UN ECLAC, in collaboration with the IMF's Statistics Department and UNCTAD

Webinar on Measurement of the digital economy and trade in Latin America and the Caribbean

Virtual meetings, November 8-11, 2022
11:00 - 14:00 hrs. (GMT-3)

Context: The pandemic has accelerated the digital transformation of Latin America's economy and trade. This region has been among the fastest growers of e-commerce worldwide, albeit at low levels, while exports and imports of digitally enabled services have also expanded. These trends and transformations pose serious measurement challenges, hindering policy formulation, monitoring, and evaluation. In this context, this webinar addresses conceptual and practical aspects related to measuring the digital economy and trade in digital goods and services for the national accounts and balance of payments statistics. This webinar –organized by UN-ECLAC in collaboration with the IMF's Statistics Department (STA) and UNCTAD with financial support from the Forum of East Asia and Latin American Countries (FEALAC)– is aimed at Latin American and Caribbean countries.

Goals: Central banks and statistical offices in Latin America and the Caribbean are at an early stage of measuring the digital economy and trade. They are keen to learn more about good international practices regarding the approaches and recent experiences to measuring the digital economy and the export and import flows of digital goods and services and improving the capacities to better estimate production, value added, and trade flows.

Description: The webinar includes four 180-minute sessions over four consecutive days, including short lectures, country case studies, and hands-on statistical exercises for statisticians. It fosters a dialogue between officials from Latin American and the Caribbean countries and staff from UN-ECLAC, STA, and UNCTAD centered around conceptual and practical issues related to the measurement of the digital economy and trade. Several case studies, mainly from the region, will be used. The statistical exercises will provide practical guidance to compilers on various aspects of measuring the impact of digitization on economic activities and trade, as well as facilitate peer learning. The following program is proposed:

- Day one focuses on the measurement challenges of the digital economy. Presentations and country cases will address the following topics: definitions and core statistics of the digital economy, the compilation of digital supply and use tables as the statistical tool endorsed by the international agencies to measure the digital gross value added, and the use of input-output matrices to measure digitization of the economic sectors.
- Day two examines e-commerce and digital intermediary platforms. A set of lectures, country cases, and a statistical exercise will cover the progress and challenges on these topics.
- Day three addresses cross-border digital trade. The status of the international standards in this field and a set of country cases complemented will be presented.
- Day four is dedicated to examining how big data can help to collect economic statistics.

Format and target audience: The webinar includes presentations, country case studies, statistical exercises, and questions and answers sessions. It is aimed at representatives from Central Banks and National Statistics Offices in charge of measuring digital production and trade for policy formulation.

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Final Agenda

Tuesday, November 8, 2022. Digital Economy		
11:00 - 11:20		**Welcoming remarks**
		Keiji Inoue – Officer in Charge, International Trade and Integration Division, UN-ECLAC
		James Tebrake – Deputy Director, IMF Statistics Department (STA)
		Torbjörn Fredriksson – Head E-commerce and Digital Economy Branch, UNCTAD
Session 1		Chair: Nanno Mulder – Chief, Sustainable Trade Unit, UN-ECLAC
11:20 -11:40	L-1	The Economy is Digital
		James Tebrake – Deputy Director STA, IMF (English)
11:40 - 12:00	L-2	Definitions of and core statistics on the Digital Economy
		Daniel Ker – Economist-Statistician, UNCTAD (English)
12:00 - 12:20	CS-1	Satellite account of information and communication technologies (CSTIC)
		Dayana Cubides – Coordinator Satellite Accounts of key sectors, DANE, Colombia (Spanish)
12:20 – 12:30		Q & A
12:30 – 12:40		Break
Session 2		Chair: Daniel Ker – Economist-Statistician, UNCTAD (English)
12:40 - 13:00	CS-2	Digital Supply and Use Tables, the experience of Canada

		Jennifer Withington – Director General of National Accounts, Statistics Canada (English)
13:00 – 13:20	CS-3	Progress in measuring the Digital Economy in the National Accounts of Chile Sebastian Rébora – Chief National Accounts, Central Bank of Chile (Spanish)
13:20 - 13:40	CS-4	Input-output matrix to measure the digitization of sectors Raúl Katz – President, Telecom Advisory Services LLC (Spanish)
13:40 – 14:00		Q & A
	Wednesday, November 9, 2022. E-commerce and digital intermediation platforms	
Session 3		Chair: Martha Tovar, Senior Economist, Real Sector Division, IMF
11:00 -11:20	L-3	Measuring e-commerce Daniel Ker – Economist-Statistician, UNCTAD (English)
11:20 - 11:40	L-4	Specific Measurement Challenges: E-commerce Andrew Baer - Senior Economist STA, IMF (English)
11:40 - 12:00	CS-5	E-commerce module in Survey "ICT enterprises 2019" Leonardo Melo Lins – CETIC (Brazil)
12:00 – 12:20	CS-6	E-commerce measurement, the experience of Mexico Arturo Blancas – General Director of Economic Statistics - INEGI (Mexico) (Spanish)
12:20 – 12:30		Q & A
12:30 – 12:40		Break
Session 4		Chair: Daniel Ker – Economist-Statistician, UNCTAD (English)
12:40 – 13:00	L-5	Recording the output of digital intermediation platforms James Tebrake – STA IMF (English)
13:00 – 13:40	SE-1	Statistical Exercise: Recording the output of digital intermediation platforms James Tebrake – STA IMF (English)
13:40 – 14:00		Q & A
	Thursday, November 10, 2022. Cross- border digital trade	

Session 5		Chair: Nanno Mulder – Chief, Sustainable Trade Unit, UN-ECLAC
11:00 -11:20	L-6	Impact of digitalization on cross border statistics and BPM relevant topics Malik Bani – Senior Economist - STA IMF (English)
11:20 - 11:40	L-7	Measuring digital trade: the forthcoming OECD-WTO-IMF-UNCTAD Handbook on Measuring Digital Trade (to be released in early 2023) Daniel Ker – Economist-Statistician, UNCTAD (English)
11:40 - 12:00	L-8	Using visitor traffic of marketplaces to track domestic and cross-border e-commerce Bernardo Astarloa – Consultant UN ECLAC (Spanish)
12:00 – 12:20	CS-7	Credit card transactions to measure cross-border e-commerce Christian Volpe – IDB (English)
12:20 – 12:30		Q & A
12:30 – 12:40		Break
Session 6		Chair: Claudia de Camino, Chief, Economic Statistics Unit, UN-ECLA
12:40 – 13:00	CS-8	The measurement of digitally enabled services trade Rigoberto Torres – Section Chief, Costa Rica Central Bank (Spanish)
13:00 – 13:20	CS-9	Argentina: Estimation of Imports of Digital Services by Households INEC (Spanish)
13:20 – 13:50	CS-10	Case Study: Discussion on other countries experiences on measuring cross border digital trade Malik Bani - Senior Economist – STA, IMF (English) Borys Cotto - Senior Economist – STA, IMF (English)
13:50 – 14:00		Q & A
Friday, November 11, 2022. Big Data		
Session 7		Chair: Javiera Arteaga – Economic Affairs Officer, Sustainable Trade Unit, UN-ECLAC
11:00 – 11:20	L-9	Leveraging "Big Data" and data science to compile economic statistics Margarida Martins - Senior Economist STA, IMF (English)
11:20 - 11:40	L-10	The use of platform data for tourism statistics

		Simon Bley or Christophe Demunter – Unit G.2 "European businesses", EUROSTAT / European Commission
11:40 – 11:45		Opinion survey
11:45 - 12:05	L-11	The use of big data to measure trade in services Iñigo Herguera - UN-ECLAC (Spanish)
12:05 – 12:15		Q & A
12:15 – 12:30		Closing remarks