

# TRADING GOODS in the DIGITAL ERA: EXPERIENCE FROM THE PRIVATE SECTOR

**Hybrid:**  
**WTO, Room E and Zoom**

**Thursday 1 June 2023 – 15:00 to 16:30 (CEST)**

The event aims to explore private sector perspectives on trading goods in the digital era. Pandemic lockdowns compelled many businesses and organisations to move many of their functions online and to accelerate their digital transformations, including processes related to the movement of goods across borders and dealing with customs issues. A private sector perspective is essential to better understand to what extent this digital transformation has affected trade in goods and whether it has helped it to become more efficient, safe, and sustainable. The discussions will shed light on what has changed since the pandemic, what has or has not worked well, and what should happen so that we get where we aim to be.



## DATE AND TIME

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15:00 to 16:30 (CEST)



## REGISTRATION

Join us in person in WTO Room E  
[Click here for registration](#)

or for participating via [Zoom click here](#)

## SPEAKERS



### MR JOHN BESCEC

Chair, ICC Global Customs and Trade Facilitation Commission; Director, Customs & Trade Affairs, MICROSOFT



### MRS ASAKO SHIBATA

Global Trade Compliance Manager, Asia, BELL TEXTRON INC. (Japan); Vice-Chair, ICC Global Customs & Trade Facilitation Commission



### DR BIMAL R. KANTARIA

Managing Director, ELGON KENYA LIMITED, Chairman of Agriculture Sector Network (ASNET) in Kenya



### MR ALEJANDRO TERZIÁN

Head of the Center of Excellence for International Trade and Customs Compliance, BAYER LATAM (Argentina); Vice-Chair, ICC Global Customs & Trade Facilitation Commission

## MODERATOR



### MRS SUJA RISHIKESH MAVROIDIS

Director, Market Access Division, WTO

## CONCLUDING REMARKS



### MR ANDREW WILSON

Global Policy Director, ICC