



Opening and the Alliance's Why

The Alliance for eTrade Development (eTrade Alliance), a Global Development Alliance between the U.S. Agency for International Development (USAID) and 13 leading private sector partners, hosted an Evidence Summit with USAID staff and partners on 31 October 2023 in Washington DC.

The purpose of the Summit was to raise awareness about the Alliance's work and its approaches, highlight the successes and challenges of implementing its work, assess the potential to scale various Alliance activities, and discuss key future priorities and approaches to promote SME development through digitization and ecommerce in developing nations. The Evidence Summit featured various Alliance interventions and partners, drew on lessons learned and considered ways to scale the most impactful interventions, and enabled informal dialogues and networking.

The event commenced with opening remarks from William Reinsch, Scholl Chair of international Business at CSIS; Harry Bader, Deputy Assistant Administrator at USAID; Paul Fekete, Senior Trade Advisor at USAID; and Ricardo Michel, Co-Chief Executive Officer at Palladium. Following opening remarks from notable speakers in the industry, Paul Fekete, Senior Trade Advisor at USAID, and Kati Suominen, Founder and CEO of Nextrade Group and Alliance Technical Director, further introduced the eTrade Alliance and its history over the years. The Alliance's initial partners like Google and PayPal helped identify and understand the issues and areas that would benefit from the work that the Alliance has to offer. The goal was to promote ecommerce and digital trade. While doing so, the Alliance developed a framework that analyzed the regulations and policies needed for SMEs to thrive as sellers and exporters on global digital platforms. The Alliance also conducted smaller scale pilots to test out the areas that the Alliance could positively impact.