

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

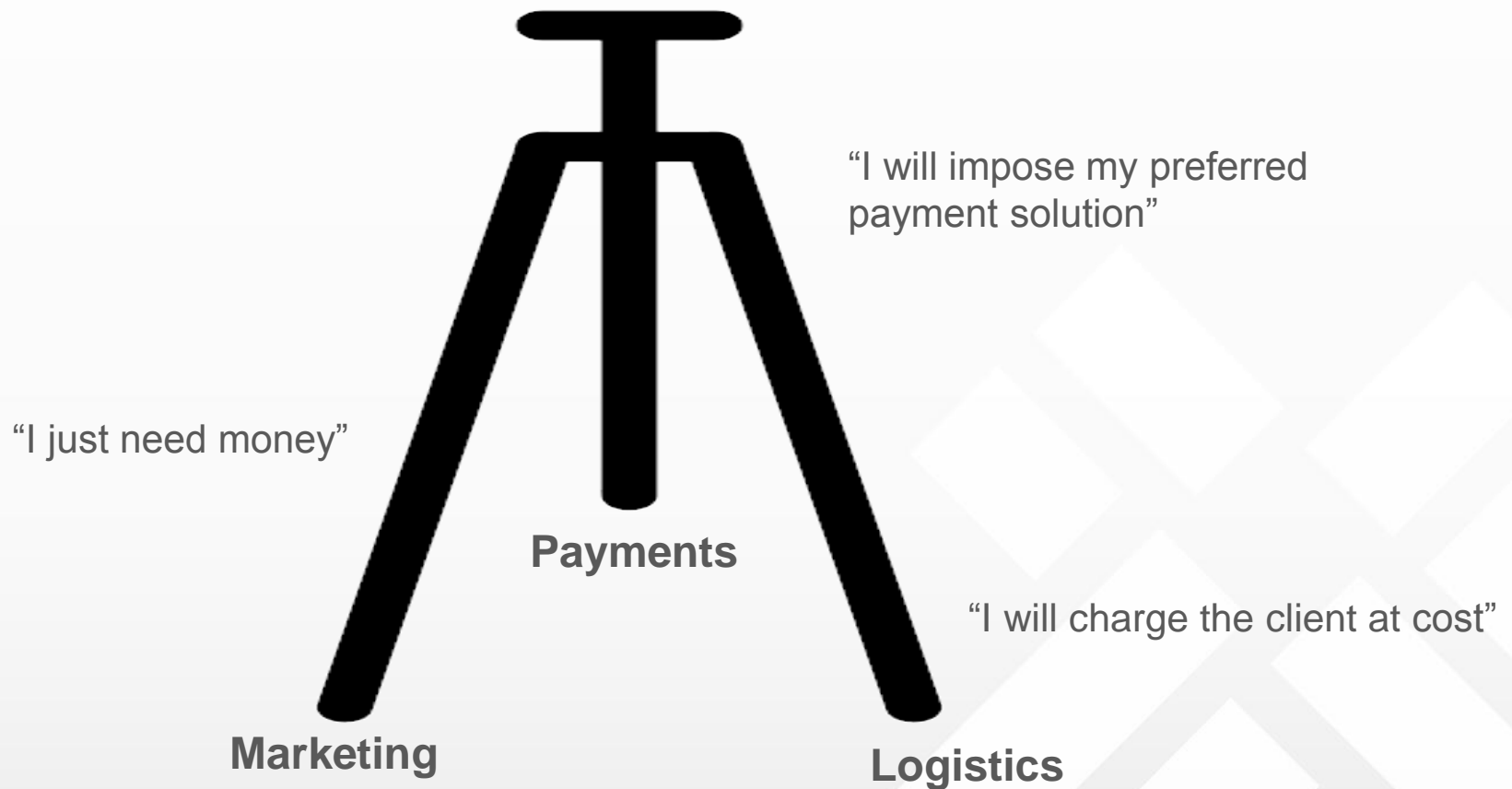


The concept of micro-multinationals



...after "Commerce 3.0" from ebay

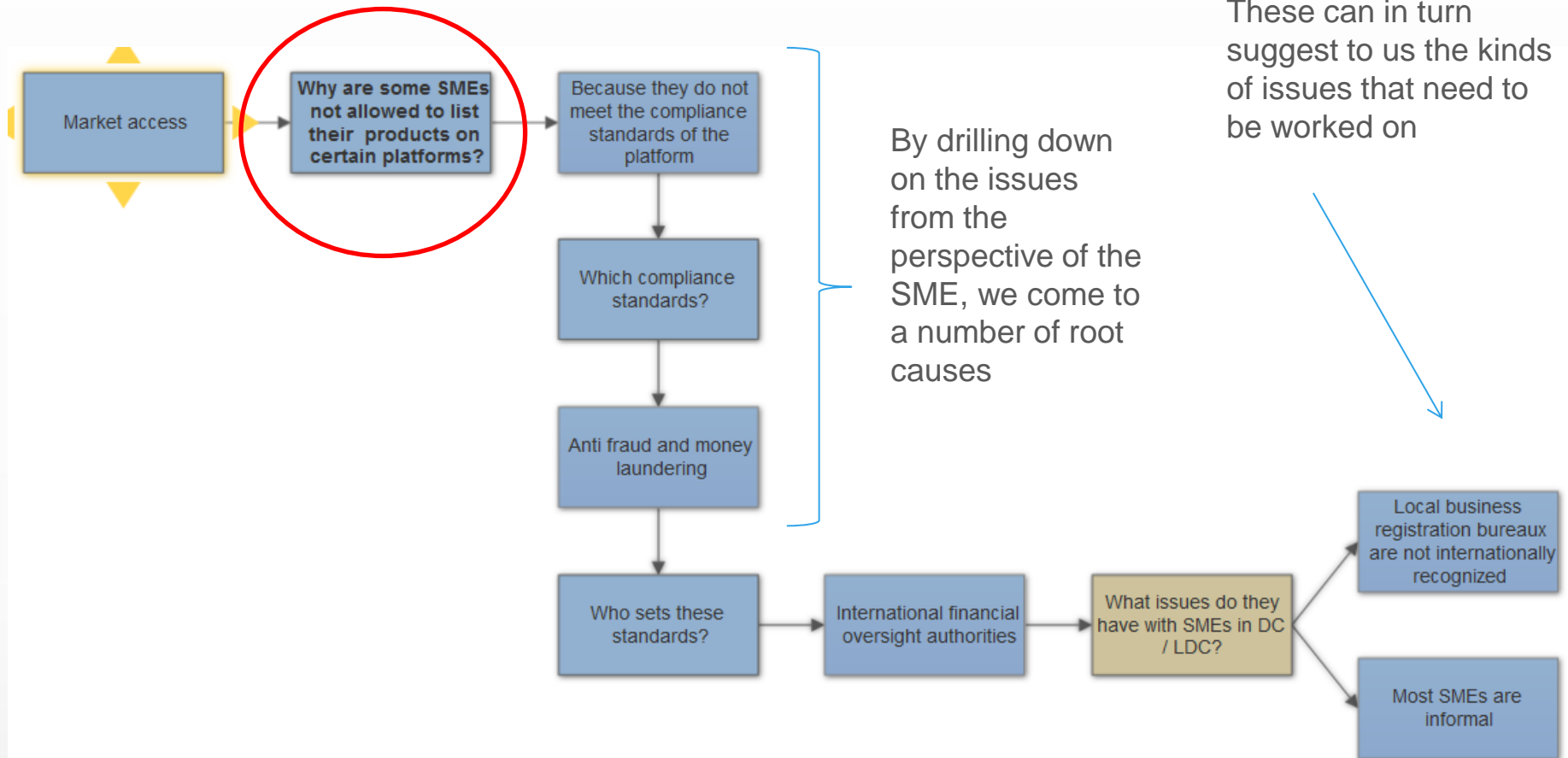
Tripod of problems... and misconceptions about solutions



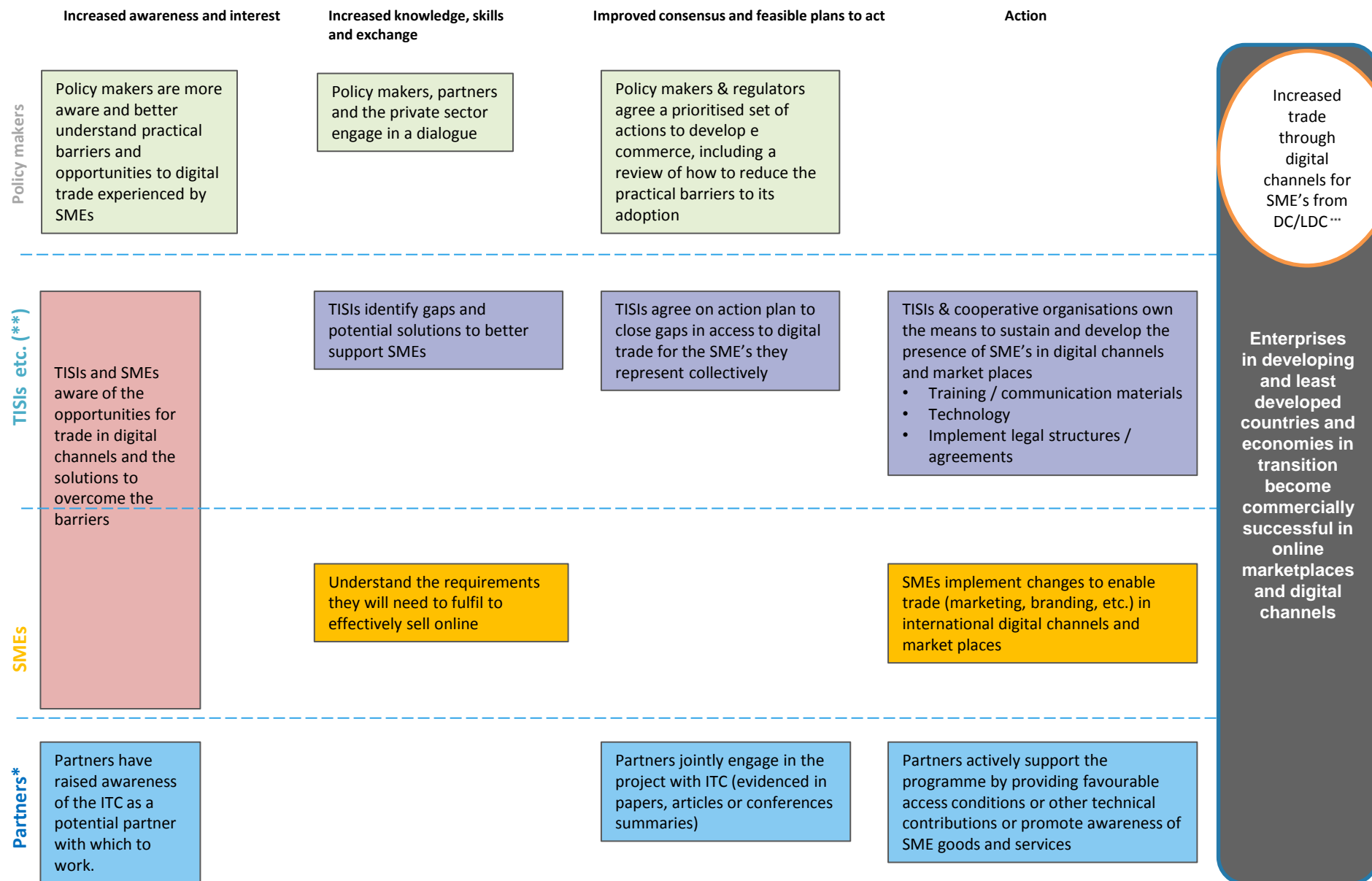
The map of problems



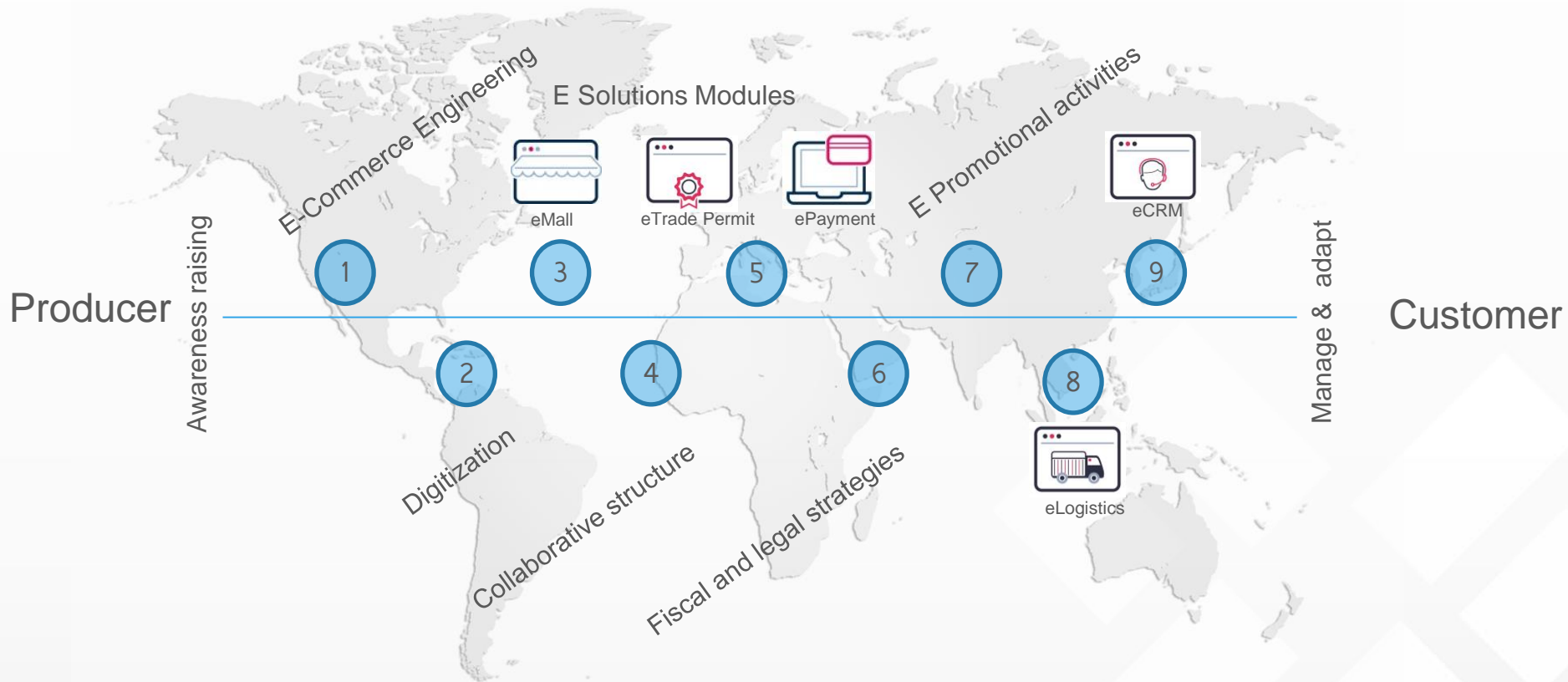
Understanding root causes



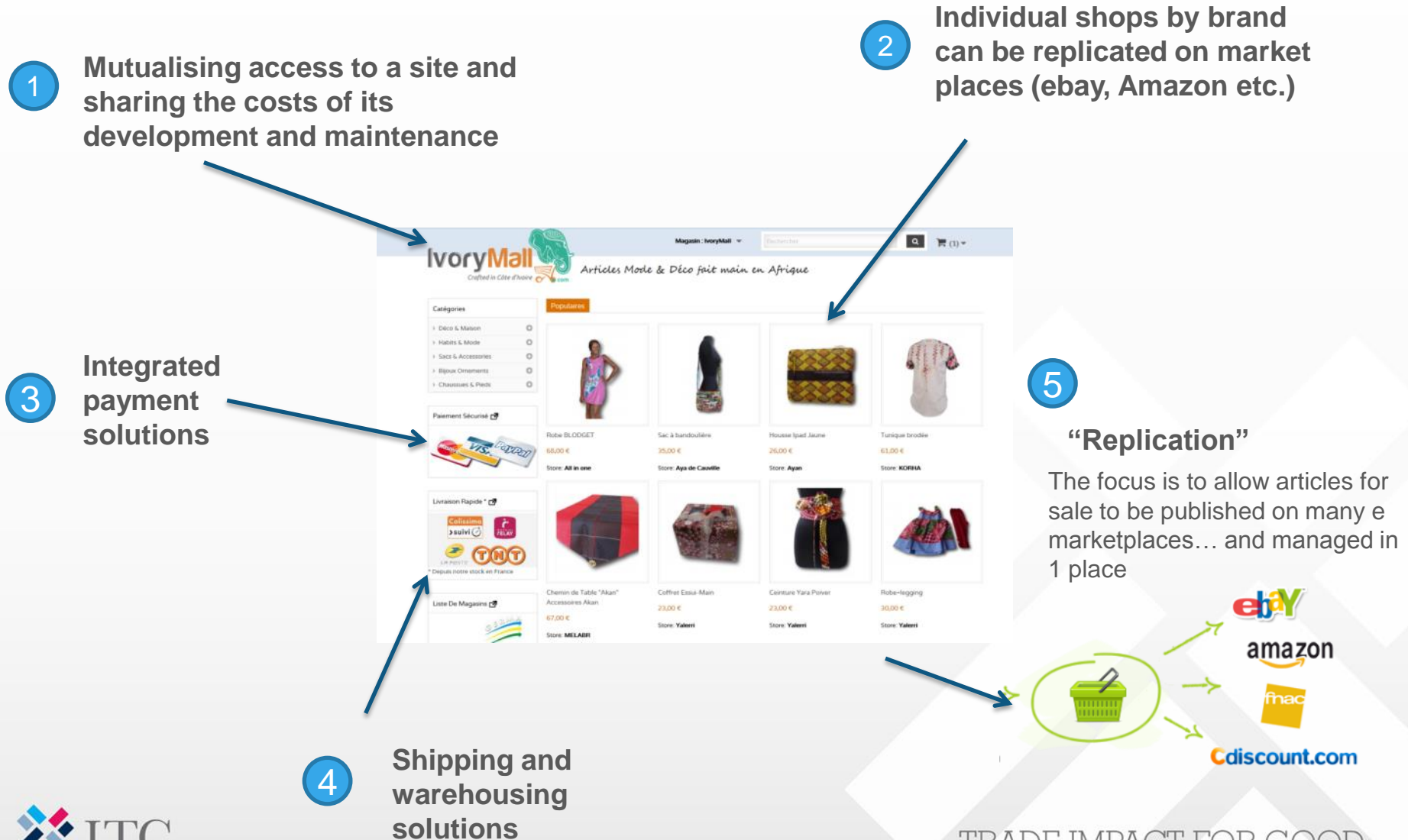
Flow chart for “Theory of Change”– E Solutions



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 e-commerce)
- 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>


Hallo James! | Verkauften | Hilfe & Kontakt

ebay Shops


Startseite > eBay Shops > madeinmorocco > Coffrets cadeaux

 **CHOISISSEZ VOTRE PRODUIT AU MEILLEUR PRIX !**

Je recherche ... 

 **Service client 6/7 jours**
Lundi au vendredi: 9h à 18h GMT
SAMEDI: 09h00 à 13h00 GMT

A propos | Livraison | Paiement | Retours | CGV

 CATEGORIES A PROPOS DE NOUS LIVRAISON AVIS CONTACT

Ansicht: Alle Artikel | Sofort-Kaufen

22 ERGEBNISSE GEFUNDEN IN COFFRETS CADEAUX

Ansicht als: Galerie Sortieren nach: Bald endende Angebote zuerst Versand nach 1277, CHE




SHOP-SUCHE

☐

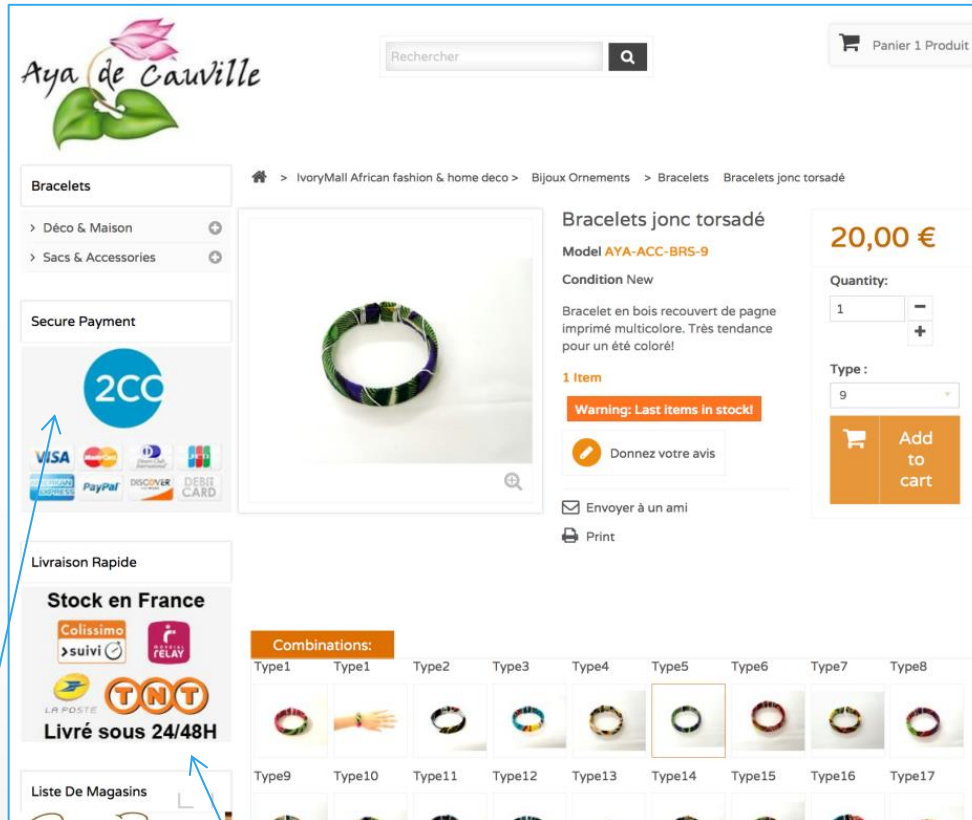
in Artikelbezeichnung und Beschreibung

SHOP-KATEGORIEN

- > Produits de beauté
- > Huile d'argan
- > Artisanat du Maroc
- > Produits du terroir
- Coffrets cadeaux
- > Sonstige

		
Beauty & Care kit composed of organic argan oil, rose ...	Beauty & Care Kit composed of Tanning Oil, Argan and Ro...	Photophore(holder with copper base and metal motif)
<i>Sofort Kaufen</i>	<i>Sofort Kaufen</i>	<i>Sofort Kaufen</i>
CHF 32,34	CHF 33,42	CHF 32,34
Versand: Kostenlos	Versand: Kostenlos	Versand: Kostenlos

Digitisation: example from Côte d'Ivoire



Payment
solutions

International
transport solutions



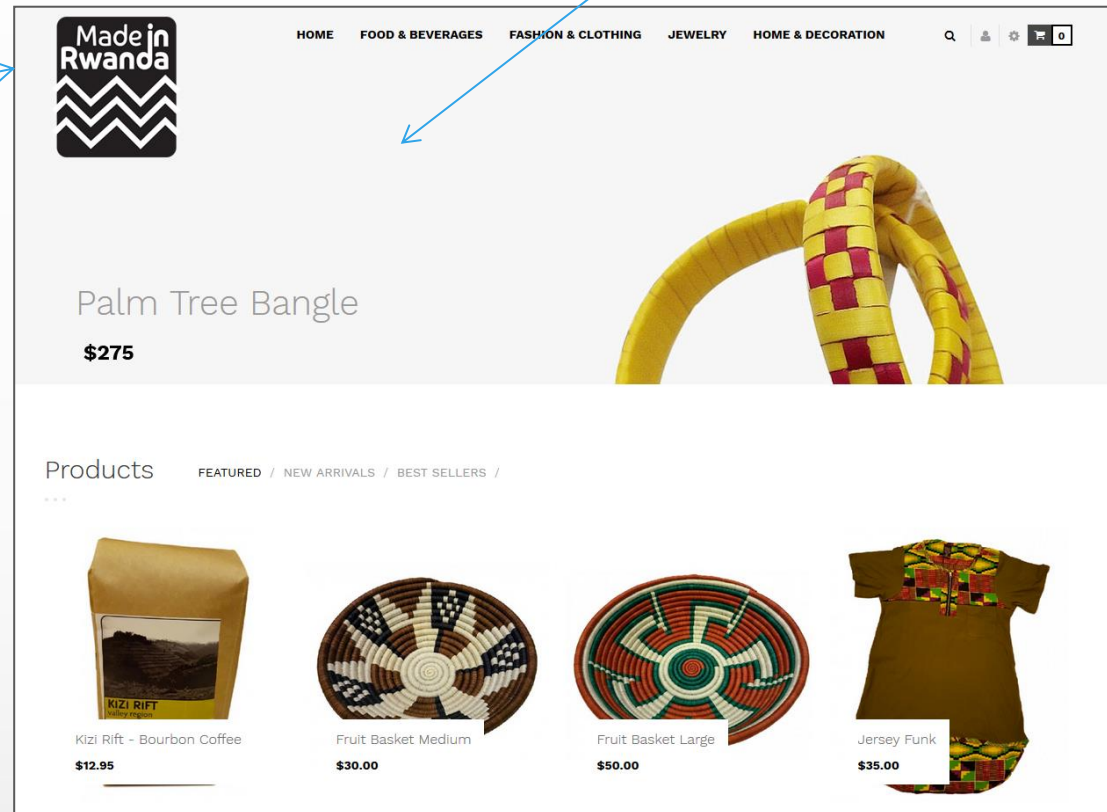
Logistics
solutions

Unique reference
code

Example: Made in Rwanda

ITC has designed the e-commerce 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)

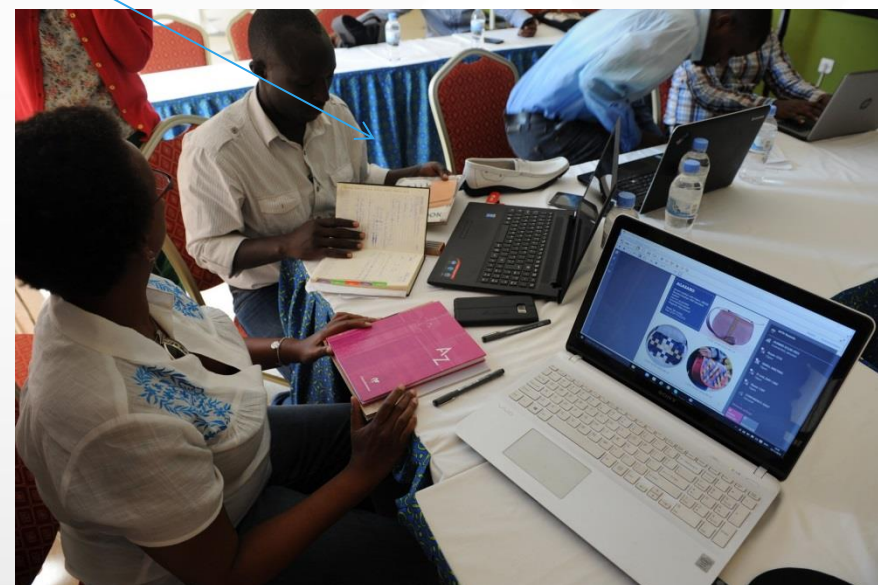


“E Commerce Bootcamp”

Photo studio

Skills of product
description

Using admin
interface



Example product listing


[HOME](#)
[FOOD & BEVERAGES](#)
[FASHION & CLOTHING](#)
[JEWELRY](#)
[HOME & DECORATION](#)
[Q](#)

0

/ Imigongo Infiniti handmade wall hanging



Imigongo Infiniti handmade wall hanging


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Reference: CRAH-IMI1-S3

Manufacturers: Craft House

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 with modern interiors.

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

15 Items



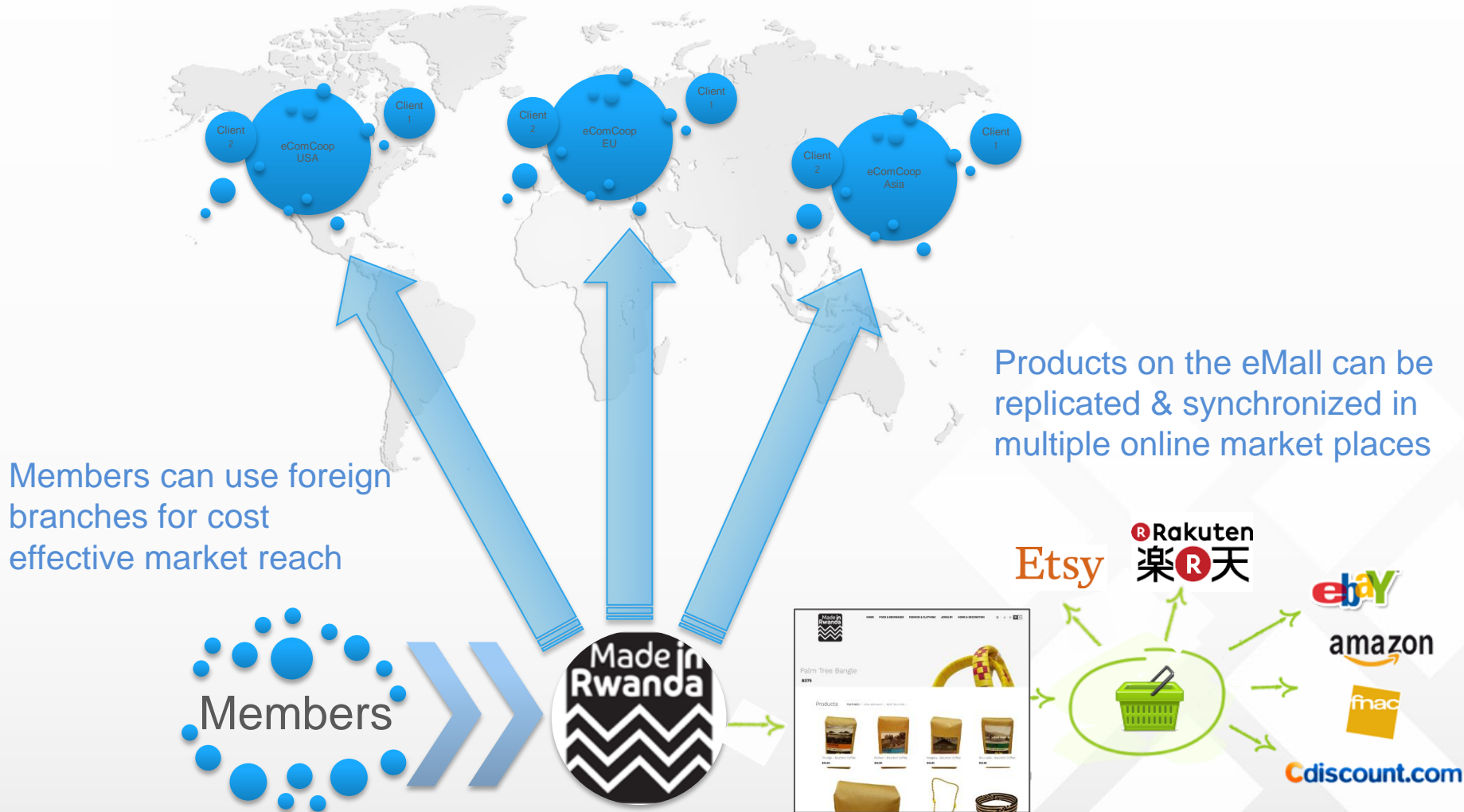
\$35.00

- 1 +

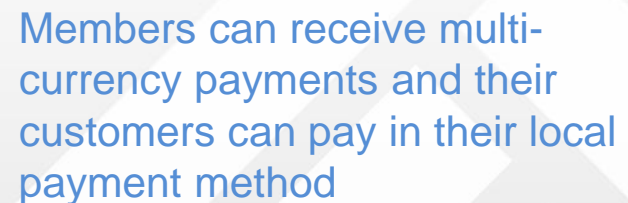
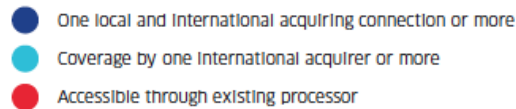
ADD TO CART



Made in Rwanda: a gateway to international markets



It will be possible to collect payments from anywhere



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**

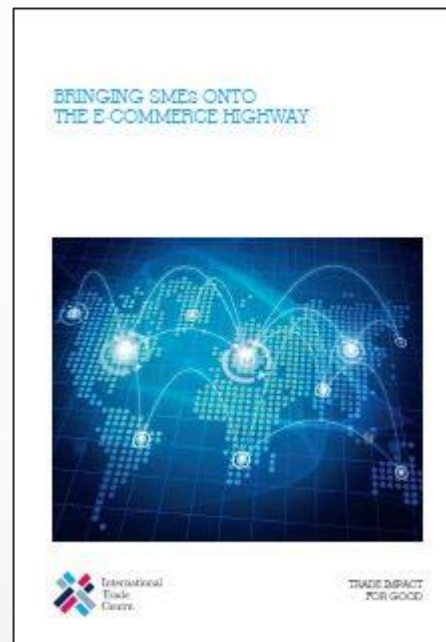
Recent ITC publications on e-commerce

International E-Commerce in Africa: The Way Forward



Dec 2015

Bringing SMEs onto the e-Commerce Highway



May 2016

E-Commerce in China: Opportunities for Asian Firms



Oct 2016