

# ICC ROUNDTABLE WITH WTO DIRECTOR-GENERAL ROBERTO AZEVEDO

**Friday 5 August 2016, 10:30 am-12 pm**

Facebook Headquarters

1 Hacker Way

Menlo Park, CA 94025

**1 Welcome remarks from John Danilovich, International Chamber of Commerce (ICC) Secretary General**

**2 The World Trade Organization: A global trade agenda for the 21st century**

Briefing from World Trade Organization Director-General Roberto Azevêdo

**3 Roundtable discussion: Accelerating the growth of e-commerce and the digital economy**

Open discussion with Director-General Roberto Azevêdo on the role of multilateral trade policy in speeding the growth of e-commerce and the digital economy.

Active consideration is being given to whether new WTO initiatives could be taken forward to establish global rules and standards for cross-border e-commerce.

Points for discussion include:

- > What are the barriers facing cross-border businesses in relation to e-commerce and the digital economy?
- > Where in particular do businesses face problems dealing with differences in national or regional regulations, practices or standards?
- > From a business perspective, what would be the priority issues to tackle to speed growth in the digital economy? Is there a need for global standards / best practices in some areas?
- > How can we better facilitate the inclusion of SMEs in cross border e-commerce?
- > How can we help developing countries fully benefit from e-commerce? Where are the problems currently?