



eCommerce Webinar for SME's via Zoom

June 25th 2020 from 3:00 pm to 4:30 pm EAT

THEME:

CREATING VALUE IN THE DIGITAL ECONOMY BY ENABLING SUB-SAHARA AFRICA SME'S TO DEPLOY ECOMMERCE SITES AS PART OF COVID-19 INTERVENTIONS

'Covid-19 has accelerated the drive for eCommerce and online cashless transactions as part of interventions to contain the pandemic. There is now an evident need to engage in eCommerce, in particular, for SMEs in Sub Saharan Africa.'

Session I: 3:00 pm to 3:30 pm

Panel discussion: **Kiprono Kittony**, Former Chair, Kenya National Chamber of Commerce, **Olu Olutola**, US Digital Development Lab, USAID, **Jamie McLeod**, UNECA, Alastair Tempest, eCommerce Forum Africa, **Nekesa Were**, Director, AfriLabs, **Alessandro Vitale**, UNCTAD, open slot for AUC, **Catherine Collin**, Regional Head, European Investment Bank, **Michelle Chivunga**, CEO, The Policy House, UK, Advisor Government Bermuda /African Union, **Hanna Wetters**, Program Officer for Africa at the Center for International Private Enterprise.

The need for eCommerce in Sub-Sahara Africa? Why eCommerce now as part of Covid-19 interventions? The benefits? How best to foster intra-Africa trade?

Session II: 3:30 pm to 4:00 pm

*How eCommerce works? Current eCommerce technologies? eCommerce payment platforms?
Case study - www.elianatrends.com*

Session III: 4:00 pm to 4:30 pm

Q&A

Session IV: 4:30 pm

Close

Participants: Select SMEs drawn from Kenya, Zambia, Cameroon, South Africa, Ghana, Nigeria & Senegal looking to setup online stores for their products.

To Join Zoom Meeting:

<https://zoom.us/j/94034045603pwd=Zm9LbURXQm9TazBjOU9FcDZWaUwxUT09Meeting>

ID: 940 3404 5603

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