

19-21 OCTOBER 2026 UfM ECONOMIC FORUM CAIRO, EGYPT

UfM Regional Workshop on Digital Trade and
E-Commerce in the MENA Region / 19 October 2026



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Draft agenda

Regional Workshop on Digital Trade and E-Commerce in the MENA Region

Working Towards a Regional Roadmap for Cooperation and Harmonization to Support Cross-Border Digital Trade and E-commerce

09:00 – 09:30	Welcome and registration
09:30 – 09:45	Opening session Welcome remarks, UfM Welcome remarks, Ministry of Investment and Foreign Trade of Egypt.
9:45 – 10:00	Setting the Scene: Objectives and Expected Outcomes This opening session introduces the regional project and sets the tone of the workshop by presenting the overall objectives, expected outputs, and how the discussion links to the regional project - especially the development of a regional roadmap for the harmonization / approximation of legal and regulatory frameworks governing cross-border digital trade and e-commerce and the support to regional dialogue and peer learning activities. It ensures all participants share a common understanding of the purpose and structure of the workshop.
10:00 – 10:30	Overview of the Regulatory Landscape and Gaps in Cross-Border Digital Trade and E-Commerce in the MENA Region This session provides a concise overview of the current legal and regulatory frameworks affecting cross-border digital trade in the region, highlighting key divergences between countries and gaps vis-à-vis international and EU approaches. It establishes a shared baseline of knowledge to inform discussions, with the objective of Building a common understanding of regional challenges fragmentation affecting cross-border digital trade and e-commerce.



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10:30 – 11:30	<p>Session 1: Identifying Regulatory Barriers to Cross-Border Digital Trade and E-commerce</p> <p>Participants work in groups to identify and prioritize the main legal and regulatory barriers that hinder cross-border digital trade and e-commerce. The focus is on concrete regulatory obstacles (e.g. inconsistent rules, lack of mutual recognition, regulatory gaps) rather than general challenges.</p>
11:30 – 12:00	Group Photo and Coffee Break
12:00 – 13:00	<p>Session 2: From Barriers to Opportunities: Defining Areas for a Regional Roadmap</p> <p>Building on the identified barriers, participants translate challenges into concrete areas where regional/bilateral cooperation or harmonization could be pursued. Discussions focus on where alignment is feasible and beneficial, and what type of cooperation (e.g. common principles, mutual recognition, aligned frameworks) could be pursued.</p>
13:00 – 14:00	Lunch
14:00 – 15:00	<p>Session 3: Towards Convergence: Consolidating Regional Priorities</p> <p>Group proposals are presented and consolidated in plenary to identify common set of priority areas for regulatory harmonization / approximation across countries. Similar proposals are clustered into a shared set of regional priorities that could form the backbone of the future roadmap.</p>
15:00 – 15:15	Coffee Break
15:15 – 16:15	<p>Session 4: Setting Priorities: Identifying Key Areas for Cooperation</p> <p>Participants collectively assess and rank the identified cooperation areas based on their relevance, impact on cross-border trade, and feasibility of regional cooperation, with the aim of agreeing on a shortlist of priority areas for regional action to be included in the regional roadmap.</p>
16:15 – 16:30	Conclusions and Way Forward



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