

CAREC TRADE WEEK

Enhancing Cooperation in Digital Trade

21-30 SEPTEMBER 2021



E-Commerce Development and the Role of the Private Sector – Experience from the People’s Republic of China

22 September 2021, Wednesday

1400-1620 (Manila/Beijing time) via Zoom

Objectives

The webinar will share the People’s Republic of China (PRC)’s experience and perspectives – from both public and private sector– on e-commerce policies and initiatives, possible mechanisms to improve resilience including amid the pandemic, and alleviate poverty through e-commerce platforms.

1330 – 1400 Logging in the zoom meeting

1400 – 1410 **Welcome and Opening Remarks**

Yu Benlin, Director General, Department of International Trade and Economic Affairs, PRC Ministry of Commerce (MOFCOM)

M. Teresa Kho, Director General, East Asia Department, Asian Development Bank (ADB)

1410 – 1455 **Session 1: Policy and Cooperation Initiatives**

Cross-border E-Commerce Policies in PRC

Wang Huimin, Deputy Director, Institute of Credit Research, Chinese Academy of International Trade and Economic Cooperation

Silk Road E-Commerce Cooperation

Chen Yiwei, Director, Department of Electronic Commerce and Informatization, PRC MOFCOM

Greater Mekong Subregion Cross-border E-commerce Platform

Yi Hong, Rotating Chairman, GMS Cross-border E-commerce Cooperation Platform Enterprise Alliance

Each speaker will be invited to present for 15 minutes. All questions will be answered during moderated discussions.

1455 – 1510 **Moderated Discussions (Q&A)**

Moderator: **Emma Fan**, Director, Public Management, Financial Sector, and Regional Cooperation Division, East Asia Department, ADB

CAREC TRADE WEEK

Enhancing Cooperation in Digital Trade

21-30 SEPTEMBER 2021



1510 – 1555 **Session 2: Private Sector Case Studies**

Supporting Poverty Alleviation through E-commerce

Zhu Zheng, Vice President and Head of Poverty Alleviation and Rural Revitalization Strategic Committee, Pinduoduo

Fighting COVID-19 through E-commerce

Liu Jinghan, Vice President, Jointown Pharmaceutical

e-Payment

Zhu Xiaosong, President, LianLian Global

Each speaker will be invited to present for 15 minutes. All questions will be answered during moderated discussions.

1555 – 1610 **Moderated Discussions (Q&A)**

Moderator: **Zhu Yuping**, First Secretary, Department of Trade and Economic Affairs, PRC MOFCOM

1610 – 1620 **Wrap Up and Closing Remarks**

Emma Fan, Director, Public Management, Financial Sector, and Regional Cooperation Division, East Asia Department, ADB

Chen Ning, Deputy Director General, Department of International Trade and Economic Affairs, PRC MOFCOM

Register here: https://us02web.zoom.us/webinar/register/WN_P_o-BNB4SPe-G14n5DIbeA

