



WORLD TRADE CENTRE
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Sub: Invitation to address WTC Mumbai and AIAI Working Session at WTO Public Forum 2016, Geneva

We are pleased to inform you that World Trade Organization has approved the proposal of World Trade Centre Mumbai and All India Association of Industries (AIAI) for a working session at the WTO Public Forum 2016. This is the fifth time WTC Mumbai and AIAI will be organizing a session at this prestigious Forum. The **Working Session No. WS 75** will be held on **September 29, 2016 from 10.30 - 12.00 hrs in Room W at WTO Headquarters.**

WTO Public Forum, an annual flagship event of WTO, facilitates dialogues and discussions among global experts to mobilize public opinion on the subject of international trade. **WTO Public Forum 2016** will be held at the WTO Headquarters, Geneva from **27 - 29 September, 2016**. This year marks the 15th anniversary of WTO Public Forum and the theme **"Inclusive Trade"** is particularly special. Our team of World Trade Centre Mumbai and All India Association of Industries has been regularly participating in this prestigious Forum and have immensely benefitted from the debates and discussions during various sessions. WTC Mumbai and AIAI had successfully organized the following sessions at the WTO Public Forum:

- Controlling Food Prices in Turbulent Times - An Agenda for South Asia (2011)
- Promoting Technological Capacity - Building and Enhancing Trade Competitiveness in Asian Economies (2013)
- Fostering Skills and Jobs through Trade Liberalization in Developing Economies (2014)
- Global Value Chains and Changing Patterns of Value Added Trade in Developing Economies (2015)

The sessions evoked very good response.

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The title of this year's session is "E-commerce: Changing Dynamics of SME Growth and Profitability in Asia. E-commerce is rapidly transforming the way small and medium enterprises conduct their business in the global marketplace today. E-commerce is fast building a new generation of small and medium enterprises which is all geared to embrace the internet technology revolution to gain access to new markets in the global arena. The transformation is particularly vivid in Asia with China and India leading the fray.

The proposed session will examine the key factors driving the growth of e-commerce in Asia with special relevance to China and India. The session will discuss how e-commerce is shaping the growth and profitability of technology enabled firms in the SME sector thereby contributing to economic development and job creation.

In view of your in-depth knowledge and understanding of this subject, we cordially invite you as an eminent panelist in this session and request you to address and share your expert views and perspectives on this topic. We are confident that your valuable contribution will enrich the debate and make it interesting.

A brief outline of the theme is attached herewith for your kind perusal.

World Trade Centre (WTC) Mumbai is a premier trade promotion organization in India and a member of the World Trade Centers Association (WTCA), New York. As part of its ongoing research activities, WTO Study Centre has been regularly monitoring the issues and developments in the realm of WTO and trade for the benefit of local as well as global trade and industry practitioners and policy makers. Other important events of our Centre include Global Economic Summits, INDIALLIA, Trade Shows and Exhibitions, International Business Missions and Delegations, Trade Education programmes and Seminars and Workshops.

We trust you will favour us with your positive response. Your reply may please be sent at executivedirector@wtcmumbai.org

Best regards,

Yours sincerely,

Vijay Kalantri
Vice Chairman
World Trade Centre Mumbai
WTCA Board Director, N.Y.
President
All India Association of Industries