



Marrakesh, 12-14 December 2023

مراكش، 12-14 كانون الأول/ديسمبر

Concept Note | eCommerce Acceleration Track

12 December 2023

11.30-17.00 | Roseraie Hall

Introduction

E-commerce has experienced tremendous growth in recent years, and the COVID-19 crisis has accelerated the expansion of digital trade towards new firms, customers and types of products.

In the Arab region, E-commerce presents immense opportunities for economic development, entrepreneurship, and job creation. Despite the surge in internet penetration, smartphone usage and connectivity rate experienced in the majority of the Arab countries, e-commerce growth remains limited. Inexistence of e-commerce strategies and legal frameworks, the complexity of digital trade regulations, limited access to online payment systems, lack of specialised e-commerce skills among entrepreneurs and small businesses, and inadequate logistic networks hinder the ability of Arab countries to leverage the full potential of digital trade.

Leveraging artificial intelligence, block chains and the internet have become a priority to enhance e-commerce by improving logistics, reducing trade costs, boosting productivity, enhancing SMEs competitiveness and creating new market opportunities.


Panel Discussions and Interactive Workshops

Day 1: December 12, 2023

Time	Setup	Description
11.30-13.30	Panel Discussion	<p style="text-align: center;">Navigating E-commerce Advancements</p> <p><u>Objectives:</u></p> <ul style="list-style-type: none">• Exploring AI, AR, VR, and Industry 4.0 Trends for SMEs in the MENA region <p><u>Speakers:</u></p> <ul style="list-style-type: none">- Eric Le Glas, Marketing and VR Expert- Abdelbasset Boulelouah, Marketing and E-commerce Expert, ITC- Adel Ben Youssef, Industry 4.0 expert, ITC <p><u>Moderator:</u></p> <ul style="list-style-type: none">- Soussen Ben Romdhane, Business Development Officer for MENA Countries, ITC
14.30-16.00	Interactive Workshop	<p style="text-align: center;">Exploring VR's Potential in Boosting E-Commerce Growth</p> <p><u>Objectives:</u></p> <ul style="list-style-type: none">• How VR technology can boost your e-commerce growth (1 hour)• How VR/AR technology using AI can save lives (30 min) <p><u>Facilitator</u></p> <ul style="list-style-type: none">- Eric Le Glas, Marketing and VR Expert

16.00-17.00	Interactive Workshop	<p style="text-align: center;">How AI in Marketing Can Boost Productivity</p> <p><i>Facilitator</i></p> <p>- Abdelbasset Boulelouah, Marketing and E-commerce Expert, ITC</p>
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Main Partner

 <p>International Trade Centre</p>	<p>ITC focuses on equipping micro, small and medium-sized enterprises (MSMEs) to become more competitive in global markets. In this context, ITC translates the business implications of multilateral trade agreements for businesses, so they can understand, shape and benefit from trade rules. ITC thereby helps to build vibrant, sustainable export sectors that provide entrepreneurial opportunities, particularly for women, youth and vulnerable communities.</p>
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