



NEW ZEALAND
APEC 2021

Ministry for Primary Industries
Manatū Ahu Matua



APEC INVITATION

E-commerce Opportunities for Indigenous and Ethnic Minorities

15, 19, 21 October 2021

15:00 NZT/UTC+13

Bringing innovation, expanding markets and unleashing potential – Virtual Seminar Series

On behalf of APEC 2021, we would like to warmly invite you to attend a series of three virtual seminars to unlock indigenous and ethnic minority economic potential through e-commerce. The aim of the seminars is to support development of robust and commercially viable agribusinesses using technology and by sharing diverse expertise to create thriving and prosperous communities.

The objective of this virtual seminar series is to enhance the capability, participation, and success of indigenous and ethnic minorities' agribusiness in e-commerce. The virtual seminars will traverse how indigenous and ethnic minority groups can make best use of technology to bring innovation, expand markets and unleash their potential.

Speakers, panellists or video examples will be from Australia, Canada, Chile, Mexico, New Zealand and Chinese Taipei.

The seminar series will focus on a range of topics including but not limited to:

Virtual seminar 1: Can I e-commerce my business?

Friday 15 October 2021 | 15:00 PM NZT (UTC+13)

E-commerce know-how, supply chain integrity, market pathways, know your consumers.

- Digital accessibility and infrastructure
- Demonstrating traceability, for example through blockchain
- Building e-commerce capability

Virtual seminar 2: Success for all beyond the horizon

Tuesday 19 October 2021 | 15:00 PM NZT (UTC+13)

Inclusive succession. Women, youth, environment, and culture.

- Women in agricultural leadership
- Engaging youth and succession planning
- Environmental sustainability
- Maintaining cultural integrity

Virtual seminar 3: Your unique story. Value. Protect. Share.

Thursday 21 October 2021 | 15:00 PM NZT (UTC+13)

Where traditional knowledge meets intellectual property and international trade.

- Navigating cultural and intellectual property
- Developing brand proposition in a way that increases commercial value
- Preparing for international commerce and import/export requirements

Outcomes

- Improve indigenous and ethnic minority capability and participation in e-commerce.
- Influence policy settings to enable their e-commerce success.
- Understand the unique challenges and protections needed.
- Demonstrate indigenous and ethnic minority leadership for food security across APEC.

Register today:

- Register on the APEC NZ platform via your economy's Delegated Accredited Officer (DAO) if you are a Government organisation. If you do not know who this is please email this link APEC2021Support@mfat.govt.nz and they will forward your registration to the DAO in your economy.
- Register by 11 October 2021 as a Non Member Participant (non-government) directly with the Project Overseer using this link mpi.apec2021@mpi.govt.nz.