International Trade Centre
UNCTAD/WTO

A GLOBAL COLLABORATIVE NETWORK ON E-BUSINESS DEVELOPMENT

Building e-Business Compentencies for the Information Society

"Empowering SME Exporters Through ICT"

ITC e-Business Forum in Latin America

WORK PROGRAMME

2-5 November 2004
(São Paulo, Brazil)

Tuesday, 2 November 2004

14:00 - 18:00   **Arrival of Participants and Registration**
Holiday Inn Select Jaraguá Hotel
Rua Martins Fontes, 71, Centro
Tel: (55 11) 3120-8000
Fax: (55 11) 3120-8039
Toll Free: 0800-77-011-77

Website: www.camara-e.net/forum2004
www.holidayinnjaragua.com.br

18:00   **Introduction and Briefing Session**

19:00   **Group Photo**

19:30   **Cocktail Reception**

20:30   **Dinner**

Supporters: Organization:

MDIC   SEBRAE   B2B magazine   SÃO PAULO   CORREIOS   camara-e.net
Parceiro dos brasileiros   Câmara Brasileira de Comércio Eletrônico

DAY ONE: Wednesday, 3 November 2004

8:00   **Registration**

Inaugural Session

8:40   **Welcome Address**
Luiz Fernando Furlan – *Minister of Development, Industry and Foreign Affairs, Brazil*

8:50   **Setting the Scene**
Joseph Smadja – *Deputy Executive Director, International Trade Centre UNCTAD/WTO (ITC)*

Innovation in applying information and communications technologies (ICTs) to trade – or putting "e" to work – is an undisputed driver of competitiveness. Emphasizing the role of international institutions in facilitating the shift from traditional commerce to e-commerce, ITC Deputy Executive Director will give an overview of e-business development for SMEs and introduce the e@ITC concept.

9:00   **Inaugural Address**
Silvano Gianni – *President of Sebrae, Brazil*

9:25   **Keynote Speech**
Cassim Parak - *Managing Director of the E.Com Institute, South Africa*

The speaker will analyse the current state of e-commerce evolution and highlight the impact of emerging technologies on business. Reflecting on the success of the country-leaders in the development of information technology, he will provide specific recommendations for e-business capacity building at the regional level.

9:55   **Vote of Thanks**
Cid Torquato - *Executive Director, Camara-e.net, Brazil*

10:00   *Tea/Coffee Break*

Morning Plenary
Session I
Next Generation of e-Business: Vision and Practices

10:30   **Introduction by Session Chairman**
Joseph Smadja – *Deputy Executive Director, International Trade Centre UNCTAD/WTO (ITC)*

10:35   **"New Waves of e-Business: Perspectives from OECD"**
Speakers:
Mike Katz - *International Consultant on e-Business, ITC*
Carlo Petrini - *Manager, International Relations, Poste Italiane*

These speakers will report on the current state and latest trends in e-business from the perspective of the industrialised countries. What new opportunities are emerging? How will they impact on trade? What are the implications for developing countries?

11:15   **"Empowering SME Exporters Through ICT: How To Make It Beneficial for SMEs?"**
Antonio de Paulo Braquehais – *Chief of Internet Operations and Services Department at the Brazilian Post (Correios), Brazil*

Many SMEs in developing countries are looking at the expansion in e-trade from the other side of the digital divide. This speaker will provide a reality check on how SMEs are applying ICTs in the real world. He will highlight the critical issues facing SMEs and propose a roadmap to e-empowerment.

11:45   **"Emerging e-Business Opportunities: Latin America Dynamics "**
Antonio Ca´Zorzi – *Manager of the Programme "ICT 4 Bus" from IADB*

What is the current state of Latin American e-business? What is its unique potential and what obstacles must it overcome to become e-competitive? This speaker will outline the current state of e-business in Latin America and the opportunities it needs to take advantage of.

12:15   **What Works and What Does Not: Effective Ways of Fostering the SMES**
Eduardo da Costa – *Superintendent of Investment and Innovation of Finep, Brazil*

12:45   **Q&A and Panel Discussion**

The Q&A session and Panel Discussion will provide a forum to exchange views on e-business in the region and ignite specific recommendations for e-strategists and other actors in e-business.

13:30   *Lunch*

Afternoon Plenary
Session II
"Empowering SME Exporter Through ICT: What Works and What Does Not?
Country Views and Experiences"

We are inviting experts from Argentina, Brazil, Ecuador, Peru, Uruguay and Venezuela to make a contribution to the topics presented below.

14:30   **Introduction by the Session Chairman**

This session will share best practices and challenges faced by SMEs at the country and regional level.

14:45   **"A New Management Culture for SMEs?"**
         Leonardo Mejía – General-Secretary of ALADI, Uruguay

The emerging business culture is driven by ICTs. But many SMEs lack skilled IT professionals, or face resistance from managers or policymakers who do not appreciate the implications of e-commerce. This speaker will make recommendations and offer solutions on the fostering of a new management culture and the development of e-skills.

15:00   **" Barriers To e-Business Expansion"**
         Arturo A. Gallegos – General Director, Office of Information Technology, Ministry of Science and Technology, Venezuela

A regional leader in e-business will share his/her experience of overcoming cultural, managerial, cost and technological barriers, and offer regional-specific solutions and recommendations.

Supporters: Organization:
MDIC   SEBRAE   B2B magazine   SÃO PAULO   CORREIOS   camara-e.net
        Parceiro dos brasileiros   Câmara Brasileira de Comércio Eletrônico

15:20   **"Can ICT Demonstrate Quantifiable Return On Investment?"**

The cost of the transition from a conventional business to conducting business online is still considered a barrier to SMEs. However, this investment decision is critical for SME survival. The presenter will explain the steps that need to be taken when deciding upon investing in ICT and showcase success stories of SMEs who have maximised their return of investment.

15:40   **"Does e-Secure Support SMEs Objectives?"**
       Ludovino Lopes – *Lawyer and Partner of the Menezes e Lopes Associates, Brazil*
       Ricardo Theil – *President of IPDI (Institute of Digital Technology), Brazil*

Despite remaining a critical issue for global e-business, e-security solutions are primarily designed, and affordable for, international corporations. To facilitate the expansion of e-business, solutions designed specifically for SMEs need to be promoted. This speaker will share his country's experience in providing support to SMEs in e-security.

16:00   **"Can SMEs Access and Compete on e-Marketplaces? "**
       Jorge Cassino – *President of ALETI, Argentina*

This speaker will outline the current state of e-marketplaces in the region, highlighting the most advanced sectors and elaborating on why they have proved successful. Competition within e-marketplaces, their accessibility and benefits and risks will also be examined from SMEs prospective.

16:20   **Tea/Coffee Break**

16:40   **"e-Legislation vs. Self-Regulation?"**

       Eduardo Damião Gonçalves - *Lawyer and Member of BKBG Lawyers Associate, Brazil*

       Renato Opice Blum - *Director of Opice Blum Lawyers and President of the Council of E-Commerce of Fecomércio, Brazil*

       Erick Iriarte Ahon – *CEO of Alfa-Redi, Peru*

E-Commerce issues are on the agenda in the World Trade Organisation's multilateral negotiations. Different, sometimes conflicting, approaches are advocated on how to regulate e-business. Should it be left to the market to self-regulate, or should government develop a policy framework? This speaker will elaborate on current practices and express his experience and views on the benefits and bottlenecks of both approaches.

17:10 **Latin-American e-Marketplace for SMEs**
Michael Stocker – General Manager, Stocker Group SA

With the financing of SECO, Swiss Government, the Stocker Group and FUNDES have created the first Latin-American e-marketplace that allows Small and Medium Enterprises (SMEs) to create and look for new business opportunities. This modern and efficient business tool is based on a matchmaking software that looks continuously for interesting new business opportunities through matches between products and services. The "e-marketplace, su negocio virtual" forms part of the portal MIPYME.com in which already more than 12.000 Latin-American companies interact and is a new way to promote sustainable development of SMEs.

17:30 **Q&A and Panel Discussion: What Works and What Does Not?**

The Q&A session and Panel Discussion on the issues raised will conclude this session.

18:30 **Closing of Day One**

DAY TWO: Thursday, 4 November 2004
PARALEL SESSIONS

Morning WORKSHOP ONE:
E-Strategies
Co-Chair: Rodolfo Castillo, President of AESA, ICT Consultants, Bolivia
Co-Chair: John Gillies, Senior Trade Training Officer, ITC

New trading relationships are developing between companies and countries that possess the capacities to conduct international trade transactions online. However there is evidence to suggest that the much-heralded B2B e-trade marketplaces are not improving the terms of trade for SME exporters. This workshop will examine the relationship between national export strategies and the objectives and targets agreed by the government and the private sector to improve the international e-enabled trade performance of Latin American companies. It will also take a critical look at the programmes and services being developed by Latin American trade support organizations to translate national e-trade strategies into practical results for enterprises.

9:00   **Opening Remarks**

9:15   **Beyond Access: e-Trade and National Export Strategies**
        John Gillies - ITC

Much of the debate about e-business and e-commerce has focused on the need for network infrastructures and enabling legislation to enable trade to take place. The real question is "What would we do if we had it?" The challenge for national trade strategy makers is to move the discussion from the issue of access to the issue of application. What would en e-enabled trade environment for companies look like and how would we know if we arrived?

9:45   **e-Trade Transactions: Where are they?**
        Fabiana Yazbek – Director of Products and Marketing of e-bit, Brazil

What is the evidence for e-trade transactions and where are they taking place? What are the most favoured means of conducting e-commerce across borders and has the pattern of trade shifted as a result of e-transactional capacities? Who are the winners and who are the losers, regionally and internationally? Is "e" just for the big corporate players? or can small players also compete?

10:15   **Q&A and Panel Discussion 1**

10:30   **Tea/Coffee Break**

10:50　　**Defining Key Performance Indicators**
Carlos Bianco – Director of the Centre REDES/RICYT, Argentina
Daniel Domeneghetti – Director of Strategy of E-Consulting Corp., Brasil

What cannot be defined cannot be measured. What kinds of key performance indicators are required to measure success or failure in the domain of e-trade? Is the information already available? If not, what should strategy makers do to develop survey instruments and methodologies to improve e-trade strategy and programme formulation?

11:40　　**Putting e to Work: Country Case on Automotive Industry**
by Brazil

Brazil is an important international trade partner in automotive components. Many Brazilian SMEs participate in e-enabled B2B marketplaces. The speaker will discuss the pros and cons of participating in e-marketplaces and whether it is a viable sales route to improve SME competitiveness or simply a means for global players to dictate the terms of trade to suppliers operating in global supply chains.

12:00　　**Q&A and Panel Discussion 2**

13:00　　**Lunch**

14:30　　**Recommendations for National e-Trade Strategies: Country Case**
Rogério Vianna – Coordinator of the e-Commerce Executive Committee from the Ministry of Development, Industry and Foreign Affairs, Brazil

A government representative from the Ministry of Trade will articulate the national trade strategy to improve the trade performance of SMEs. The presentation will explain how the strategy has been updated or changed to harness the benefits of ICT as an enabler of trade and a trade sector in its own right. He/she will also discuss the difficulties faced in developing a strategy which met the needs and aspirations of the public and private stakeholders. The speaker will give a "report card" highlighting the progress achieved to implement the strategy and lessons for the future.

15:00   **Turning Strategy into Action: Developing Effective e-Trade Support Programmes for SMEs**
Rosana Melo – *Unity of Education of Sebrae, Brazil*

To "e" or not to "e"? To implement e-business strategies companies need access to information, human resources, networks and relationship and financial and physical assets. Trade supporting organizations from the public and private sectors are developing programmes and services to improve access to these resources. The presentation will examine best practices from the e-trade support network and the contribution these programmes are making towards the achievement of national strategy goals.

15:30   **Coffee Break**

15:50   **Group work: Developing Draft e-Trade Strategies**

Workshop participants will break up into groups and develop draft e-trade strategies based on the results of the day's discussions.

16:40   **Group Presentations**

A nominated spokesperson from each of the groups will make a short Powerpoint presentation on the outline of an e-trade strategy, featuring objectives, targets and key performance indicators.

17:20   **Moderated Group Discussion**

18:20   **Recommendations and Conclusions**

18:30   **Closing of the Workshop**

WORKSHOP TWO:
Electronic Applications to Survive in the Global Garment Business
Co-Chair
Co-Chair Part 1: Mathias Knappe, Senior Product Development Officer, ITC
Co-Chair Part 2: Ian Sayers, Senior Adviser for the Private Sector, ITC

Part 1: Electronic applications to survive in the global garment business
Part 2: Techniques to determine where and how "e" can add value to the garment business

Are "e" applications essential enabling tools that your business needs to survive in the post quota era? As buyers change their requirements, many producers in emerging economies remain unaware of how "e" tools can help them to be more attractive suppliers and how they will determine who wins orders in the future.
Part 1 of this workshop focuses on how "e" applications are changing the structure of traditional textile and clothing (T&C) sectors global value chains. Speakers will describe how some of the new systems work and their impact on producers and suppliers. In the presentation on "where it works", we will examine how major international buyers have established new ways of doing business and connected their entire value chains through ICT.
In Part 2 of the workshop we will introduce a number of techniques to help businesses determine how to select "e" opportunities, re-shape sector value chains and plan "e" application implementation. This session will be delivered as a series of group exercises. Representatives of the garment sector and ICT experts will address the real issues of putting "e" to work and illustrate how sector value chains and working practices will need to change.

9:00   **Opening Remarks**

9:05   **The Changing Global Clothing Market And The Role Of**
e-Applications To Increase Competitiveness
Mathias Knappe - ITC

9:45   **e-Applications Used by US/EU Retailers In Their Sourcing**
Operations And Possible Responses By Clothing Manufacturers
Michael Katz - International Consultant, ITC

10:15   **Q&A and Panel Discussion 1**

10:30   **Tea/Coffee Break**

10:50   **How To Use e-Applications Successfully To Increase**
Competitiveness: A Case Study From A Clothing Manufacturer
Rogério Schandert – Executive Director of Closet.com, Brazil

11:40 **e-Applications And The Value Chain in Textile & Clothing: Where It Works**

After a short introduction by Mr. Katz and a Brazilian entrepreneur, participants will discuss in small groups around tables. Specific "e" tools used in various stages of the value chain, i.e. marketing (B2B as well as B2C), logistics, sourcing, manufacturing (ERP and others), etc. will be discussed.

12:00 **Q&A and Panel Discussion 2**

13:00 **Lunch**

14:30 **ITC introduction to "e" value chain diagnostic tools and techniques**
Ian Sayers - ITC

A discussion about the diagnostic tools that will be used with examples of how they have been employed in other sectors

14:50 **Mapping business issues, the ICT environment and "e" opportunities onto current value chains**

Participants will work together with ICT experts in small groups around tables to examine where "e" opportunities exist in their current value chains, where and how the enabling environment needs to be strengthened to take advantage of those opportunities.

15:50 **Presentations by each group**

One person from each table will make a short five-minute presentation to share their findings with the other participants.

16:10 **Designing your "e" value chain**
Thomaz Zanotto – Consultant and Diretor da Bolsa1.com, Brasil

A short presentation by an international specialist about which "e" applications are imperative for producers and suppliers to master and their likely impact on current value chain structures, followed by a second session of group work led by ITC when participants and ICT experts will work on designing their future "e" value chains

16:45 **Tea / Coffee Break**

17:30   **Building an "e" Response plan**

Participants will complete the design of their "e" value chain and derive a prioritized "e" response plan for their sector for next two years

18:10   **Presentations by each group and plenary discussion**

One person from each table will make a short five-minute presentation to share their findings with the other participants. Each tables' outputs will be consolidated into an outline plan for shaping the "e" future of the sector.

18:20   **Recommendations and Conclusions**

18:30   **Closing of the Workshop**

WORKSHOP THREE:

e-Finance for Trading: How to Navigate in Bank's Labyrinths
Co-Chair: Rogério Lott, *Executive Manager of the International Trade Directory of the Brazilian Bank (Banco do Brasil), Brazil*
Co-Chair: Carlo F. Cattani, Senior Adviser on Trade Finance, ITC

The Workshop is designed to meet specific needs of ITC's beneficiaries in e-Financing area. e-Finance technologies were initially developed to serve the interests of big companies. E-payment, e-loans, e-money transfer as components of e-finance are playing critical role in the e-trade cycle both for big and small business. E-Finance current state of inefficiencies in developing world put SMEs at a huge disadvantage when comparing with large companies who have established relationships with the money center banks. Lack of affordable and workable e-finance technologies is considered by developing countries as a key impediment to e-commence expansion. This Workshop will make an attempt to demystify e-finance and will describe driving forces for e-finance applications, current winners and losers and potential benefits it could offer to developing countries exporters.

9:00 **Opening Remarks**

9:05 **e-Finance for Trading: How to Navigate in Bank's Labyrinths**
Carlo F. Cattani – ITC

9:45 **e-Finance Services : How to Exploit Technology to Optimize Value**
Yow J. Lee – International Consultant on Trade Finance, ITC

10:15 **Q&A and Panel Discussion 1**

10:30 **Tea/Coffee Break**

10:50 **A Banker's Response: How to Design e-finance Products to Meet Clients Needs**
Silvio Sakata – Directory of SMEs of the Brazilian Bank (Banco do Brasil), Brazil

11:20 **Post's Response – e-Dinar: How to Design e-finance Products to Meet Clients Needs**
Mr. Elhaj Gley - President Director General, La Poste Tunisienne

Supporters: Organization:

MDIC   SEBRAE   B2B magazine   SÃO PAULO   CORREIOS   camara-e.net
         Parceiro dos brasileiros   Câmara Brasileira de Comércio Eletrônico

11:50 **e-Payment for SME Exporters: A Window of Opportunity**
João Paulo de Mattos – *Superintendent of e-Financial, Brazil*

12:15 **Q&A and Panel Discussion 2**

12:45 **Recommendations and Conclusions**

13:00 **Closing of the Workshop and Lunch**

DAY TWO: Thursday, 4 November 2004
PARALEL SESSIONS
Afternoon

WORKSHOP FOUR:
Building e-Business Network: Sustaining Success
Co-Chair: Claudine Oliveira, Coordinator of the "e-Clusters" Project
supported by the "ICT for Business" Program of IADB, Brazil
Co-Chair: Matthew Wake, e-Network Consultant, ITC

e-Networks facilitates critical communication. This workshop will concentrate on network development as a foundation for e-business, its practices, the technologies needed to build them, and the benefits of building a global and regional e-business network.

14:30 **Introduction**

14:40 **e-Business Networks Overview: Current State and Future Development**
Matthew Wake - ITC

The e-network is a pillar of e-business survival for SMEs in the digital economy. Networks are becoming increasingly sophisticated and used at all stages of the value chain. The speaker will an overview of the current and future development of e-business networks, explain who they have been used to drive regional SME competitiveness, and provide recommendations for Latin America.

15:00   **Private Sector Views : Success Stories from the e-Network**
                Vanda Scartezini - Consultant of Polo Consultant Associates, Brazil

Networks offering total solutions – from automated buying and selling, to logistics facilitation via improved customer relations – are saving big business billions of dollars through savings in the commercial process. But are these models application to SMEs, and are they already in use in Latin America? This speaker from the private sector addresses those questions.

15:25   **Leveraging Networks for e-Commerce Development**
                Mr El Haj Gley - Chairman, La Poste Tunisienne, Tunisia

The Tunisian Post Office has leveraged its network of outlets to facilitate the country wide adoption of online commerce through 'e-Dinar' smart cards. Mr Gley will explain how the project was conceived and realized and the impact on e-commerce. He will share his experience of what works and what does not, and give his vision for the next evolution.

15:50   **Brief Q&A Session**

16:00   *Tea/Coffee Break*

16:30   **E-Clusters – Experience and Recommendations**
                José Zeno Fontana – Special Advisor of the Secretary of Science, Technology and Economis Development of the State of São Paulo, Brazil

The Government of State of São Paulo is a regional leader in e-clusters. In this presentation, the speaker explains the mission, impact and benefits of e-clusters in Brazil. He offers a unique perspective on the challenges faced in sustaining clusters and reports on the experience of members. Finally he details how the benefits they provide, and answers the question: Can a similar model be adopted at the country and regional levels?

16:55   **e-Business Network Solutions: Practical Models**
                Marcelo Sant'iago – President of AMI (Interactive Midia Association), Brazil

How do we build an e-network? What are issues we face? The Speaker proposes practical models based on experience of e-network development.   He describes the benefits and weaknesses of the network structure and proposes a roadmap to success.

17:20   **Panel Discussion**
                Moderator: Hugo Gallegos – General Manger, Peruvian Association of e-Commerce

18:20   **Recommendations and Conclusions**

18:30   **Closing of the Workshop**

DAY THREE: Friday, 5 November 2004

Morning Plenary
Session III
Building Regional e-Business Capacities for the Information
Society: How To Meet Needs of SMEs Exporters

9:00 **Opening Remarks and Summary of Day Two from the Workshop Chairpersons**

9:30 **"Redefining e-Business Policy in Favour of SMEs: New Targets and Initiatives "**
Tadao Takahashi – International Consultant on ICT, Brazil

Reassess the importance of e-business policy in the new, post-bubble environment. Identifies new initiatives in favour of SMEs from policy-makers.

10:00 **"E-Trade Bridge for SMEs: Strategy and Practices "**
John Gillies - Senior Trade Training Officer, ITC

Internationally competitive enterprises are managed effectively, can conduct international trade transactions and understand how to apply the benefits of information and communications technology. The aim of the ITC e-Trade Bridge programme is to improve the international competitiveness of developing country enterprises by improving the competences of enterprise managers in the three pillars of management, export and "e". This presentation will explain the various components of the programme, the progress to date and in particular the experience of e-enabling SMEs in Central America, East Africa and the Asia Pacific regions. As the programme enters Phase 2 of its development, participants will be encouraged to share their views on the expansion of the programme in Latin America and the needs of enterprises in the region.

10:30 **"Building Regional e-Marketplaces: Needs, Risks and Benefits "**
Nikolai Semine – Chief, e-Trade Development Unit, ITC

How can existing trade between countries be made more efficient by applying ICT? How can SMEs create new opportunities, develop new contacts and expand their traditional markets? The speaker will assess the risks and benefits of regional e-business marketplaces, explain why so many fail, and provide models of successful e-marketplaces.

11:00 *Tea/Coffee Break*

Supporters: Organization:

MDIC   SEBRAE   B2B magazine   SÃO PAULO   CORREIOS   camara-e.net
         Parceiro dos brasileiros   Câmara Brasileira de Comércio Eletrônico

11:15   **Q&A and Panel Discussion**
Moderator: Joseph Smadja, *Deputy Executive Director, ITC*

This discussion will focus on potential directions for the countries and the region as a whole, its e-preparedness and, the implications of the World Summit on the Information Society in 2005 for SMEs and policy-makers. It will also provide recommendations for advocacy platform for national and international stakeholders.

12:00   **Conclusions and Recommendations: Where Do We Go from Here?**
Cid Torquato – *Executive Director of the Brazilian Chamber of e-Commerce, Brazil*

12:15   **Closing of the e-Business Forum**
Geraldo Alckmin – *Governor of the State of São Paulo, Brazil*

13: 00   **Press Conference**

Saturday, 6 November 2004

Departure of Delegates

Optional Programme

09:00
　　　　　Bilateral consultations amongst participants