



60
YEARS

International Trade Centre

Supporting small businesses
through trade

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5 September 2024



Presentation

- International Trade Centre (ITC)
- ITC in Asia Pacific
- ITC current and past interventions in the Pacific
- ITC Tools and Services
 - Global Tools
 - Creative Industries
 - Tourism development
 - Investment policy, promotion and after-care
 - Movement of Natural Persons
 - Digital trade and facilitation



Joint agency of the United Nations and the World Trade Organization.
Established in **1964** in Geneva, Switzerland.

Only international agency fully dedicated to supporting small businesses
to engage in international trade.

www.intracen.org



Why small businesses?

MSMEs drive the economy and:



represent ~**90%** of
enterprises in any country



account for **>50%** of
worldwide employment



support
vulnerable groups

Holistic Approach – Impact Areas

Overarching cooperation & dialogue



**Policy
Makers**

Assist governments in building a conducive environment for small businesses



**Business Support
Organizations
(BSO)**

Create a supportive ecosystem for small businesses working with Trade and Investment Support Organizations



**MSMEs/
Entrepreneurs/
Farmers**



Address managerial, strategic and operational needs of farmers, entrepreneurs and small businesses



TRADE INTELLIGENCE - for transparency and informed decision-making

<https://www.intracen.org/resources/tools/global-trade-helpdesk>

ITC in Asia-Pacific

35 Countries - 11 LDCs, 5 LLDCs, 15 SIDS

(Countries currently benefitting from ITC interventions/design of new projects in **bold**)

South-East Asia

Brunei, **Cambodia**, Indonesia, Lao PDR, Malaysia, Myanmar, **Philippines**, Singapore, Thailand, Timor-Leste, Viet Nam

East Asia

China, Korea D.P.R., **Mongolia**

South Asia

Afghanistan, **Bangladesh**, Bhutan, India, Iran, Maldives, Nepal, Pakistan, Sri Lanka

Pacific

Fiji, Kiribati, Marshall Islands, **Micronesia**, Nauru, Palau, **Papua New Guinea**, Samoa, **Solomon Islands**, Tonga, Tuvalu, **Vanuatu**, Niue, Cook Islands

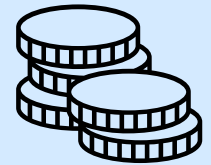
ITC project offices/personnel in

Bangladesh
Cambodia
China
Timor-Leste
Indonesia/ASEAN (*being set-up*)
Lao PDR
Nepal
Pakistan
Sri Lanka
Philippines
Viet Nam
Pacific

ITC in Asia-Pacific

OUR DONORS

AusAID/DFAT, China/CIDCA, EU, FCDO, SECO, The Netherlands, USAID, UN SDG Fund, ...



OUR COOPERATION WITHIN THE UN SYSTEM

FAO, ILO, IOM, UNDP, UNDESA, UNESCAP, UNWTO, WIPO, WB...

UN Country Teams (UNCT), incl. UNCT Pacific

OTHER (DEVELOPMENT) PARTNERS

- ADB
- ASEAN, PIFS, PTI, SPC
- Alibaba, Maersk, Mastercard, VISA (www.shetrades.com/project/itc-shetrades-and-visa-asia-pacific/)



ITC in Asia-Pacific – Focusing on emerging issues and priorities for the region

Value Chains	Green Trade	E-Commerce and Digital	Inclusive Trade	Regional Integration	Tailored interventions
<p>Agri-food - Vanuatu, Fiji, Samoa, PNG</p> <p>Beauty - Fiji, Samoa</p> <p>Handicraft and textiles - PNG</p> <p>Services (e.g. Game development)</p>	<p>Mainstreaming into Trade policies</p> <p>Green Hubs, SME support</p> <p>Production and export of organic products</p>	<p>Digitalization of export procedures</p> <p>E-commerce for MSMEs/start-ups</p> <p>Digital Economy Framework Agreements (domestic, regional) <small>Digital Economy Framework Agreement,</small></p>	<p>Women</p> <p>Youth</p> <p>Vulnerable groups</p>	<p>ASEAN</p> <p>RCEP</p> <p>CPTPP</p> <p>PACER</p> <p>BIMSTEC</p> <p>SAARC</p>	<p>LDC Graduation</p> <p>WTO Accession (e.g. Timor Leste)</p> <p>South-south and Trilateral cooperation (e.g. China – Africa)</p> <p>Institution strengthening (Fiji)</p> <p>Trade Strategy (Micronesia)</p>
					



ACP Business Friendly

Duration: 2021 – 2027

Donor: EU

Macro- (WB), Meso- (UNIDO),
Microlevel (ITC) interventions



- Creating inclusive and sustainable agricultural value chains
- Increasing value chain operators' competitiveness
- Fostering market development, creation of market linkages, investment promotion and alliances with financial Institutions
- Collaborating with regional partners (SPC, PIFS) to develop (regional) kava strategy



UK Trade Partnerships Programme

Duration: 2023 – 2025

Donor: FCDO (UK)

Countries: Fiji, Papua New Guinea, Samoa and Solomon Islands



Maximizing the benefits of UK Economic Partnership Agreements (EPAs) and the UK's Developing Countries Trading Scheme (DCTS) through:

- Creation of market opportunities and linkages
- Training on inclusive good agricultural practices, traceability, post-harvest practices and farm management
- Support for packaging, labelling, branding, (digital) marketing and regulatory product compliance



Support to Regional Integration and Trade in Timor-Leste

Duration: 2023 - 2026

Donor: EU



Support related to ASEAN/AEC, WTO and EU-EPA negotiations, accession and implementation through:

- Improved coordination and consultation mechanisms among government, civil society and the private sector
- Enhanced capacity of government, civil society and the private sector in negotiations, accession and implementation
- Increased public awareness of opportunities and challenges arising from accessions with special assistance to the private sector, MSMEs and women-led businesses

ITC's past interventions in the Pacific (I)

Micronesia – Coconut Export Strategy (CocoNES)

- **Donor:** FSM PetroCorp, now Vital Group
- **Duration:** 2021 – 2023
- **Country:** FSM
- **Product:** Coconut

- Facilitation of national coconut export strategy development (endorsed at presidential level)
- Establishment of Coconut development institutional framework, including a strategy management unit

UK Trade Partnerships Programme

- **Donor:** UK
- **Duration:** 2019 – 2023
- **Country:** PNG (coffee), Fiji (ginger)

- Awareness of EPA preferences and benefits and the UK's Developing Countries Trading Scheme (DCTS) increased
- Market linkages with European buyers created
- Capacity related to inclusive good agricultural practices, traceability, post-harvest practices, farm management and financial literacy built
- BSO capacity (Investment Fiji) to provide better services to its members fostered
- Access to finance improved, through the development of a lending facility scheme involving ginger farmers, ginger processors/exporters and the Fiji Development Bank

ITC's past interventions in the Pacific (II)

Economic empowerment of women (Women and Trade Phase II)

- **Donor:** AusAID & EU
- **Duration:** 2014 - 2018
- **Country:** Samoa, PNG, Vanuatu

- **Samoa:** Increased participation of businesswomen in government procurement
- **PNG:** Capacity of the Bilum Export and Promotion Association (BEPA) and Bilum producer cooperatives built; conducive ecosystem for Bilum producers through partnerships created; and women producers connected to markets.
- **Vanuatu:** Women farmers and their communities linked to tourism value chain (Espiritu Santo Island)

Improvement of key services to agriculture and livestock

- **Donor:** EU
- **Duration:** 2013 - 2017
- **Country:** Fiji

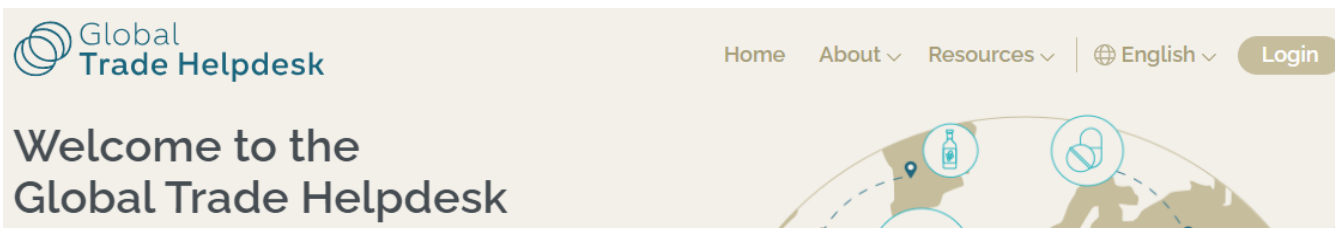
- Agri-food and livestock value chains developed
- Market opportunity analysis and trade information/intelligence capabilities reinforced
- Services for value-addition, finance and business development provided through local partners
- Enterprises and community services trained on new market and product development, food safety and quality compliance
- Market linkages, financing and commercialization, food chain distribution and buyer/ supplier development collaborations facilitated

ITC's past interventions in the Pacific (III)

<p>Support for Post-Accession Implementation</p>	<ul style="list-style-type: none"> • Donor: W1 • Duration: (2010 – 2013) • Country: Vanuatu 	<ul style="list-style-type: none"> • Assist Vanuatu develop their national Trade Policy Framework, including PPD on the implementation of Vanuatu's accession package organized
<p>Support to the WTO accession process</p>	<ul style="list-style-type: none"> • Donor: W1 • Duration: (2010 – 2013) • Country: Samoa 	<ul style="list-style-type: none"> • Awareness of the private sector related to implications, benefits and challenges of WTO membership raised • Engagement of the private sector enhanced to articulate their business priorities and concerns to the government in the process of WTO Accession through high-level consultations, public-private dialogues and trainings
<p>Pacific private sector engagement in trade and PACER plus</p>	<ul style="list-style-type: none"> • Donor: AusAID • Duration: (2009 – 2011) • Country: 14 Pacific Island countries 	<ul style="list-style-type: none"> • Women entrepreneurs in the Pacific empowered to maximize existing export opportunities in regional markets • Regional networks and business partnerships strengthened
<p>Agricultural Commodities development Programme – Agri-food & agri-business sector strategy</p>	<ul style="list-style-type: none"> • Donor: EU • Duration: (2007 – 2011) • Country: Fiji, Samoa, Solomon Islands 	<ul style="list-style-type: none"> • Sector value chain development strategy design and development programming facilitated (NES for the coconut sector in the Solomon Islands) • Market, product and supply chain development supported

Global Tools

GLOBAL TRADE HELP DESK (ITC, UNCTAD, WTO)



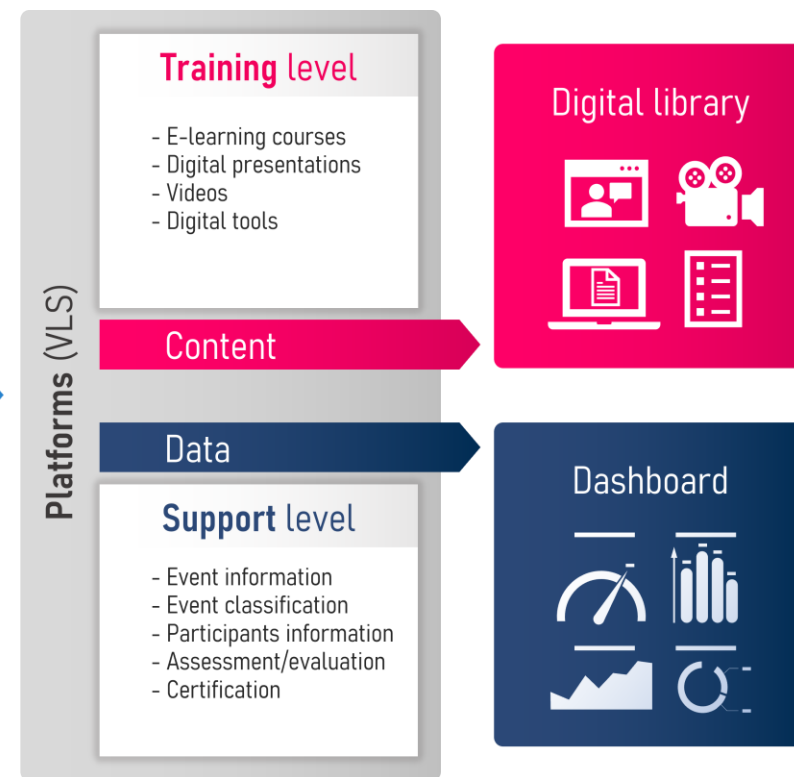
Welcome to the
Global Trade Helpdesk

- Trade Map
- Market Access Map
- Export Potential Map
- Sustainability Map
- ePing (SPS & TBT)

Visit **Global Trade Helpdesk**: <https://globaltradehelpdesk.org/en>



Visit **ITC Market Analysis Tools portal**: <https://marketanalysis.intracen.org>



400,000 online enrollees
100+ courses
190 countries

Visit **ITC SME Trade Academy**: <https://learning.intracen.org/>

Creative Industries

Areas of work

- Strategies / roadmaps for creative industries
- Skills Development – entrepreneurship and technical skills
- Product development and productive capacity, access to finance, IP etc
- Code of content, standards, ESG
- Digitalization and digital creative content
- Market and investment linkages

Examples

- Ethical Fashion Initiative
- Music & Film – Cariforum, Mozambique
- Artisans Connect
- “Opportunities are Here”

Ethical Fashion Initiative – scope of work

1. PRODUCERS



EFI manages an **international supply chain**, a structured network of social enterprises who coordinate the work of **artisans from the Global South** to produce for **luxury clients** worldwide. Regional hubs in Eastern and Western Africa and Central Asia carry out production, trade, and logistics processes, with the support of EFI's strong network of technical partners.

2. BUSINESS ACCELERATOR



EFI identifies young, dynamic fashion and homeware brands with good **commercial potential**. Our mentors work with designers and fashion entrepreneurs to **harness their creative and productive capacities** and develop exciting new collections. Then we help bring their products to the attention of global fashion brands, or to elevate their own brand on **international markets**.

3. ESG MEASURABLE IMPACT



In managing complex and impact-focused supply chains, EFI draws on its experience and expertise to **offer a sustainable path for the wider fashion industry**. Its ESG due diligence framework is a tool to assess risk in supply chains and prevent, reduce and mitigate it. Developed in partnership with **Camera della Moda**.

EFI - SOME OF OUR TRADE AND INVESTMENT PARTNERS



Salvatore Ferragamo

RATU



Camera Nazionale della Moda Italiana

FWW
PARIS FASHION WEEK

OHIRI



KATUSHI



PITTI IMMAGINE UOMO



Vivienne Westwood



Rummage studio



Salone del Mobile Milano



MICHELANGELO FOUNDATION
FOR CREATIVITY AND CRAFTSMANSHIP



JIAMINI KENYA



LOEWE

CHAN LUU



Microsoft



GIORGIO ARMANI



UNITED ARROWS

HAMAJI



Gold Standard



STUDIO 189



UN ALLIANCE FOR SUSTAINABLE FASHION



ASSOPELLETTIERI



MARGAUX WONG™



ZAZI

LAURENCE AIRLINE



Chloé

accenture

STELLA McCARTNEY

MIMCO

lukhanyo . mdingi

Creative Industries

Market Access and Export promotion

- Online platforms for showcasing Pacific creative products: opportunities and constraints.
- Regional & international trade fairs and exhibitions: Creation of digital assets and marketing; preparation, support during, and after show



Search the Marketplace



BY REGION

BY CATEGORY

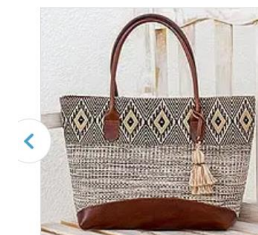
OUR MISSION

USD



Central America (6,683 ITEMS)

Explore Central America. Rich rainforests and active volcanoes shelter the vestiges of the Mayan civilization that lives on in the languages and the arts of Central America. You'll discover the weaving traditions recorded on the backstrap looms, the glyphs and geometry that define the jewelry and pottery, and the vibrantly-painted folk art statues and masks among all the unique, handcrafted artisan treasures in NOVICA's Central America Collection.



Handbags



Accessories



Wood Tableware



Ceramics



Creative Industries

Capacity Building and Skills Development

- Workshops and trainings in business management, digital skills and creative techniques. Mentorship with international experts.

Central Asia

[ITC #ecomConnect | Central Asia Artisans engaging in digital trade - YouTube](#)

Central America

[ITC #ecomConnect | Central America: Women and E-commerce](#)

Mena region

[ITC #ecomConnect | E-commerce and women-led SMEs in Lebanon](#)

[ITC #ecomConnect | E-commerce and women-led SMEs in Tunisia](#)



Creative Industries - Music

Music Marketing

- Unified online presence
- Digital marketing roadmapping
- Digital market budgeting

Music Distribution

- Establish customized digital distribution platform
- Establish release schedule
- Activate multiple sources of revenue

Life Music

- Customized life performance agreements/templates
- Use life performance to tell story
- Create setlist and talking points
- Activate multiple sources of revenue

Music Publishing

- Establish composition copyright
- Build a revenue collection platform
- Build a promotional platform for compositions

MAIN ACTIVITIES

Business and Sales Generation





Music & Film - Capacity building for export

MUSIC

Group training

MARKETING

- Digital content and online presence
- Digital marketing platforms and Service providers
- Digital marketing tools

DISTRIBUTION

- Working with aggregators and distributors:
- Evaluation criteria
- Areas of cooperation

LEGAL ASPECTS

- Contracts
- Copyrights
- Royalties

Individual counselling

Session 1

Session 2

Session 3

Session 4

FILMS

Group training

FUNDING & MARKETING

- Funding the film distribution campaigns and film marketing strategies

DISTRIBUTION

- Preparing the film distribution: Theatrical and Digital Distribution
- Release strategies, film formats and VOD distribution platforms

LEGAL ASPECTS

- Contracts
- Copyrights
- Royalties

Individual counselling

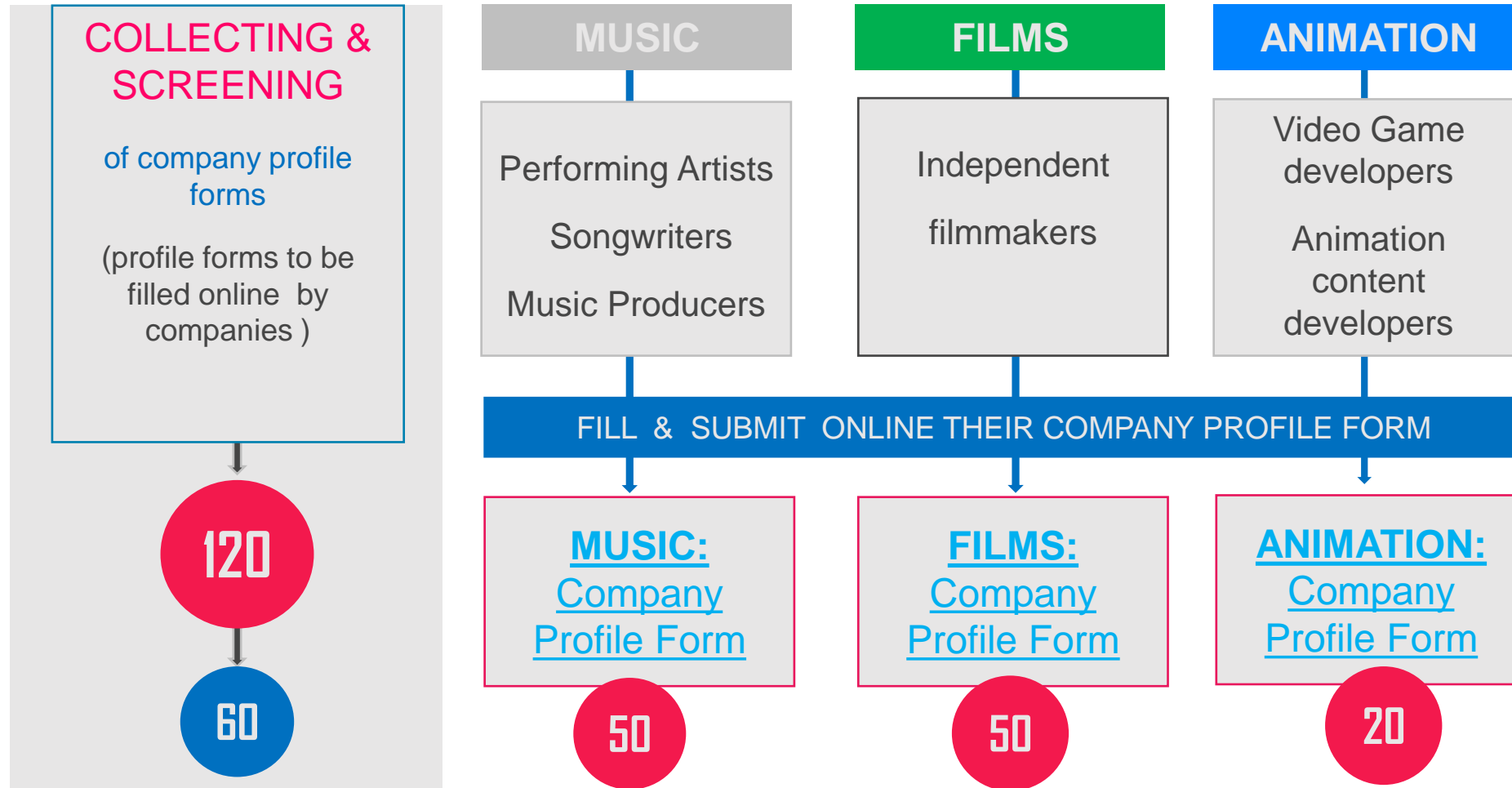
Session 1

Session 2

Session 3

Session 4

COMPANY SELECTION PROCESS



OPPORTUNITIES ARE HERE

The Opportunities are Here (OAH) project provides young talents in front of and behind the camera with tailored mentoring, networking opportunities and media exposure, and generate new trade capacity and export opportunities in the film sector in Uganda. It primarily targets young creatives in Uganda and is designed to incubate and accelerate their talents through specialized training on the film industry giving participants the opportunity to acquire competences and gain competitive advantage in the marketplace.

TARGETS: KEY NUMBERS

5,000
PEOPLE IMPACTED



1,000
JOBS SUPPORTED



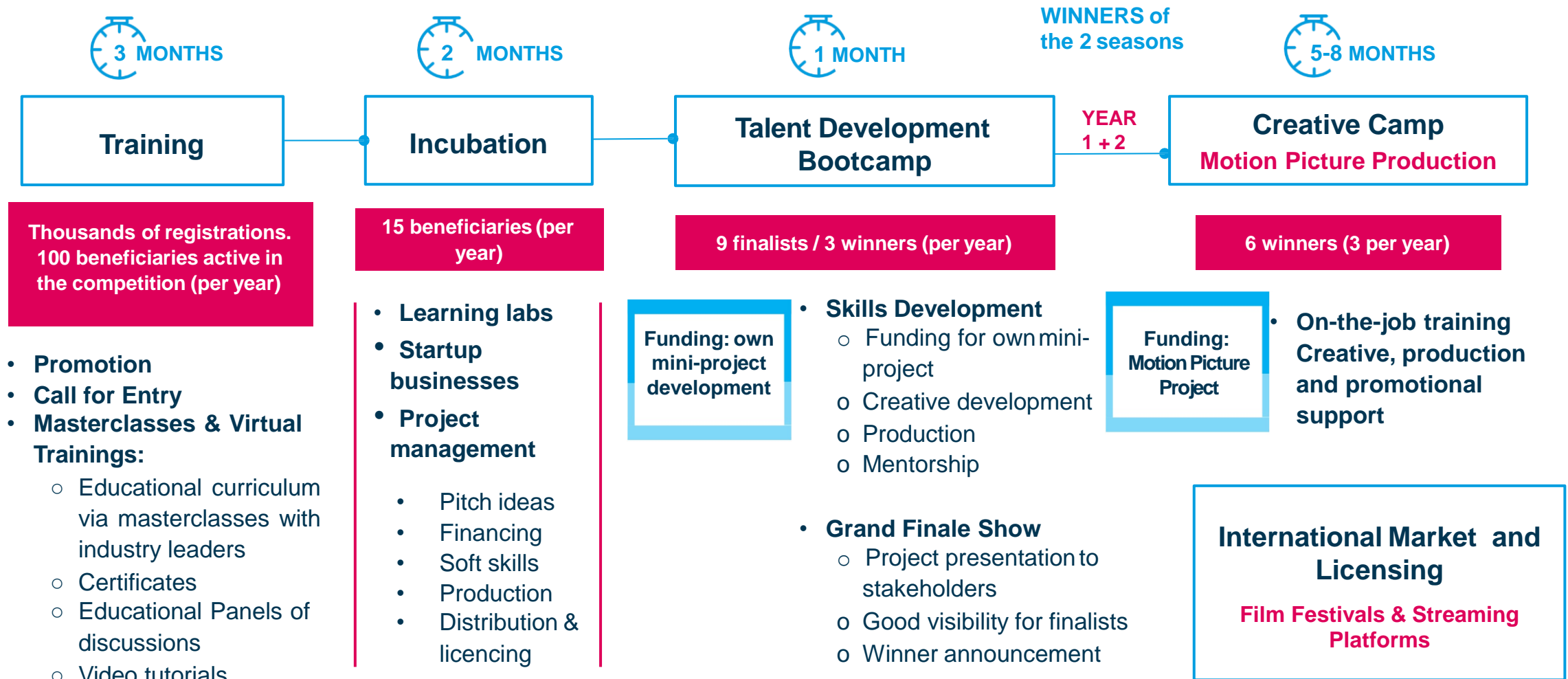
PROJECT OVERVIEW

Duration: Mar 23 – Feb 25
Budget: USD 2M
Target countries: Uganda



Creative Industries – Film Industry

Opportunities are Here Approach



Creativity, Film and Development

Opportunities Are Here (OAH)



- **Job** creation
- Talent discovery
- Visibility for young creatives
- **Soft skills** training
- Storytelling: **Identity** and culture



- Co-creation and partnerships
- **Networks** and collaboration
- Sector **professionalisation**
- Increased **competitiveness** of the Ugandan film industry



- **Export capacities** strengthened
- International **visibility**
- Availability of local content: strengthened **identity**
- **Knock-on-effects** on other sectors e.g. Tourism, music, services, tech

Tourism Development

ITC looks at tourism from a trade perspective along every step of the **value chain**.

Myanmar: Inclusive Tourism with focus on Kayah state and extension to a new state



Government level: Tourism Strategy, Tourism statistics, Tourism law & policies

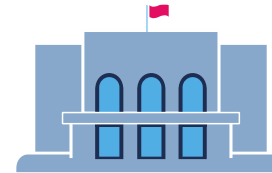
Tourism-related Associations: Country Branding, Better services for members, Advocacy

MSMEs (e.g. inbound tour operators): (Digital) marketing, Tour development, market & backward linkages

Communities: Community-based tourism development, Codes of Conduct, Quality management

Developing tourism, culture and hospitality for sustainable jobs and growth: **how can ITC help (cont.)?**

Assistance, advisory and training for government and public institutions



Strengthening of tourism associations to improve their services to MSME members



Improved tourism statistics to help mapping trends



Codes of conduct to protect and preserve local culture



Public-private dialogues on tourism boost confidence in local stakeholders



Supporting small businesses through trade

Developing tourism, culture and hospitality for sustainable jobs and growth: **how can ITC help?**



Putting local culture and experiences first and establishing Information Centres



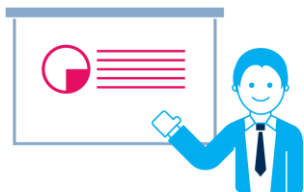
Specialization and inclusion: Developing and upgrading responsible tourism services, products and backward linkages



Improving food safety and quality infrastructure



Promoting digitalization and upgrading



Training programmes for youth, entrepreneurs, MSMEs and labour



Strengthen policy and industry coordination and collaboration



Developing branding and marketing campaigns and supporting commercialization of offers to local, regional and international markets



Strengthening linkages to international tour operators and investors

Supporting small businesses through trade

Market linkages



Brochures, leaflets & maps



Social media marketing training

Exhibition stands at tourism fairs



Familiarisation trips for the media



Investment facilitation and promotion

Enhancing Transparency



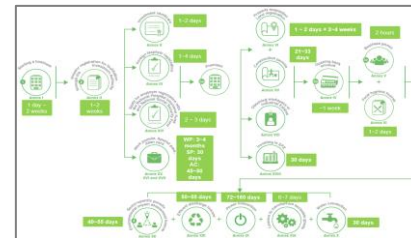
- Targeted investment profiles highlighting sector-specific opportunities
- Step-by-step investment procedural guides
- Sector specific tax guides to reduce procedural complexities



Streamlining Procedures



- Business Process Analysis (BPA) to identify procedural inefficiencies
- Analysing reform options and policy advisory on best practices
- Facilitating inter-agency coordination



Strengthening IPAs



- Building capacity for effective investment facilitation/promotion
- Strengthening policy advocacy capacity
- Support establishing /enhancing IPA web portals



Connecting investment



- Raising awareness on investment opportunities
- Comprehensive guides on investment procedures
- Investment promotion and networking activities
- Linking investors and local companies



Ethiopia



Kenya



Zambia



Rwanda



Tanzania



Uganda



Mozambique

Strategic Investment Promotion

ITC investment promotion strategies

- Define the role of investment as driver of value chain development and upgrade;
- Are geared towards creating regulatory and operational conditions to attract certain types of investment in priority industries;
- Enable governments to target companies and projects with desirable development effects.

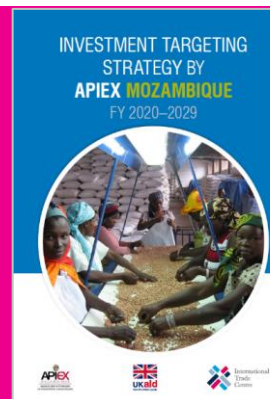
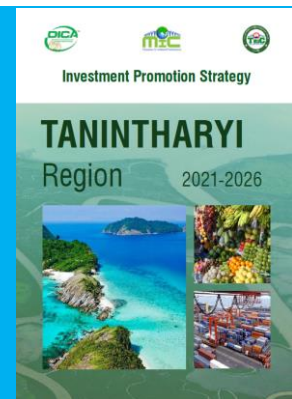


Trade and Investment Roadmap

- A coherent, integrated trade and investment framework to economic development
- A clear direction for a country's market-led priorities at the policy, institutional, sector and enterprise levels
- Definition of productive investment (FDI) priorities for value chain development, sector growth and diversification

National / Sub-national Investment Promotion Strategy

- Comprehensive coverage of economic aspects to be strengthened by FDI
- Definition of sectors with FDI potential, *linked* to national development goals
- Targeted activities to strengthen the investment climate (including policies, institutions, market factors)



Sector / Industry Investment Promotion Strategy

- Definition of a priority (sub)sector(s) with high potential to attract FDI to drive development and export
- Identification of criteria for lead generation and qualification, setting geographic focus
- Definition of goals, activities, and timeline for strategy implementation, monitoring and evaluation

What do investors want?



Investment facilitation topic area	Average share of respondents that see measure as “very important”	Share of respondents that see capacity building in this topic area as “very important”
Information and transparency	72	60
One-stop-shop services	69	66
E-government services	69	61
Stakeholder-government consultations	59	48
Outward FDI support services (by home countries)	56	46
Streamlining administrative procedures	50	54
The role of IPAs	50	39
Measures that directly increase the development impact of FDI	47	n.a.

Source: IDB/ITC/DIE investor survey.

Investment Facilitation

ITC's solutions on investment facilitation focus on improving investment climate and making it easy for foreign investors to start and conduct their businesses.

REGULATORY REFORM PROCESSES to facilitate investment

- Enabling domestic legislative and regulatory reforms, related to investment facilitation;
- Technical and advisory services on negotiating and implementing investment treaties (including WTO Investment Facilitation for Development Agreement);
- Conducting Investment Facilitation assessments to identify gaps and develop action roadmaps;
- Capacity building to strengthen the capacity of investment agencies;
- Technical and advisory support to increase transparency and streamline investment related procedures

ENGAGEMENT OF STAKEHOLDERS in creating a conducive investment policy

- Organising awareness-raising events, dialogues, webinars, advisory sessions
- Undertaking public-private dialogues to provide a forum for public and private sector to implement reforms.
- Developing technical reports/briefs/guides on investment facilitation for public and private sector stakeholders
- Organizing targeted support for private sector to develop policy positions and engage in policy advocacy

Investor Targeting and Aftercare

- Investor-targeting and aftercare are two main channels for an IPA to generate investment.
- ITC provides technical support to the set-up, training, and operations of these two IPA functions.

INVESTOR TARGETING

- Technical assistance for the planning of an investor targeting campaign
- Guidance on lead generation and company qualification
- Development of a sector value proposition (a business case, pitch, promotional material)
- Accompanying investor outreach: meetings, sensitization, building relationships, visits
- Guidance on monitoring and evaluation of campaign results

AFTERCARE

- Coaching on putting together the task force: staff, partners, task force TOR
- Capacity building on aftercare principles and how to apply them
- Guidance on adopting a web-based CRM
- Accompanying in the identification of high-potential companies and company outreach
- Brainstorming with an IPA on "what can be done" (action plan) to assist companies for investment retention and expansion

Working with Investment Promotion Organisations to build more supportive ecosystems for businesses

- Benchmark analysis (investment journey) & reports
- Digitalization strategy
- Performance improvement roadmaps (based on self-assessment or ITC assessment)
- Facilitating peer-to-peer learning
- Capacity building and institutional strengthening
- Learning by doing



Movement of natural persons



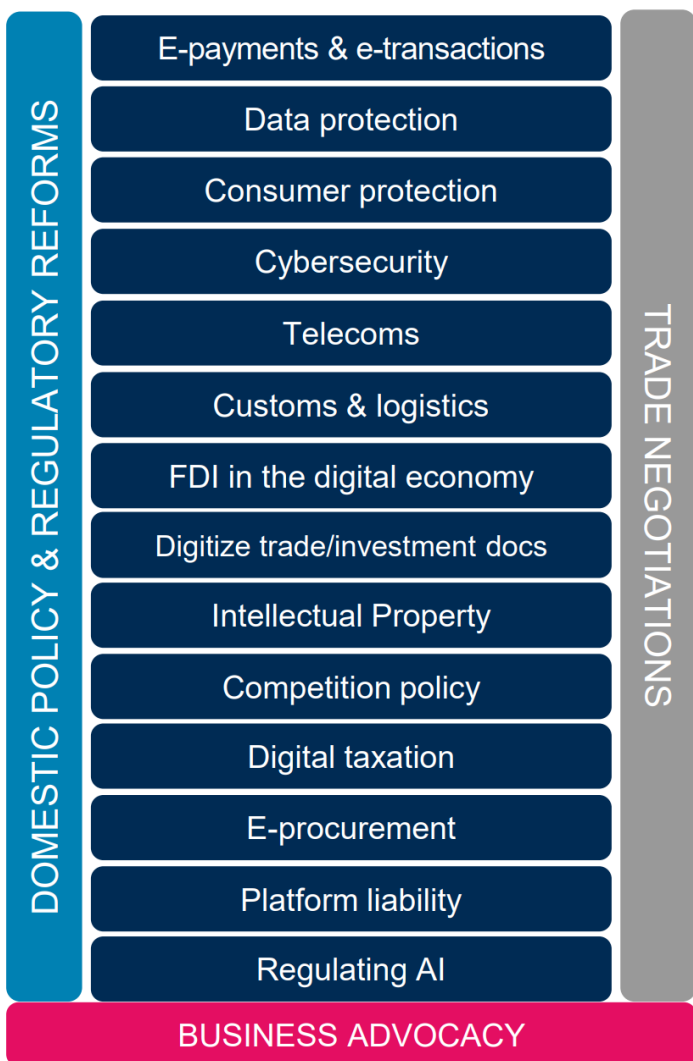
Mode 4 Technical Paper
Bridging the Information Gap in Mode 4 Service Trade

- Capacity building and policy advisory on mode 4 negotiations and implementation of commitments
- Review of domestic regulatory frameworks to enhance temporary MNP (services suppliers)
- Promoting mutual recognition agreements (MRAs) to facilitate mobility of qualified professional
- Joint Research/Analysis and Knowledge sharing on opportunities and challenges in mode 4 trade
- Pilot mode 4 database for SMEs and professionals

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Digital Trade policy



To build an **enabling regulatory environment for digital trade**, ITC assists countries in developing digital policy and regulatory environments at national, regional and multilateral levels, including:

- **Review/advisory** support on legislative and administrative reforms,
- **Capacity building** and advisory support for **negotiation and implementation** of chapters on e-commerce/digital trade in trade agreements (e.g. DEFA)
- **Advisory services** for adopting international standards into domestic frameworks.

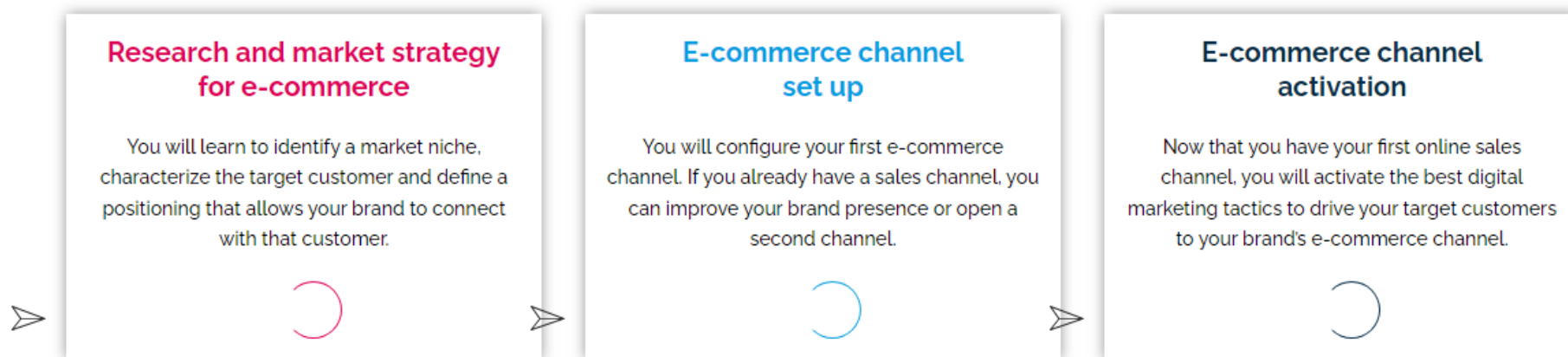
Developing a **holistic policy ecosystem** to facilitate digital trade involves :

- sensitizing policymakers and private sector on policy trade-offs e.g., innovation vs. consumer protection
- assessing different regulatory approaches suited to specific priorities and context of a country e.g., privacy and data transfers
- supporting reforms to regulatory frameworks in line with international best practices e.g., data protection & cybersecurity laws, digitization of trade - related documents
- ensuring MSMEs are considered/prioritized in reform processes

MSME skilling in e-commerce

Guiding businesses from moving offline to online: E-commerce toolkits, support on onboarding on national and regional marketplaces, starting an e-commerce journey, online-marketing, payment, how to get on digital platforms

- Skilling programs are developed based on the level of digital maturity of businesses, the state of e-commerce ecosystem and target markets (domestically, regionally and internationally)
- Skilling through ToT to create the network of advisors and strengthen business support organizations



Partnerships for e-commerce

Partnerships with ecosystem actors are essential to unlock the opportunities for e-commerce



strive



E-commerce tools for MSMEs




ecomConnect.org Community

Connects entrepreneurs, organisations and business experts with SMEs to share e-commerce solutions and success stories, and access free tools, via our online community.



ecomConnect Market

Brings together a selection of e-commerce businesses from around the world, to promote and showcase best practices achieved by the ITC ecomConnect Programme.




E-commerce Readiness Quiz

Rapidly assesses e-commerce readiness in 5 areas: e-commerce planning, online presence, digital marketing, shipping, and inventory and customer service.



Marketplace Explorer

Explores marketplaces in [Africa](#), in [Latin America and the Caribbean](#). The recent addition: [Asia](#) Marketplace Explorer.



E-commerce Cost Calculator

Helps SMEs understand the costs of selling on popular e-commerce marketplaces such as Amazon, eBay and Etsy, or their own online stores. Supports SMEs to set up pricing strategies and calculate sales margins.



Online Payment Solution Finder

Helps businesses easily find available payment solutions for which they may be eligible in a given country and sales channel. It also incorporates background information and contacts for the listed solutions.

Upcoming events

APR
18



**Secrets to
CREATING...**
[Find out more](#)

APR
19



**E-commerce
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 ITC
Ask the expert
Building Financial Literacy for E-commerce Success
How to Deliver the E-Commerce Experience of Tomorrow
30 May 2024 | 14:00 CET
Zoom
In partnership with **VISA**


Dorothy Matamba
Senior Director,
Head of Client
Marketing Sub-
Saharan Africa. Visa

Case: bringing MSMEs to e-commerce



The EU-funded Ready4Trade Central Asia; 5 countries; 2020 – 2023

- Regional project for five countries (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan)
- Trained 200+ MSMEs and connected them to markets domestically, regionally and internationally through digital channels. Over 70% of transacted MSMEs are women-led manufactures in textile and garments; processed food and artisanal sectors
- Built a regional network of e-commerce advisors and local partners. Improved intraregional connectivity between institutions. Established partnerships with international ecosystem players.



The EU-funded Women and e-commerce in Central America; 6 countries; 2018 – 2021

- Regional project for 6 countries (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama)
- Trained 200+ women-led MSMEs from artisanal sector and connected them to international markets through digital channels
- Built a regional network of e-commerce advisors and local partners. Improved intraregional connectivity between institutions. Established partnerships with international ecosystem players.



The World Bank funded We-Fi project in MENA; 2 countries; 2021 – 2022

- Regional project for 2 countries (Lebanon and Tunisia)
- Trained 150+ women-led MSMEs and connected them to domestic, regional and international markets through digital channels. Sectors included processed food, textile and garments, jewelry, artisans.
- Built a regional network of e-commerce advisors and local partners. Established partnerships with domestic, regional and international ecosystem players.

Case: partnerships for e-commerce



Supporting SMEs with digital trade through eBay, in collaboration with payment and logistics providers.

In Latin America, the Caribbean and Central Asia we collaborated with **eBay** to support businesses with their online journey. We also partnered with **Payoneer** to connect MSMEs to the international payment system and **DHL** to provide quick and cost-efficient international B2C delivery.

Watch the success stories of entrepreneurs supported by [eBay in Central America](#).

Visit [eBay shops of entrepreneurs from Central Asia](#).



Supporting MSMEs with cross-border trade and adoption of digital tools.

With **Google** and **ICC**, we launched a programme to strengthen the digital capacity of 1,000 MSMEs from **10 ASEAN markets** through a series of virtual and in-person trainings. The goal is to lead small businesses through a cross-border entrepreneurial journey, from identifying and comparing trade opportunities to understanding market access conditions, exploring trade finance options and sharpening their skills in digital marketing.

[Building capacities of institutions with digital tools in building visual identity and branding for e-commerce.](#)

In partnership with **Canva**, we delivered train-of-



trainers programme for 36 institutional representatives from over 15 countries across Africa, Asia and Latin America to scale this knowledge to thousands of enterprises.

Case: practices to advance regional e-commerce ecosystem

- Conference for 60+ policy makers and ecosystem players from Central Asia to debate how to harness the potential of e-commerce in the region.
- Study tour in Dubai UAE to adapt the best-in-class solutions from the DHL Innovation Center, Dubai Commerce City, AstroLabs and Dubai Multi Commodities Center.
- Formulating recommendations on advancing of e-commerce adoption by MSMEs and greater intraregional collaboration.





Thank you 🙏
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