

Digital and AI Regulation

Semester:	Spring semester- FS 2026
Root Number:	519190
ECTS:	3
Lecturer:	Emmanuelle Ganne
Dates:	20 to 24 July, 2026
Room:	This is a hybrid course. The course will be held on-site at Silva Casa Auditorium in the World Trade Institute and online on Zoom. Physical presence is highly recommended, but online attendance is perfectly possible to follow lectures and participate in discussions.

Course Description

The accelerating digital transformation and rapid advances in artificial intelligence (AI) are reshaping economies, societies, and global trade. These technologies bring immense opportunities for innovation, growth, and connectivity, but they also raise complex regulatory challenges related, inter alia, to privacy, data governance, competition, consumer protection, and trust.

This course provides a comprehensive overview of the evolving regulatory landscape for digital trade and AI. It examines the key concepts, trends, and policy debates shaping digital markets, explores where and how international rules are negotiated, and analyzes the interplay between data governance, trade law, and emerging AI frameworks. By the end of the course, participants will understand the core issues driving digital and AI regulation and be equipped to engage with the policy and legal questions that define this fast-moving field.

Lecturer

Emmanuelle Ganne

Emmanuelle Ganne is Chief of Digital Trade and Frontier Technologies at the World Trade Organization (WTO) where she coordinates policy discussions, negotiations, research and technical assistance on digital trade, AI and other frontier technologies. Prior to this, she held various positions at the WTO, including as WTO lead on micro, small and medium side enterprises (MSMEs), as Counselor to Director-General Pascal Lamy, and in the Accessions Division where she assessed trade policies of governments wishing to join the WTO and advised them on how to improve their business environment. Ms. Ganne is a Yale World Fellow. She is the author of a 2018 book entitled "Can Blockchain Revolutionize International Trade?" and is a regular speaker on digital trade and frontier technologies. Ms. Ganne has received various awards for her work on trade digitalization and blockchain.

Course Overview

Class	Date	Time	Topic
1	20 July 2026	09:00 – 12:00	Topic 1 / Emmanuelle Ganne Digital Trade: Concepts, Trends, Opportunities & Challenges Topic 2 / Emmanuelle Ganne Shaping Digital Trade: Where Regulation Happens
1	20 July 2026	14:00 – 16:00	Topic 3 / Emmanuelle Ganne Digital Trade & Data Governance
2	21 July 2026	09:00 – 12:00	Topic 4 / Emmanuelle Ganne Enabling and Facilitating Digital Trade: Which Regulations Matter Topic 5 / Emmanuelle Ganne Regulating Competition and Protecting Consumers in the Digital Age

2	21 July 2026	14:00 – 16:00	Topic 6 / Emmanuelle Ganne AI & Trade: Concepts, Opportunities and Challenges
3	22 July 2026	09:00 – 12:00	Topic 7 / Emmanuelle Ganne Approaches to AI Regulation
3	22 July 2026	14:00 – 16:00	Topic 8 / Emmanuelle Ganne AI and Trade Regulation
4	23 July 2026	09:00 – 12:00	Topic 9 / Emmanuelle Ganne Case Studies: Singapore and EU
4	23 July 2026	14:00 – 16:00	Topic 10 / Emmanuelle Ganne Wrap-Up: How to Regulate Digital Innovation?
	24 July 2026	09:00 – 12:00	Written Assessment

Learning Outcomes

- Gain a comprehensive understanding of the fast-evolving global regulatory landscape for digital trade and AI.
- Develop the ability to identify key regulatory issues in digital and AI governance, frame emerging challenges, and articulate well-informed perspectives.
- Analyze the defining characteristics of AI and assess its implications for international trade and global value chains.
- Compare and contrast different regulatory approaches to digital trade and AI across jurisdictions and regions.
- Explore how digital and AI regulation is addressed at the multilateral level and within preferential trade agreements.

Exams and Grades

Students' knowledge will be assessed based on a written exam, which needs to be completed on an individual basis.

The assessment will take place on 24 July 2026, from 09H00 to 12h00.

The course will follow the University of Bern grading system