

UNITED NATIONS
ECONOMIC AND SOCIAL COMMISSION FOR ASIA AND THE PACIFIC
STATISTICAL INSTITUTE FOR ASIA AND THE PACIFIC

WEBINAR ON MEASURING DIGITAL TRADE

6 March 2024

Concept Note

I. Background

The [IMF-OECD-UNCTAD-WTO Handbook on Measuring Digital Trade](#) defines digital trade as “all international trade that is digitally ordered and/or digitally delivered”. This definition, which has been endorsed by countries through international consultation, serves as the foundation for a conceptual measurement framework that aligns seamlessly with broader macroeconomic accounts.

Digital trade transactions are a subset of existing trade transactions, as measured in international merchandise trade statistics and international trade in services statistics. Digitalization increases the involvement of small firms and households in international trade. Traditional data sources, which often rely on data from large firms, may not fully capture this involvement. This discrepancy presents challenges in measurement.

To address these challenges effectively, it is imperative to reassess the existing data sources in terms of their coverage and accuracy. This not only facilitates the development of digital trade statistics but also enhances the measurement of international trade.

This webinar will provide the participants with a clear understanding of the importance of measuring digital trade, and the conceptual framework for measuring digital trade whilst focusing on the fundamental concepts and statistical definitions. A variety of examples and practical applications will be shared by country representatives. The webinar will also emphasize the importance of digital trade statistics in evidence-based policy making.

II. Target audience

The target audience for these webinars are entry, mid-level and high-level government officials with the responsibility for collection, compilation, and dissemination of international trade statistics. These include, national statistics offices (NSOs), ministries of foreign affairs and foreign trade, trade boards, Customs, Tax Offices, ministries of finance and central banks and similar organizations.

The webinar is also recommended for users of digital trade statistics and those interested in learning more about measuring digital trade.

The main objectives of the webinar are:

1. Establish the importance of digital trade.
2. Understand the conceptual framework for digital trade.
3. Introduce sources and methods for measuring digital trade.
4. Provide compliers range of examples and practical applications to start measuring digital trade.
5. Emphasize the importance of disseminating digital trade statistics from the policy perspective.

III. Structure and content

This webinar will be organized on 6 March and will last for 2 hours. It will commence with substantive presentations of the topics by experts followed by discussion session. The webinar will be conducted in English without interpretation. Participants will have an opportunity to interact with the presenters orally.

Time (Japan Standard Time)	Agenda
3:00pm-3:05pm	Welcome remarks (SIAP)
3:05pm-3:50pm	-Conceptual framework (UNCTAD Digital Economy and Policy Research Section) -Country cases of data collection, compiling and dissemination
3:50pm-4:00pm	Stretch Break
4:00pm-4:40pm	-Country cases of data collection, compiling and dissemination -Using digital trade statistics in policy making (ESCAP Trade, Investment and Innovation Division)
4:40-5:00	Q&A

IV. Access to the webinar presentations

The webinar will be recorded, and subsequently, the recordings and presentations will be accessible on the SIAP website.