



Enabling Latin America and the Caribbean to Better Harness E-commerce and Digital Trade in Face of the COVID-19 Pandemic

*April 19, 2021
16:00-17:00 CEST*

Latin America and the Caribbean has been one of the hardest-hit regions by the COVID-19 pandemic. Restrictions to reduce mobility and preserve public health have impacted the economy and employment heavily. To circumvent social distancing measures, continue business operations, secure income, and remain solvent during the crisis, businesses and consumers shifted massively to digital and online channels. As a result, within a few months, e-commerce penetration in the region jumped years forward, accelerating a digital transformation process. This workshop analyzes both the opportunities for electronic commerce in the region and government support measures to overcome the multiple challenges for its growth.

16:00- 16:05

WELCOMING REMARKS

Moderator

- Sebastián Rovira, Economic Affairs Officer, ECLAC

16:05-16:30

Report presentation: Post Pandemic Covid-19 Economic Recovery: Enabling Developing Countries to Better Harness E-commerce and Digital Trade in LAC

- Jaime Granados, Chief, Trade and Investment Division, Interamerican American Development Bank (IADB)
- Mario Castillo, Director, International Trade and Integration Division, ECLAC

16:30-16:50

Comments on the report

- Ministry of Information Technologies and Communications, Colombia, tbc
- Ministry of Telecommunications and Information Society, Ecuador, tbc
- Héctor Faya, Director, LATAM Policy Programs and Government Outreach, Facebook

16:50-17:00

Q&A