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BUSINESS-GOVERNMENT SYMPOSIUM

"ELECTRONIC COMMERCE: MAXIMISING THE OPPORTUNITIES"

DRAFT PROGRAMME

OECD, Paris, 11 October, 1999

This document presents the draft programme for the Business-Government Symposium "Electronic Commerce: Maximising the Opportunities", organised by the Alliance for Global Business (AGB) and sponsored by PricewaterhouseCoopers, to be held at the OECD on 11 October 1999, in conjunction with the OECD Forum on Electronic Commerce (12-13 October 1999).

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Business-Government Symposium

ELECTRONIC COMMERCE: MAXIMISING THE OPPORTUNITIES

organised by the **Alliance for Global Business (AGB)**¹

sponsored by **PricewaterhouseCoopers**



Held at the OECD² in Paris on 11 October 1999

in conjunction with the OECD Forum on Electronic Commerce (12-13 October 1999)

¹ Business and Industry Advisory Committee to the OECD (BIAC), Global information Infrastructure Commission (GIIC), International Chamber of Commerce (ICC), International Telecommunications Users Group (INTUG), and World Information Technology and Services Alliance (WITSA).

² Organisation for Economic Co-operation and Development

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Rationale and Scope

A Business-Government Symposium «*Electronic Commerce: Maximising the Opportunities*» will be held at the OECD in Paris on 11 October 1999 in conjunction with the *OECD Forum on Electronic Commerce* (12-13 October). This Symposium, which is hosted by the Alliance for Global Business (AGB) and sponsored by PricewaterhouseCoopers, provides the occasion to present and discuss electronic commerce issues and policies from a business perspective with OECD governments and other stakeholders. Business invites representatives of governments, the press and other OECD Forum participants to this Symposium.

At the OECD Ministerial Conference on Electronic Commerce held in Ottawa in October 1998, leaders of the business community met in a special session to present and discuss *A Global Action Plan for Electronic Commerce prepared by Business with Recommendations for Governments*. This *Global Action Plan* has received wide distribution and recognition among business and governments around the world.

The Business-Government Symposium on 11 October at the OECD in Paris continues this important dialogue on business and government co-operation to maximise the opportunities and benefits of electronic commerce for all stakeholders. Key themes of the Second Edition of the *Global Action Plan* being prepared for the OECD Paris Forum will be discussed in depth at this Symposium.

Symposium Format

The Business-Government Symposium consists of a half-day meeting on 11 October, beginning at 14h00 and formally ending at 18h30 at the OECD in Paris (Room 1). A cocktail sponsored by PricewaterhouseCoopers is offered after the session from 18h30 to 20h00.

Two keynote addresses by top leaders of global electronic commerce – one from business and one from government – will kick off the Business-Government Symposium.

The Symposium sessions will have two main themes: (1) Electronic commerce as a driver of economic development; and (2) Trade-related aspects of electronic commerce. Discussion will also be directed to new industry-led initiatives. As a horizontal issue of critical importance, policy requirements for successful electronic commerce by SMEs will be taken into account in each session.

Each of the sessions will start with a panel of five interventions – as speaker or discussant – representing top industry experts, business executives, government representatives and other global electronic commerce thought leaders. A moderator will facilitate the interactivity between the panel and the floor. A significant portion of each session will be devoted to discussion.

All participants to the OECD Forum on Electronic Commerce (12-13 October) are welcomed. Others are welcome by invitation only. A registration form for participants other than business representatives is attached at the end of this document. The latter is asked to fill out a separate Form.

Business-Government Symposium

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PRELIMINARY PROGRAMME

(unconfirmed speakers are indicated as "invited")

13h Registration Begins

14h Introduction by the Chairman of the Symposium
Douglas C. Worth, Secretary-General, BIAC

14h10 Key Note Address
James J. Schiro, Chief Executive Officer, PricewaterhouseCoopers (invited)

14h30 Key Note Address
Erkki Liikanen, Member of the European Commission-designate (invited)

14h50-16h10 SESSION I Electronic Commerce as a Driver of Economic Development

Moderator: *Dr. Etienne Gorog*, Vice President, IBM Consulting Group

Key issues: Economic impact of electronic commerce. The impact of existing institutional frameworks on the development of electronic commerce. What is constraining the growth of electronic commerce? Implementing electronic commerce in enterprises. Cost of non-harmonisation of policies.

Speaker: *Peter Agar*, Chairman, Alliance for Electronic Business (UK) and Deputy Director-General, Confederation of the British Industry (CBI)

Speaker: *Stephen Yeo*, Chairman, Singapore National Computer Board (invited)

Discussant: *Graham Vickery*, Principal Administrator, Information, Computer and Communications Division, OECD

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Discussant: **Richard Simpson**, Chairman, Electronic Commerce Task Force (Canada)

Discussant: (to be determined)

General discussion (30 mnts)

16h10-16:30h Coffee/Tea Break

16h30-18h SESSION II Trade-Related Aspects of Electronic Commerce

Moderator: **Allen Z. Miller**, Executive Director, Global Industry Government Affairs, EDS

Key issues: The linkage between the growth of electronic commerce and the need for cross-border liberalisation of trade in a wide variety of service and industry sectors. Full and effective implementation of existing commitments to liberalise trade. Establishment of meaningful commitments to liberalise underlying service sectors where electronic commerce opens new and additional opportunities for enterprise, employment and wealth creation.

Speaker: **Andrea Camanzi**, Member of the Board, Telecom Italia (invited)

Speaker: **Gopal Rajagopalan**, Executive Director, Schoolnet India Ltd. and Director, Infrastructure, Leasing & Financial Services Venture Corporation Ltd.

Discussant: **Rachel Thompson**, Administrator for Services and E-Commerce, Trade Directorate, OECD

Discussant: **Lee Tuthill**, Trade in Services Division, World Trade Organisation

Discussant: (to be determined)

General discussion (30 mnts)

18h-18h30 Conclusion: Forging the global electronic market place

18h Summary of the Main Points by the Symposium Chairman: Using trade policy to achieve the economic benefits of electronic commerce
Douglas C. Worth, Secretary-General, BIAC

18h15 Response by the OECD Secretary-General
The Honourable Donald Johnston, Secretary-General of the OECD (invited)

18:30 Close of the Symposium

18h30-20h Cocktail Reception

Sponsored by PricewaterhouseCoopers

Conference Languages: English and French, with simultaneous interpretation.

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INVITATION

for representatives of governments, inter-governmental organisations, labour organisations, consumer associations, other public interest advocacy organisations, and the press
TO THE

Business-Government Symposium

ELECTRONIC COMMERCE: MAXIMISING THE OPPORTUNITIES

11 October 1999, OECD Headquarters

organised in conjunction with the OECD Forum on Electronic Commerce (12-13 October)

***The meeting will take place in the OECD Headquarters, Room 1
2 rue André-Pascal, 75016 Paris***

REGISTRATION FORM

To be returned to Deniz Eröcal, Manager, BIAC Secretariat

Fax: 33-1-42 88 78 38 or E-mail: erocal@biac.org

Deadline for Registration: 27 September 1999

YES NO

I would like to participate in the Business-Government Symposium
on *Electronic Commerce: Maximising the Opportunities*, on

11 October 1999, from 14h00 to 18h30 followed by a Cocktail Reception (18h30 to 20h)

Name:

Title:

Organisation:

Mailing Address:

Telephone:

Telefax:

E-mail:

Note: Participants are expected to make their own travel and accommodation arrangements. However, a hotel list can be obtained by writing to biac@biac.org