisor at Strategic Resources Associates (SRA) and International Money Transfer Conference IMTC/Crosstech.
12:55 - 13:15		Hugo Cuevas-Mohr CEO, Mohr World Consulting MWC
13:15 – 13:30	4.4 Q&A Session	<u>Moderator:</u> Alejandro Gamboa-Alder Workshop Chair. Former Secretary, WTO Council for Trade in Goods.

Day 4 – Thursday 9 December

SESSION 5: Electronic Commerce and MSMEs: an opportunity for internationalization at a regional and international level or a threat to its existence.

Time	Subject	Speaker
11:00-11:20	5.1 MSMEs and International Trade	Amb. José Luis Cancela Permanent Representative of Uruguay to the World Trade Organization
11:20 – 11:40	5.2 Mechanisms and policies to support MSMEs	Cindy Rayo Zapata Director General, International Trade in Services and Investment, Economy Secretariat, Mexico
11:40 – 12:00		Lara Gurgel MSME Component Manager, The Palladium Group, Brazil
12:00 – 12:20		Gustavo Reis Melo Competitiveness Analyst, SEBRAE, Brazil
12:20-12:40	5.3 How to export successfully: What, How and Where to Export? Protection of intangibles. Fulfillment of International requirements, adaptability to different markets and cultures, international marketing, determination of costs, final price and currency	Tatiana Ocampo Director of Innovation and Business Strategy, Araújo Ibarra International Consultants, Colombia
12:40-13:15	5.4 Potential for the development of some traditional activities (crafts and products of the artisan industry, particularly women from rural areas)	Hubert Escaith International Consultant Former Chief Statistician, WTO. Former Director Statistics and Economic Projections Division, UN/ECLAC
13:15 – 13:30	5.5 Q&A Session	<u>Moderator:</u> Alejandro Gamboa-Alder. Workshop Chair. Former Secretary, WTO Council for Trade in Goods.

Day 5 – Friday 10 December

SESSION 6: Towards the rise of electronic commerce: facilitating trade at the national and international level

Time	Subject	Speaker
11:00-11:30	6.1 Provisions of the Trade Facilitation Agreement (TFA) to support and boost e-commerce.	Alejandro Gamboa-Alder Workshop Chair. Former Secretary, WTO Council for Trade in Goods.

11:30 -11:50	6.2 Brazil Trade Facilitation Agenda	<p>Tiago Martins Barbosa Siscomex Single Portal Manager. General Coordinator of Strategic Projects, Secretary of Foreign Trade (SECEX) Ministry of Economy, Brazil</p>
11:50 – 12:20	6.3 Need for a public policy for e-commerce	<p>Fabián Villarroel Ríos Director, Regulatory Affairs and Customs, DHL/Central and South America.</p>
12:20 – 12:30	6.4 Key points for an enterprise to benefit from e-commerce	<p>Tatiana Ocampo Director of Innovation and Business Strategy, Araujo Ibarra International Consultants, Colombia</p>
12:30 – 12:45	6.5 Q&As Session	<p>Alejandro Gamboa-Alder Workshop Chair. Former Secretary, WTO Council for Trade in Goods.</p>
12:45 - 13:30	6.6 Conclusions and Recommendations	<p>Andrés Rohde Ponce President, International Customs Law Academy (ICLA)</p> <p>Hubert Escaith International Consultant, Former Chief Statistician, WTO. Former Director Statistics and Economic Projections Division, UN/ECLAC</p> <p>Alfonso Rojas González de Castilla Vice-President COMCE. Director, CARGODEC, Mexico</p> <p>Fabián Villarroel Ríos Director, Regulatory Affairs and Customs, DHL/Central and South America.</p> <p><u>Moderator:</u> Alejandro Gamboa-Alder Workshop Chair. Former Secretary, WTO Council for Trade in Goods.</p>

SESSION 7: CLOSING SESSION

12:30 – 13.00	7.1 Closing Session	<p>Alejandro Gamboa-Alder Workshop Chair. Former Secretary, WTO Council for Trade in Goods.</p> <p>Ana Inés Basco Director, Institute for the Integration of Latin America and the Caribbean (INTAL) Inter-American Development Bank (IDB)</p> <p>Daniela Mattos Advisor, Foreign Trade Secretariat, Ministry of Economy of Brazil.</p>
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