

# DIGITAL TRADE RULEMAKING IN PTAs: LESSONS LEARNED, PATHS AHEAD

Thursday, 11 September 2025  
12:00-13:30 CEST / 6:00-7:30 EDT

WEBINAR

As digital trade has increasingly become a central pillar of the global economy, preferential trade agreements (PTAs) have emerged as the critical instruments for shaping its governance. This webinar will explore how digital trade is being addressed across PTAs, identify lessons that can be drawn from existing approaches and experiences, and examine the future direction of digital trade rulemaking.

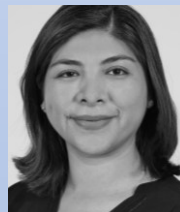
Join us as we explore the evolution of digital trade provisions with a spotlight on regional experiences and insights into future directions.

## PANEL PARTICIPANTS



**Mira Burri**

Mira is Professor of International Economic and Internet Law at the Faculty of Law of the University of Lucerne, Switzerland. She is currently the principal investigator in the project 'Trade Law 4.0' (ERC Consolidator Grant 2021–2026), which hosts this webinar.



**María Vázquez Callo-Müller**

María is a researcher and consultant on digital trade issues. She is part of the Trade Law 4.0 project, working as a post-doctoral fellow at the University of Lucerne. Her research focuses on the regulation of digital technologies and trade, particularly in the areas of IP, data governance, and cybersecurity.



**Javier López-González**

Javier is a Senior Economist at the Trade and Agriculture Directorate of the OECD leading the work on digital trade and cross-border data flows. His research focuses on developing frameworks for the analysis of digital trade.



**Don Rodney Junio**

Don is a trade policy and digital governance professional with over a decade of international experience in policy advisory, economic diplomacy, and program management. He currently serves as Project Lead for Digital Trade at the World Economic Forum, advancing inclusive digital trade policies through multistakeholder collaboration.



**Stephanie Honey**

Stephanie is an international trade policy consultant and former New Zealand trade negotiator, working with governments, businesses, thinktanks and international institutions around the world on issues ranging from digital trade to Asia-Pacific regional economic integration. She is a policy advisor to the APEC Business Advisory Council; Trade Advisor at the New Zealand Asia Institute; and the co-founder of Global Trade Insights.



**Franziska Sucker**

Franziska is an Associate Professor in the School of Law at the University of the Witwatersrand (WITS), Johannesburg, and Co-Assistant Dean for Postgraduate Affairs in the Faculty of Commerce, Law and Management. Her research focuses on international trade law, with particular emphasis on digital trade, regulatory linkages, and African legal and policy approaches.



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