

E Commerce and SMES

Leveraging the capacity of Least Developed Countries to benefit from E-Commerce

Seminar "Ecommerce for Development"

Friday 9 December 2016

Session II: 14:30 to 16:00

Room CRI, WTO





The concept of micro-multinationals



...after "Commerce 3.0" from ebay



Tripod of problems... and misconceptions about solutions



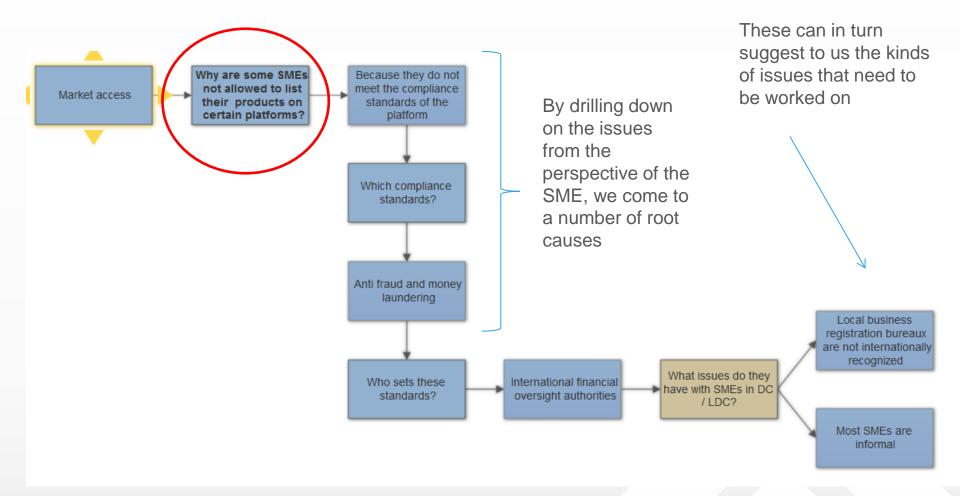


The map of problems





Understanding root causes





Flow chart for "Theory of Change" – E Solutions

Increased knowledge, skills Increased awareness and interest Improved consensus and feasible plans to act Action and exchange Policy makers are more Policy makers & regulators Policy makers, partners Increased aware and better agree a prioritised set of and the private sector trade understand practical actions to develop e engage in a dialogue through barriers and commerce, including a digital review of how to reduce the opportunities to digital channels for trade experienced by practical barriers to its SME's from **SMEs** adoption DC/LDC *** TISIs identify gaps and TISIs agree on action plan to TISIs & cooperative organisations own potential solutions to better close gaps in access to digital the means to sustain and develop the **Enterprises** support SMEs trade for the SME's they presence of SME's in digital channels in developing TISIs and SMEs represent collectively and market places and least TISIS Training / communication materials aware of the developed opportunities for Technology countries and Implement legal structures / trade in digital economies in channels and the agreements transition solutions to become overcome the commercially barriers successful in online marketplaces Understand the requirements SMEs implement changes to enable and digital they will need to fulfil to trade (marketing, branding, etc.) in channels effectively sell online international digital channels and market places Partners jointly engage in the Partners actively support the Partners have Partners* project with ITC (evidenced in programme by providing favourable raised awareness of the ITC as a papers, articles or conferences access conditions or other technical potential partner summaries) contributions or promote awareness of with which to SME goods and services work.

The map of solutions





Solutions piloted in Côte d'Ivoire...



...Made in Morocco: extending the approach to internationalisation





Made-In-Morocco.ma

- More than 300 SME's sharing a common platform (developed by the FNEM – Moroccan federation of ecommerce)
- 400 000 SKU's
- => In effect an E mall:
- Shared payment solutions
- Shared logistics
- Shared marketing

ITC helped the FNEM / Made in Morocco to:

- Set up fiscal and legal representation in Europe and the US
- Organise international logistics

In return FNEM has helped with:

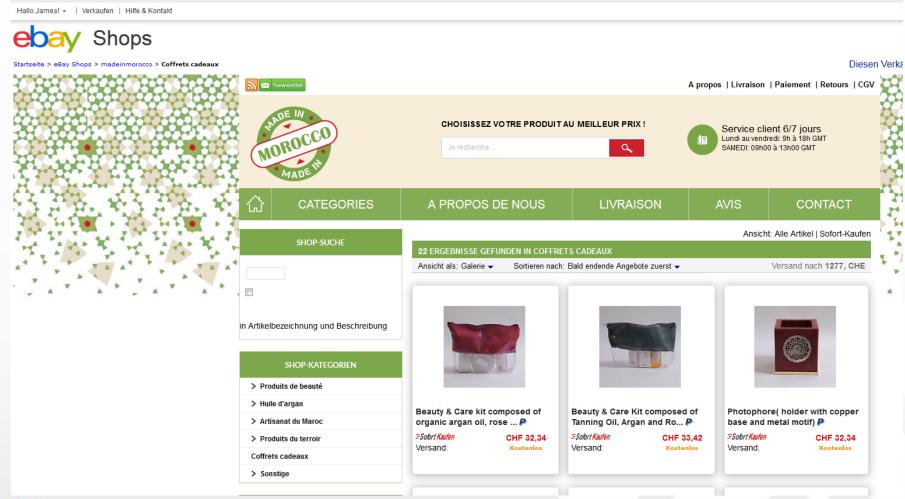
- Developing admin interface
- Piloting solutions



Made in Morocco: a promotion underway!

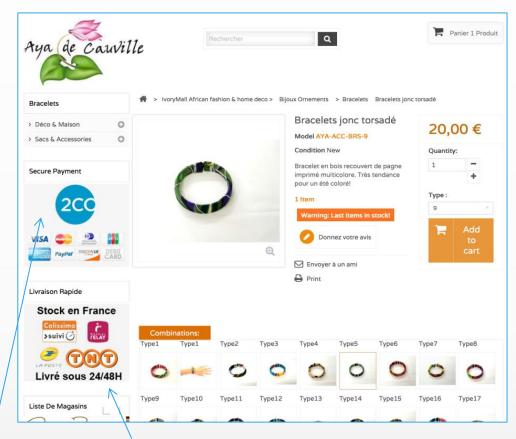
Buy now! Free shipping in Switzerland

https://goo.gl/qvimdv





Digitisation: example from Côte d'Ivoire



Bracelets jonc torsa
By: AYADECAUVILLE
Type

AYA-ACC-BRS-1

WWW. ACC-BRS-1

Payment solutions

International transport solutions

Logistics solutions

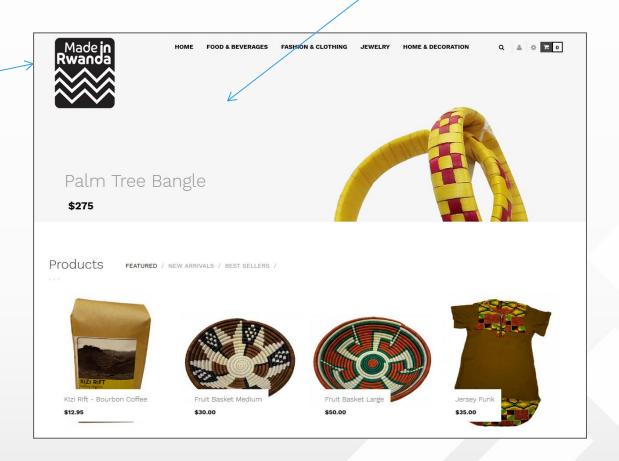
Unique reference code



Example: Made in Rwanda

ITC has designed the ecommerce portal and is supporting SMEs to list and sell their products online

Logo and marketing campaign Initiative of the Ministry of Trade, Industry and EAST African Community Affairs (MINEACOM)





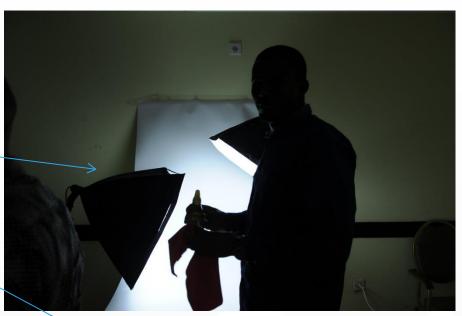
"E Commerce Bootcamp"

Photo studio

Skills of product description

Using admin interface



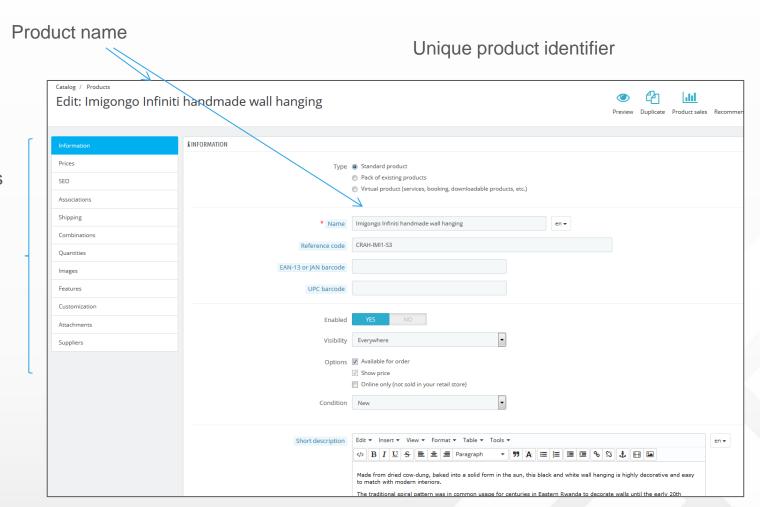






TRADE IMPACT FOR GOOD

Behind the scenes: the admin module



Admin details



Example product listing



FOOD & BEVERAGES FASHION & CLOTHING JEWELRY

HOME & DECORATION



/ Imigongo Infiniti handmade wall hanging







Reference: CRAH-IMI1-S3 Manufacturers: Craft House

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Made from dried cow-dung, baked into a solid form in the sun, this black and white wall hanging is highly decorative and easy to match

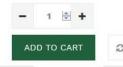
8+ Google+

The traditional spiral pattern was in common usage for centuries in Eastern Rwanda to decorate walls until the early 20th century

15 Items



\$35.00





Pinterest

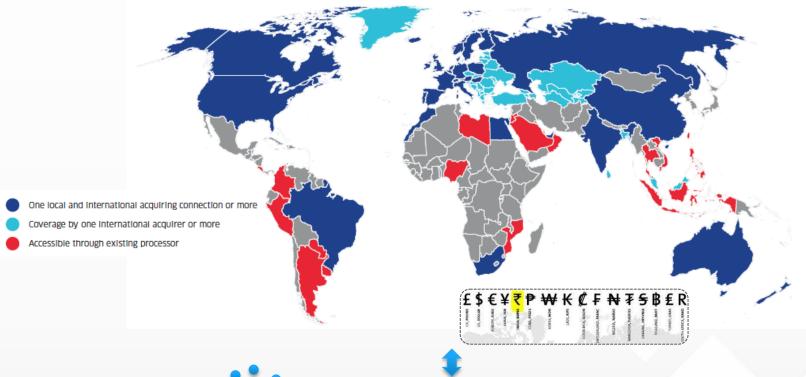
Made in Rwanda: a gateway to international markets





Work in progress in

It will be possible to collect payments from anywhere





Members can receive multicurrency payments and their customers can pay in their local payment method



Linking the physical and virtual





Eben Sermon

Vice President eBay Greater Europe, Middle East, Africa

Working with ITC to support small businesses





Stefano Arganese

Chief Executive Officer

DHL Freight Central Eastern Southern Europe &

Americas, Middle East, Africa

Working with ITC to support small businesses



Recent ITC publications on e-commerce

International E-Commerce in Africa: The Way Forward

Bringing SMEs onto the e-Commerce Highway

E-Commerce in China: Opportunities for Asian Firms







May 2016



Oct 2016

