MED MSMEs
Policies for inclusive growth
THIS PROGRAMME IS FUNDED BY THE EUROPEAN UNION

Support to an Enabling Business Environment for
MSMEs Development & Financial Inclusion

Leveraging digitalisation to capture new opportunities to develop SME Exports

Jordan Roundtable

Sept 7th, 2021

GOPA
WORLDWIDE CONSULTANTS

Agenda

- A framework of transformation with three pillars
  - Governance
  - Business Environment
  - Services to SMEs
- Transversal themes
  - Regional collaboration
  - Women in exporting SMEs
- Priorities Jordan
- Design workshop: Jordan Pilot

Digital transformation - let's first agree on definitions

The prevailing definition of *Digital Transformation* **is the process of changing the way things are done using digital technology**. But it also means applying digital technology to new forms of *innovation* and being creative in the way we address the existing paradigms of operation and **seek new ways of working.**

Digital transformation is **outside-of-the-box thinking about how things should be done** and a way to make those new ways reality

DT is transforming businesses large and small and, at the same time, transforming international trade. **New products** and -specially- **new services**, **new business actors** and **new distribution channels** are creating new modalities of international trade relations and transactions. As companies evolve, change and experience new challenges to expand internationally, so **must the government agencies that service them.**

Digitalization of export promotion agencies - Impact

- **Electronic foreign trade single windows**: in Costa Rica, 22% growth in number of buyers and 44% growth in export per buyer.
- **Authorized economic operator programs and their mutual recognition**: study finds that AEO-certified firms increased exports by 1.8-2.8%.
- **Coordinated border management:** at the Peñas Blancas border crossing, the average total border crossing time expected to be reduced by 80% on the Costa Rican side and by 70% on the Nicaraguan side.
- **All have digital dimensions**: Single window and regional interoperability (cloud computing); AEO (blockchain); CBM (IoT) and risk management (AI)
- **Implementation of CRM in Denmark**: We also find that overall sales, value added, and employment are only boosted at small firms. Allowing for a two year lag, sales and value added increase **by 8–9 percentage** points while **employment rises by 4 percentage points as a consequence of export promotion***.

A Framework based on three pillars

Governance & Policy framework	Business Environment	Services and Tools
Export / Digital Strategies; deployment, monitoring and assessment procedures; coordination among stakeholders in the export ecosystem, clear, comprehensive and easily accessible information	Simplification of foreign trade operations through digitalisation (import/export formalities, logistics, trade finance, digital help desk, financing facilitation vehicules ....)	Information services on international markets, technical services (market analysis, development and certification of export products/services, digital marketing, networking and support for MSMEs abroad, e-learning platforms, legal and financial services (insurance, credit, factoring,...)

Regional collaboration

Women in Exporting SMEs

Governance: digital facilitates coordination between institutions

- Export strategies with focus on digital transformation (e.g. in Denmark, Germany, Italy, France, Spain…)

- Stakeholders coordination: multi stakeholder approaches and the creation of export teams

- Interoperability

"The government's intention is to transform the model for supporting SMEs in exporting, so that international trade is now the natural outlet for the French economy"

"With the aim of relaunching 'Made in Italy' in the world in the current economic situation, at the instigation of the Minister of Foreign Affairs and International Cooperation, Luigi Di Maio, an inclusive process was launched for the first time, involving not only the members of the Steering Committee for International Italy, but all the trade associations, territories and bodies responsible for public support for internationalisation"

Case study: Italy's strategic pillars highlighting digitalisation

Patto per l'export ("Pact for Export")

Why is it relevant as a governance tool?
The pact signed among 9 ministries and private sector and other stakeholders places special emphasis on strategic coordination and maximum collaboration between the "Cabina di Regia for internationalisation", namely consolidated coordination with SIMEST and SACE (financing, export credit), the Italian Trade Agency (ICE) as well as Ministries and Chamber of Commerce.

What does it offer?
Communication with massive use of digital platforms

Integrated promotion focusing on innovation and high-tech sectors

Training on internationalization focusing on digital literacy deficit of SMEs

Maximize utilization of digital platform: international e-commerce, virtual fairs, etc

Strengthening the participation of SMEs in international fair trades and modernizing the traditional fair trade system focusing on digitalisation.

Finance and subsidize startups and young entrepreneurs going international

Allocate 1.4 billion euro to implement the strategy.

Case study: Team France Export

Mon projet ∨   Opportunités business   Mes Infos Marchés ∨   Agenda   Actualités de l'export   🔍   Mon compte

Mes Infos Marchés - Le tableau de bord des actualités et des tendances de votre secteur

Team France Export is a gathering of public and private actors in the region *(Engagement 8 - Team France Export Protocol)* to serve companies seeking to expand internationally. It is the one-stop shop for international business support.

The "digital revolution" for export

Digital technology is one of the main thrusts of the plan, and some have no hesitation in calling it a "digital revolution:
- 13 platforms will be deployed, integrating all available solutions, regional financing as well as joint offers and financing from the private sector. A sort of "virtual coach, a marketplace of solutions, with the intention of being able to use a single tool as the basis for outreach for all these companies".

- A CRM (customer relationship management), a common tool for managing business relationships, is currently being deployed. It should be fully deployed by the end of the year, according to the schedule announced last year. *(Engagement 6 - Team France Export Protocol)*

"The government's intention is to transform the model for supporting SMEs in exporting, so that international trade is now the natural outlet for the French economy. To do this, the ambition is to create a "Team France Export", a team of France, uniting all the players in a public service that is united, integrated and respects the specificities of each"

Interoperability across borders: **Estonia** - Finland Case

Interoperability refers to the capacity of different data management solutions from different government organizations to communicate and work together seamlessly.

X-Road: X-Road® software based solution X-tee is the backbone of e-Estonia. Invisible yet crucial, it allows the nation's various public and private sector e-service information systems to link up and function in harmony. 1000 enterprises and organizations in estonia use X-tee daily.

WHAT: Information exchange between national business registers

HOW : Connecting the two governmental agencies via X-Road

WHY:

- Digital cross border cooperation
- Aligned strategy towards internationalisation
- Validated and efficient Data
- Data Accessibility

Currently: 15 country members, 23 negotiating
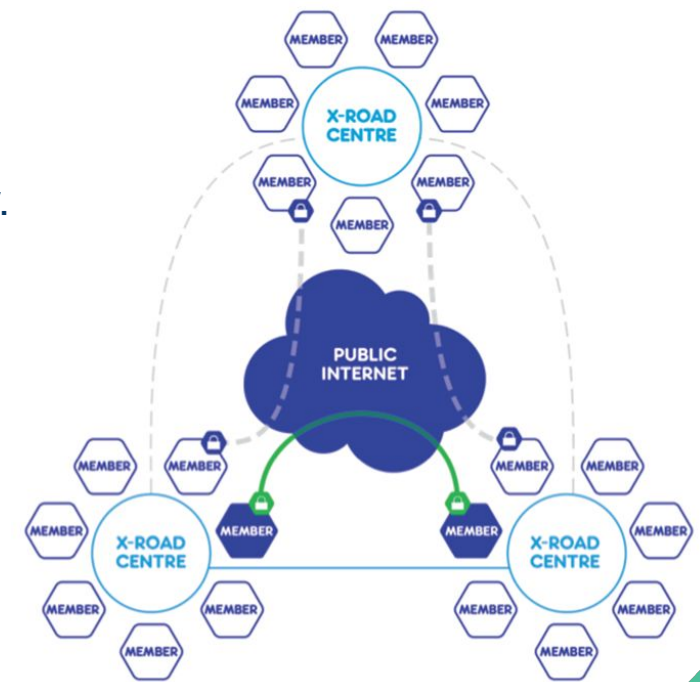
https://youtu.be/ZIhrZG18aIc

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Business Environment: digitalisation of the business ecosystem

- Use of digitalisation to enhance the enabling environment for SME internationalisation
  - Trade facilitation and customs
    - Case study: Switzerland - DazIT
    - Korea - Blockchain for export traceability
  - Access to (export) finance
    - Case study: Germany - initial attempt to digitize access to Federal export credit guarantees
  - Branding
    - Case study: Switzerland
    - Ecuador Mango Export

DazIT: A swiss project promoting quality customs solution for trade facilitation

- The Swiss Federal Customs authority plays an important role in business competitiveness through cross border movement, on a daily basis:
  - 750000 people are crossing the border
  - 350000 cars
  - 20000 heavy goods truck

- A user friendly modernized solution to facilitate and accelerate cross border trade with direct impact (sold to countries with similar geo-positioning):
  - Time and cost saving
  - Ease of Trade with a customer centric mobile solution
  - Agile setup for international collaboration
  - SMEs can export easier

- **Indirect Impact:**
  - Competitiveness
  - Export Increase
  - Country branding as value perceived

- **Indirect Impact:**
  - Promoting efficient Digital solutions for countries sharing similar geographic characteristics.

https://youtu.be/7qFsODAcZHAtrade

Korea case - Blockchain for export clearance digital transformation

The Korea Customs Service (KCS) is looking into the potential application of new technologies. In 2017, the KCS established an ICT Development Division for this task, and, in 2018, launched the "Fourth Industrial Revolution and Smart Customs" project, with the aim of introducing AI, the blockchain and big data to back up Customs processes.

Step 1 (2017): MARITIME EXPORT LOGISTICS CONSORTIUM

KCS first decided to join the joint public-private maritime export logistics consortium led by the domestic ICT company, SAMSUNG SDS Co., which brings together 41 entities, including government agencies such as the KCS and the Ministry of Maritime Affairs and Fisheries, as well as transporters and consignors.

Step2: (2018) project design

The KCS's second step was to review areas where the use of blockchain solutions would make sense. The import/export clearance process was identified as a good start, given that it would benefit from a solution that would guarantee information reliability, real-time information sharing, and simplified work processes.

Step 3: Pilot - Export clearance

The pilot project related to the export clearance was carried out by the SAMSUNG SDS Co. and KCNET Co. consortium. They worked with 49 business participants, consisting of exporters, shippers and warehouse operators, within seven working groups. During the pilot, participants shared 22 types of documents in real time, including the commercial invoice, the packing list, the bill of lading, the booking request or confirmation, and the export declaration. Participants later added new information and documents on the shared ledger.

CROSS-BORDER DATA EXCHANGE PLATFORM: KCS worked with Vietnam Customs as well as with Korean exporters and Vietnamese importers

Trade agreements

- International digital trade presents a challenge due to lack of clearly defined global rules - > WTO Negotiations on e-Commerce were launched in early 2021
- Digital trade in regional trade agreements:

Example Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

- Inclusion of a comprehensive set of digital trade rules, including binding commitments to allow the free flow of data, prohibit data localization requirements that could function as an impediment to entering the market, permit the use of all devices on the internet and requires all groups to adopt privacy protection regulation.
- The CPTPP covers 12 different digital trade specific provisions under the topics of market access, digital trade facilitation and the protection of users.

Germany: Digitalisation of export credit guarantees

Background

- The Federal Government supports German exporters and export-financing banks in the event of an economically and politically induced loss of receivables. Against payment of a risk-based premium, the Federal Government assumes a large part of the risk of non-payment.

- 87 % of the policyholders are SMEs.

- Euler Hermes AG is responsible for the execution of the export credit guarantees

The challenge : The so-called "Hermes coverages" are one of the main instruments of German foreign trade promotion and Germany's export success but their delivery has remained paper-based and providers from abroad were able to offer their coverages faster and more flexibly.

Germany: Digitalisation of export credit guarantees

What? As a first step, the customer and information portal my-AGA (www.agaportal.de) was developed. In a second step, the information portal was expanded to include a standardised online process. In a third step, the new product series Hermes Cover click&cover was offered for digital application in the small-volume sector.

How? The customer journey of exporters in the single coverage area was analysed. Critical points were identified together with selected customers.

Result: Today, the portal is the central contact point for policyholders and serves as a means of communication with Euler Hermes AG. In the period between June 2019 and June 2020, a total of 476 applications were recorded on myAGA. At the same time, both products also offer clear added value for Euler Hermes internally: standardised masks facilitate internal processing, Euler Hermes can then process the information in the system.

What's next? Digital processing of the entire life cycle of export credit guarantees, proposals include: Automation of credit assessment with the help of appropriate new technologies that allow for a fundamental acceleration and improved customer-friendliness of the application and approval process.

Business Climate: How Digitalisation is empowering country's branding?

- Switzerland is perceived as high value producer, thus the focus on exporting ICT solutions where value is more important than price. Swissness is a sales argument reflecting the high swiss quality of exported products in the ICT industry.

- Swiss companies are characterized by their unparalleled innovativeness ICT Leading fields:
  - AI
  - Machine Learning
  - Robotics

- The Swiss ICT industry is an important driver for the export industry delivering :
  - Quality applications in diversified industries
  - ICT sector itself is a successful export industry

- companies in the Swiss ICT sector exported goods and services worth over 19.5 billion Swiss francs in 2016.

- https://youtu.be/RAkMHoYb4Q8

Digital for Country branding

Ecuadorian mangoes enter the Chinese market

For the first time in China, mango lovers will be able to purchase Ecuadorian mangoes online. The tropical fruit's entry into the Chinese market was signaled by of a big Ecuadorian mango promotion campaign between Ecuador and Chinese online shopping platforms **Yiguo.com and Tmall in Shanghai (cooking show)**. Tmall, one of Alibaba's cross-border e-commerce platforms.

The promotion was jointly spearheaded by **Pro Ecuador** and the **Mango Ecuadorian Foundation**. Pro Ecuador is a government entity within the Ministry of Foreign Trade and is in charge of assisting in the promotion of Ecuadorian exports and investments.

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Services to SMEs: Italy Case Study

- https://export.gov.it is a clustered digital toolbox providing a holistic service to help SMEs in their export development and access to international markets journey, with the collaboration among public and private sectors.
- Digital services offered and tools put at the SMEs disposal through the Export agency:
  - E-learning, E-training hub and E-consultancy, E-book guide (Train2Market platform cutting across industries), Digital Export Manager as a service for Export beginners.
  - Mapping regional export support programs for SMEs .
  - Italian Trade Agency digital platform (https://www.ice.it/en), one of the digital tools :
    - Market analysis and risks,
    - Export map and potential markets.
    - Research, stats, customs, tax, legal information,etc.
    - Identifying foreign operators / partners, channels, buyers, etc.
    - Promoting SMEs (Showcasing)
    - Counterpart evaluation.
  - Informational platform on export markets. https://www.infomercatiesteri.it/
  - Digital platform for international tenders, https://extender.esteri.it/
  - An online platfrom facilitating financial solutions (credit, leasing, L/C, etc) https://www.simest.it/contributo-export
  - Protect Intellectual properties overseas.

A user centric digital experience

Digital Trade Hub (DTH) is a one stop shop solution promoted by the Estonian ICT cluster featuring:

- A Single window for export: an e-commerce platform that carries out import-export procedures including customs.
- Backed by The government to prevent fraudulent transactions.
- Uses the e-residency / M-residency to secure all transactions and make them legally binding.
- **Allows for integration with international marketplaces such as amazon, ebay, alibaba**.
- DTH is an open source technology solution that can be used by any country and controlled by related government, locally installed not a cloud service.
- Key Benefits:
  - Trade regulations made easy
  - Paperless and seamless transactions
  - stronger political and economic international relationship
  - Easy and convenient e-services
 - Targeting public and private sectors (buyers and sellers)

Industry focus: Team France Export

Launched in 2018, Team France Export (TFE) is the new public service dedicated to the internationalization of SMEs.

WHY : Guaranteeing a simplified customer journey to export

This simplification of the export process for entrepreneurs is reflected in the establishment of a one-stop shop in each region, led by international referents, but also in all the countries covered (65 countries), as well as easier access to a single correspondent

Because digital technology is an asset for international development, Team France Export is launching three marketplaces/sectoral e-showrooms dedicated to the following sectors
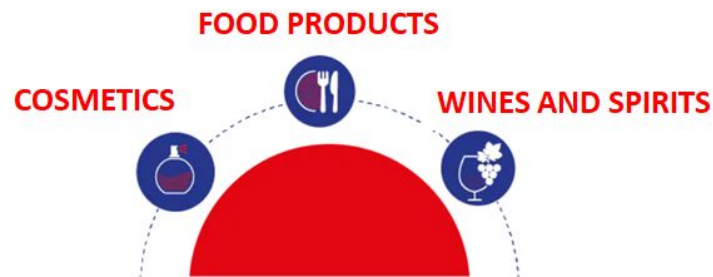
A key meeting place with foreign professional buyers, these platforms are simple and efficient to allow you to :

- Make your products visible to thousands of foreign buyers,
- benefit from international communication actions carried out by Team France Export throughout the year,
- be contacted by buyers previously qualified by Team France Export and exchange with them (sample orders, product details, etc.)
- highlight their new products through personalized promotional campaigns.

FOOD PRODUCTS

COSMETICS

WINES AND SPIRITS

How is it useful

Team France Export provides a simplified customer journey and a full support through these steps

| Project definition | → | Markets selection | → | Prospection and sales | → | Operational management | → | Legal & regulatory | → | Export & training team | → | Financing & securing payments | → | International volunteering in companies | → | International presence and location |

Companies wishing to export are monitored by their contact person, who provides them with personalized information and advice, particularly on business opportunities, and proposes an action plan and monitors its implementation.

Export agenda
Exhibitions, BtoB meetings, events, training

My Market Info
The latest news and trends in your sectors by country

Business opportunities
Foreign buyers may be looking for your products or services

Foodex Morocco

A first-class export partner - to ensure the smooth running of Moroccan exports of agri-food and maritime products, from the point of departure of the products to their point of arrival

The food export sector is evolving in an international environment marked by increased competition and ever higher technical and commercial requirements.

MOROCCO FOODEX, Food Export Control and Coordination organization is a public structure under the supervision of the Ministry of Agriculture, Fisheries, Rural Development, Water and Forests. Created in 1986 and has been since then **dedicated to the service of the Agri-food and maritime products sector**, **one of the levers of the country's economic growth.**

Foodex has a central role **in the development of national exports**.

With the vision and goal of **meeting the regulatory requirements** dictated by the globalization of markets, the establishment continuously ensures a quality service combining: **impartiality**, **rigor**, **reliability**, **facilitation**, **anticipation** and **high professionalism**.
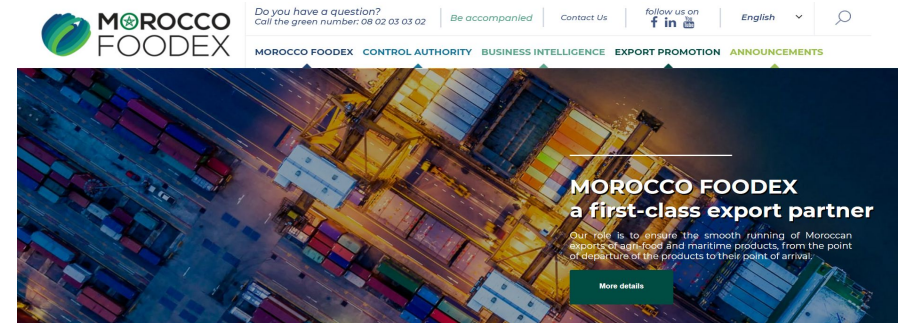
IMPACT

Quality Control

Export coordination
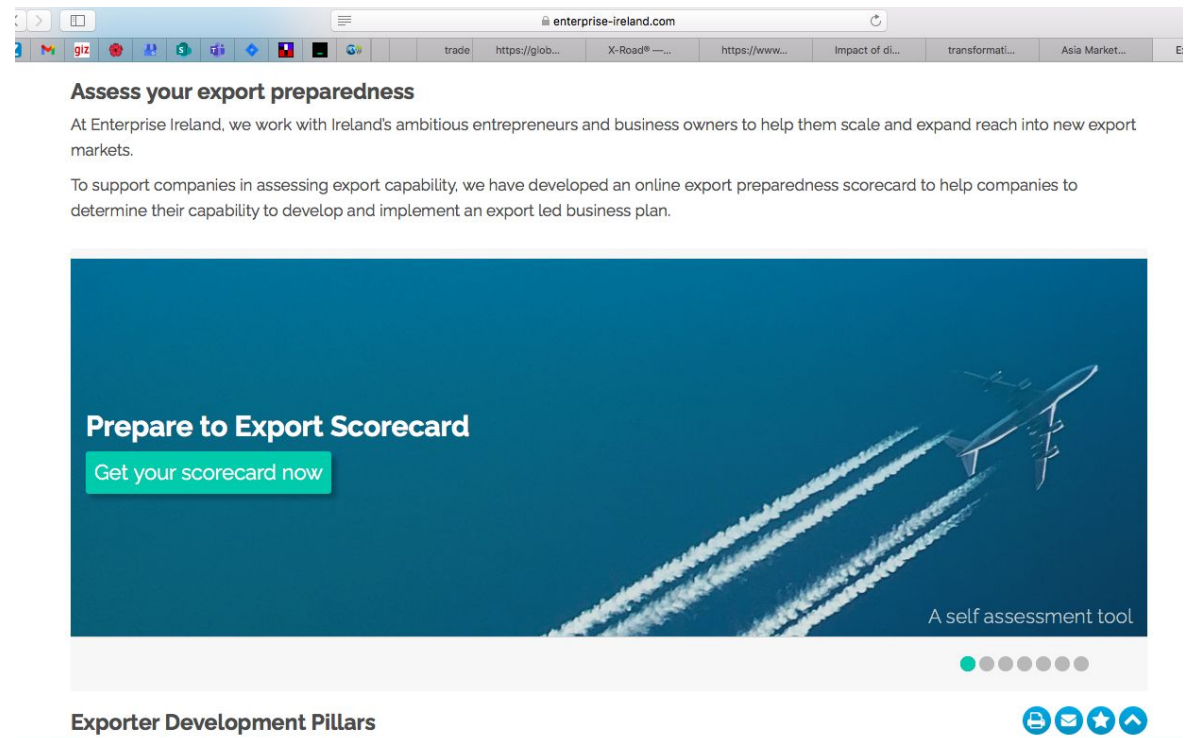
Strategic & operational watch

Export promotions

Data collection - Enterprise Ireland

Being able to see what the promotion is doing in near real-time is the only way to avoid the ultimate pain of a failed promotion. That is where digital technology saves the day.

Enterprise Ireland as an example of Data collection through the Assessment of export preparedness

Data collection- Denmark CRM and data aggregation

On this website information on export opportunities are provided, costs, and benefits of export-support services. Extensive data is collect and compiled on Danish firms' export performance and data from multiple organizations that provide services to support Danish firms in their export activities. Modern empirical and mathematical strategies are applied to provide estimates for opportunities, costs and benefits of various export-support services.
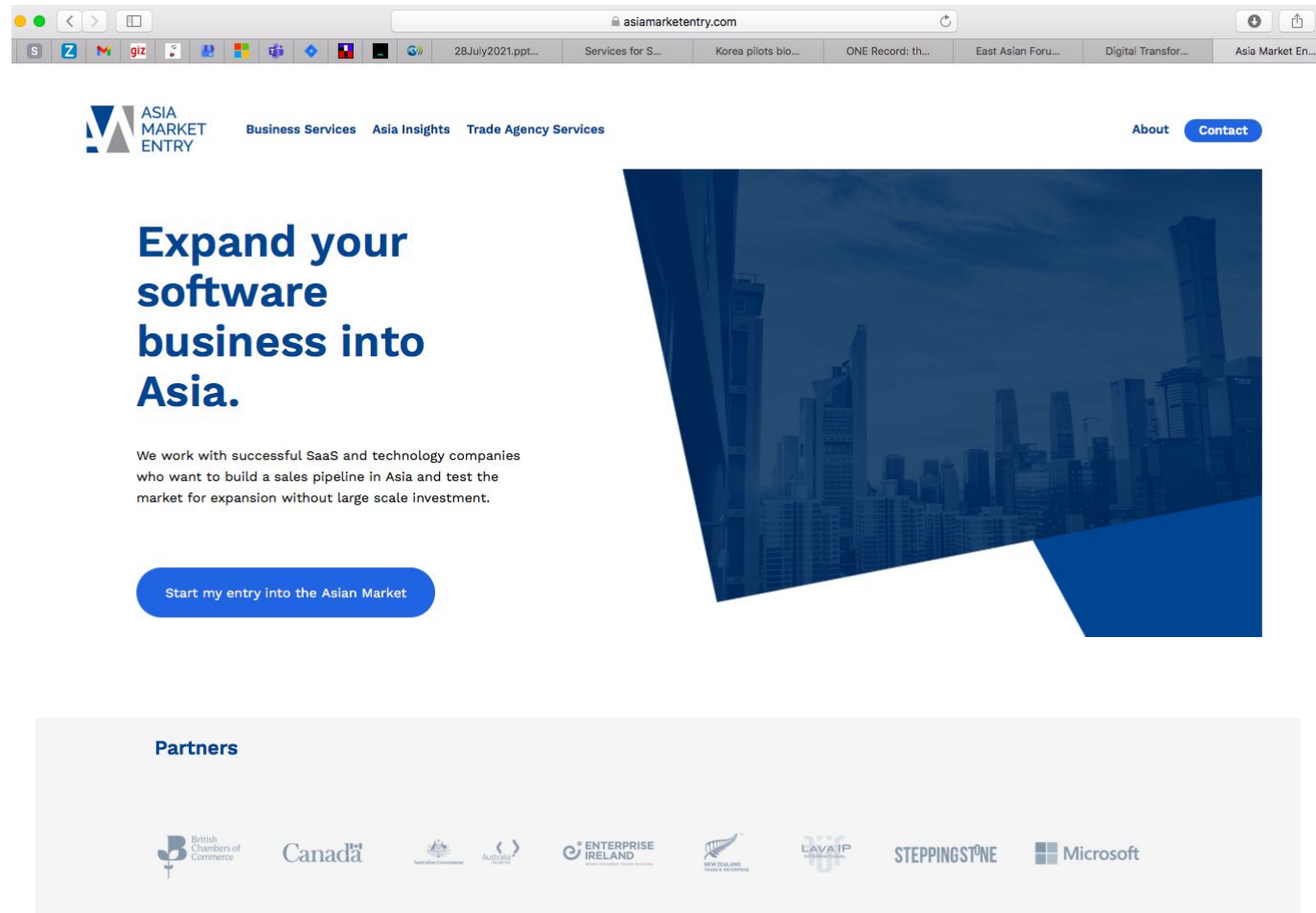
Data is collected from the Trade Council CRM. These data are then merged with register data for the population of Danish private sector firms from Statistics Denmark via the CVR number, which is also available in all firm-level register datasets.
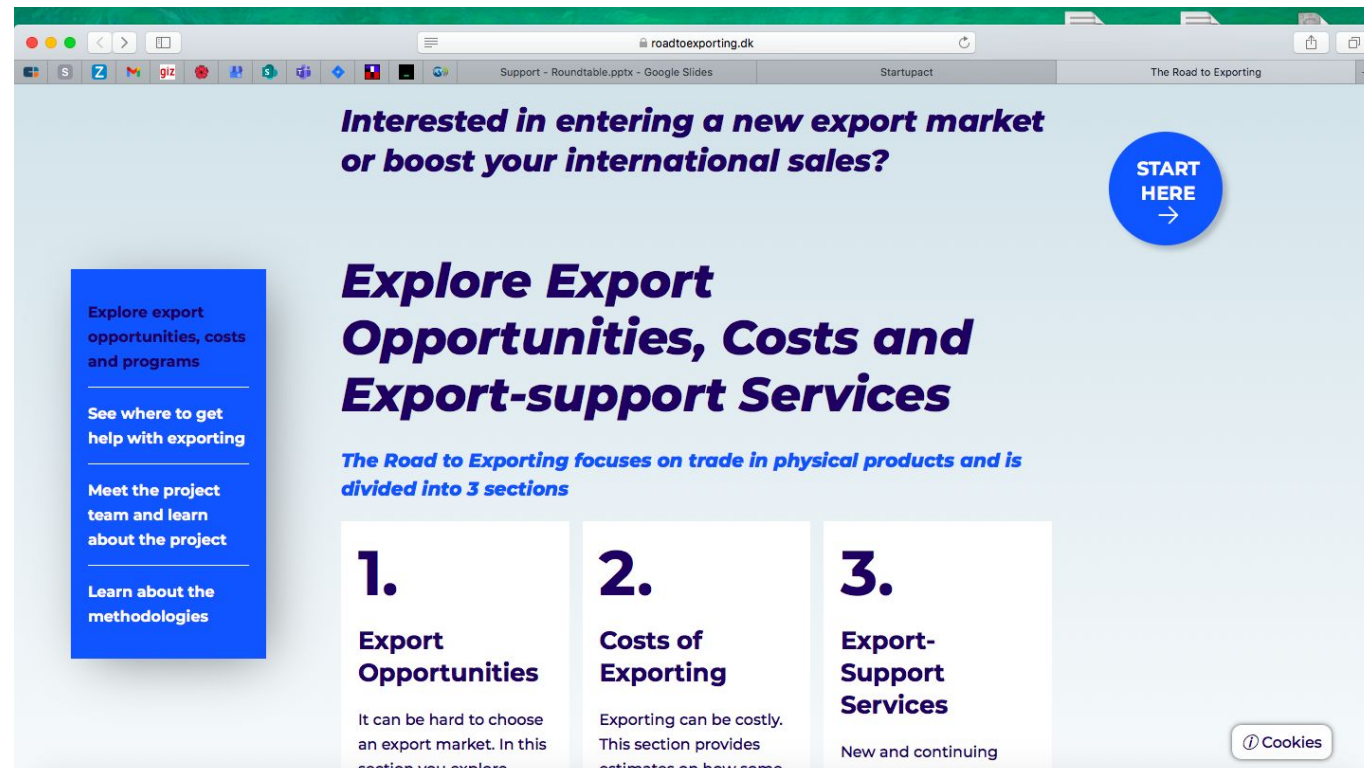
Exporting SaaS and tech solutions

Export promotion of european SaaS and software solutions in Asia.

Partnership with country export promotion agencies but also tech providers like Microsoft

FastTrackTech: Supporting tech startups go International- ITC

The #FastTrackTech Africa initiative aims to support digital entrepreneurs and tech startups in sub-Saharan Africa go international – with online and onsite training, advisory and coaching focused on building digital and business skills with a focus on regional & international business generation and investment promotion. The two-year project started in October 2019 and targets 7 countries: Benin, Ethiopia, Ivory Coast, Mali, Rwanda, Tanzania and Zambia. The project will benefit at least 7 leading tech hubs, 200 tech startups and 2000 digital entrepreneurs.

Sectors: Edtech, Agritech, Artificial intelligence, Big data, Blockchain, Cloud solutions, Computer games, Computer software, Connectivity, E-commerce, E-learning, E-sports, Fintech, Information technology, Internet, Internet of things (IoT), Machine learning, Mobile, Online payment processing, Smart city solutions, Virtual reality

BPI France - Toolbox

Contribute to the development of export, a source of growth for companies and the economy

Throughout the process, SMEs can benefit from BPI France's expertise but also from a network of digital solutions for :

- Support to train, advise and connect SMEs with their peers;
- innovation to identify niche markets;
- insurance, financing and investment to consolidate their business and export their products with peace of mind.

BPI France has identified existing innovative solutions (existing startups) for 5 key dimensions to meet the digitalization needs of SMEs in the export market and overcome the various challenges

1. Team Management
Developing your **team** to meet the needs of exporting

2 - Legal and Regulatory
Understanding and adapting to the **international environment**

3. Fintech
Promote and increase the **digitalization** of the export industry

4. Business Development
Understand the **markets** and develop a knowledge of the **international customer base** and develop fluid and omnichannel paths for customers

5. Logistics
Track and trace in real time the transportation of goods
Manage **inventory**, **products**, and **logistics** and control and purchasing

Skills: The Italian Export Portal

Aligned with the strategy set in accordance with the "Pact for Export", the public portal dedicates a set of tools and services to equip SMEs with right export skills, seven solutions put in place to serve the purpose out of which:
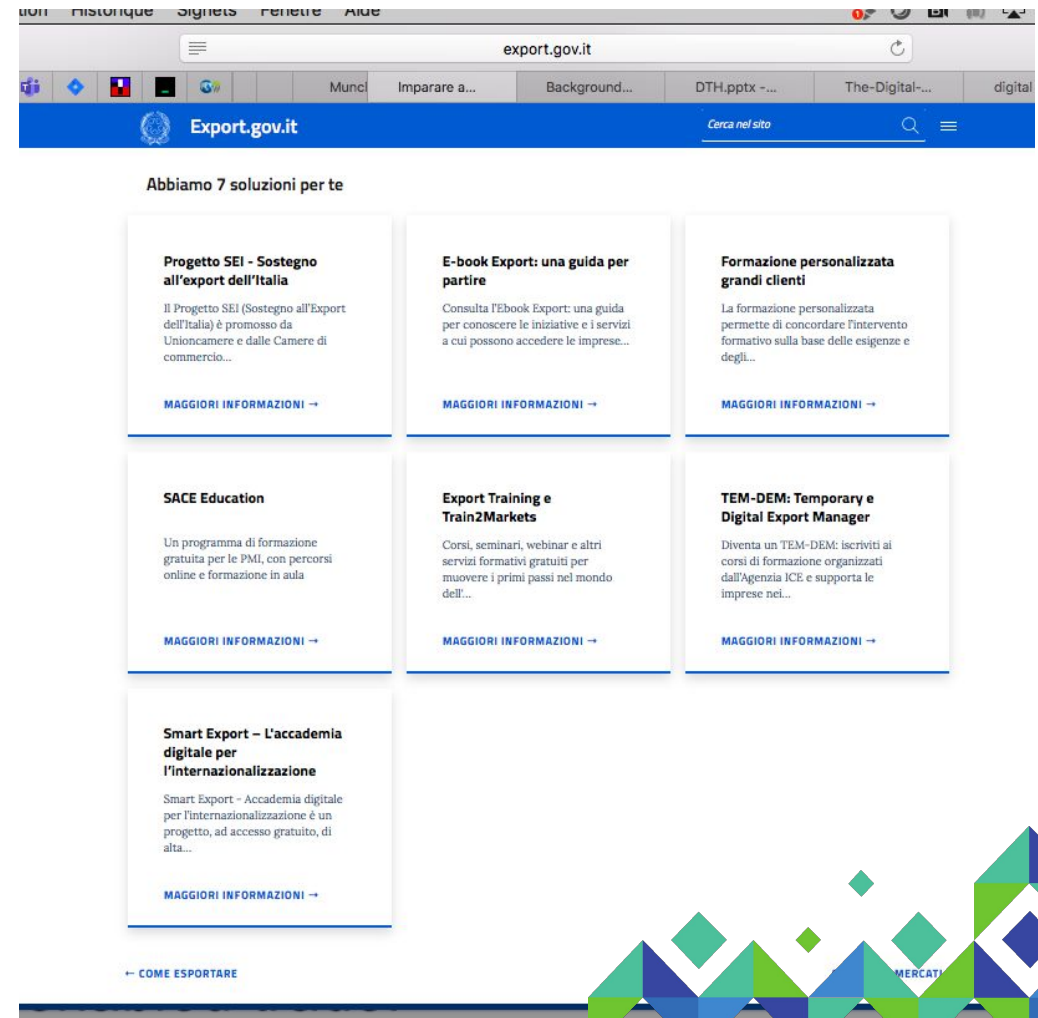
Skills: The Italian Export Portal

- **SEI Project** (Sostegno all'Export dell'Italia):
  - Online training, Export Checkup, market research.
  - Free for MSMEs
  - Online application , or through chamber of commerces. national program.
- E-book Export: a guide to get started for MSMEs getting ready to start exporting.
- Personalised training service for large customers:
  - Cooperatives
  - Chamber of commerces
  - Universities
  - Large enterprises seeking export.

- SACE Education: a training hub offering innovative free support for SMEs and startups:
  - To rethink their strategies and manage export risks.
  - Access to academia
  - Seminars, workshops and webinars
- The Train2market e-learning platform for young entrepreneurs taking their first steps in the world of export
- Temporary or Digital Export Manager: a specialised training program to acquire necessary skills as an export manager.
- Smart Export : a digital academy focusing on Internationalisation

Export skill development - key pillar of every export strategy

- **Spain**: Alongside information, export training is also being digitalised. A massive Online Open Course (MOOC) was jointly developed with the Rafael del Pino Foundation, and the course attracted many more participants than anticipated
- **International trade Center:** SME Academy
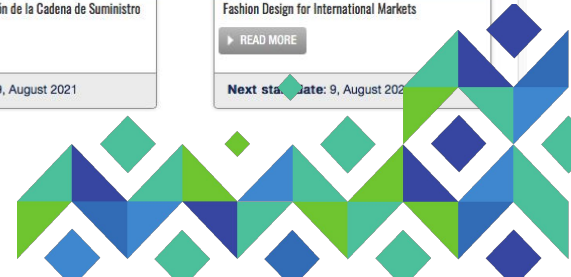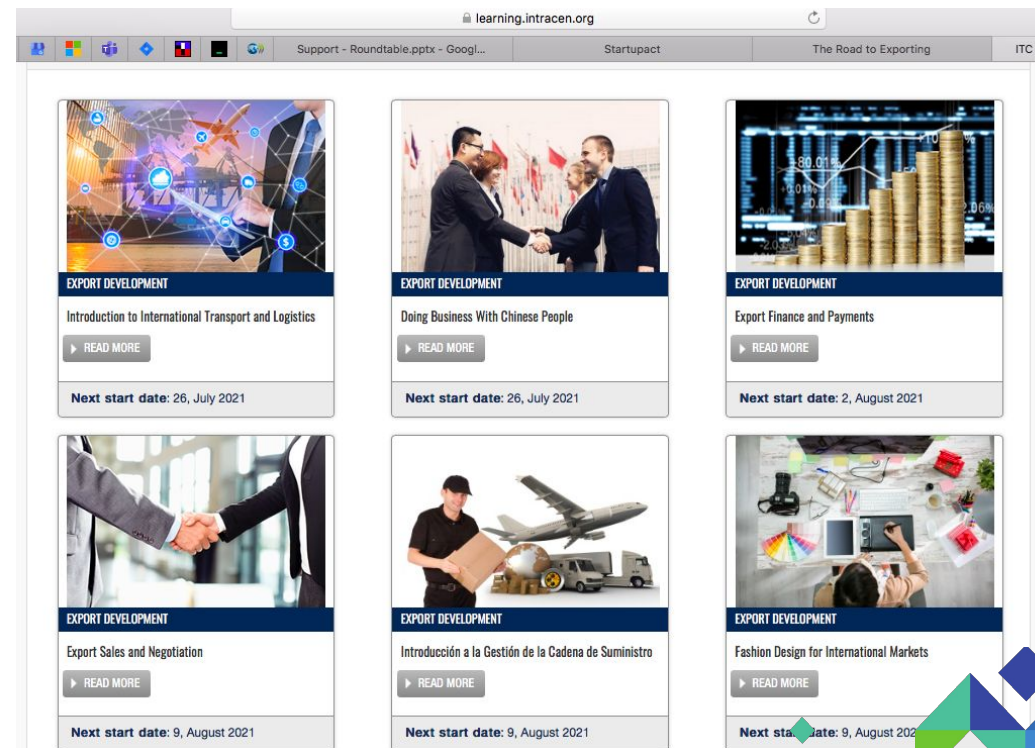
Digital transformation advisory for exporting SMEs

- **MATRADE (Malaysia External Trade Development Corporation) promotion & funding of digital transformation for exporters**:

  Close to 3,000 Malaysian enterprises gained export knowledge and tools to compete in the global trade arena following this year's eNational Export Day (eNED@2021). Hosted virtually by the MATRADE over three days, eNED@2021 brought together public and private enterprises for a common purpose to reignite Malaysia's exports and economic recovery

- **The EU and EBRD join forces to support exporters in Tunisia- Insadder**: This program aims to improve the competitiveness, productivity and export capacities of Tunisian SMEs and includes a digital transformation advisory program

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Transversal – Regional collaboration

Collaborative exporting or winning internationally as a team to strengthen a position on a given market

In addition to the pooling of financial resources, collective exporting to a targeted market allows :

- to have a long-term strategic vision of the market approach
- to have a more legible and powerful regional offer
- to promote the group's offer in a more attractive way
- to gain credibility with local buyers
- to rely on a local structure to represent the commercial interests throughout the year

Trade is being digitally transformed with major disparities and asymmetries with respect to digital readiness. Regional collaboration combined with a digital transformation will create opportunities in terms of productivity and efficiency, but also challenges and disruptions – digital readiness is necessary to successfully navigate these issues.

Transversal – Regional collaboration

3,000 experts   **600** partner organizations   over **60** countries

helped more than **2.5 million** SMEs   reaches **16,000 French companies** each year

The European tool dedicated to innovation and internationalization of French SMEs

Created in 2008, the Enterprise Europe Network (EEN) provides SMEs with local European support by:
- providing information services on the single market,
- advice on European law
- assistance in developing their internationalization and innovation projects.

In particular, it helps them find commercial and technological partners in the European Union and beyond. The EEN is co-financed by the European Commission and partner organizations, within the framework of the SME Competitiveness Program.

MERCOSUR

- **14.869.775** Area in km²
- **5th** World Economy
- **50** International Cooperation Projects executed

The Mercosur member countries signed an e-commerce agreement to facilitate digital transactions between nations. Furthermore, the agreed text prohibits barriers commercials on the segment, such as tariffs on downloads and server requirements.

connect americas

ConnectAmericas.com is a purely informational online B2B platforms to reduce information frictions:

WHY JOIN ? For the free access to thousands of learning and business opportunities:

- business communities, events, financial services, Purchasing Announcements, Connected companies, Training, El Hub Podcasts, ConnectAmericas for Women, Transport Cost Estimator, Success stories

Transversal – Regional collaboration

Alliances in the tech world: let's get Digital ID right!

Setting the future course of digital ID and navigating the associated risks is a challenge that requires sustained collaboration and global partnership.

Identity is vital for political, economic, and social opportunity. But systems of identification are archaic, insecure, lack adequate privacy protection, and for over a billion people, inaccessible.

Who writes these rules—and whether they favor an open, liberal digital economy or one that is top-down, closed, and government-controlled—will have an outsized impact on power and governance in the twenty-first century

Digital trade is, first and foremost, about the movement of data across borders. It's a cloud computing company storing and processing data for a foreign client; it's a farmer getting insight into environmental conditions and agricultural markets through artificial-intelligence-driven data analytics services; it's an aircraft engine producing data streams that are shot around the world and back again to identify necessary maintenance before anything breaks down. The economic value of these data flows is immense. In 2016, the consulting firm McKinsey found **that cross-border data flows already generated more value for the global economy than trade in goods.** That value continues to grow, and the importance of international rules to govern that trade has grown commensurately.

A gateway to economic opportunity

Necessary to access essential services

Critical for targeting services and assistance

A key enabler for global development

Transversal – Regional collaboration

Alliances in the tech world

ID2020

We need to get digital ID right

ID2020 is building a new global model for the design, funding, and implementation of digital ID solutions and technologies.

Technology is evolving at a blinding pace and many of the transactions that require identification are today being conducted digitally. From e-passports to digital wallets, online banking to social media accounts, these new forms of digital ID allow us to travel, conduct business, access financial and health records, stay connected, and much more.

MOBI

Building the New Economy of Movement

MOBI, the Mobility Open Blockchain Initiative, is a consortium of carmakers, mobility, energy and infrastructure providers. Founding members include BMW, Renault, GM, and Ford. MOBI and its members are creating **blockchain-based standards** to identify vehicles, people, businesses, and trusted trips with the goal of making transportation more efficient, affordable, greener, safer, and less congested.

"Blockchain and related trust enhancing technologies are poised to redefine the automotive industry and how consumers purchase, insure and use vehicles." Chris Ballinger - Founder & CEO

European AI Alliance

The European AI Alliance is a multi-stakeholder forum engaged in a broad and open discussion of all aspects of Artificial Intelligence development and its impact.
A diverse set of participants, including businesses, consumer organisations, trade unions, and other representatives of civil society bodies are mobilized.

The platform encourages participation in the policy-making process of the European Commission. Members of the Alliance can engage in discussions with each other and the experts of the AI HLEG in a dedicated forum.

Transversal – global collaboration for a consolidated access to information - Global trade helpdesk

According to ITC's surveys of 28,000 enterprises in 56 countries (2010-2017), "lack of access to information" and "information transparency issues" were reported as key obstacles by nearly half of the firms surveyed. The analysis further demonstrated that the smaller the company, the greater the challenges in accessing and using the relevant trade and market information.

The Global Trade Helpdesk (GTH) is a multi-agency initiative jointly led by ITC, UNCTAD, and the WTO that aims to simplify market research for companies, and especially Micro, Small and Medium Enterprises (MSMEs), by integrating trade and business information into a single online portal.

The initiative **builds on existing** ITC, UNCTAD and WTO services as well as partner organisations,' including FAO, IADB, AFDB, WCO, and WB among others, to provide an integrated solution that puts a wealth of global trade information at the fingertips of entrepreneurs around the world. Using GTH, firms can compare demand for their products across markets, explore tariffs and other market access conditions, access details about buyers, navigate domestic export processes, and find business partners.
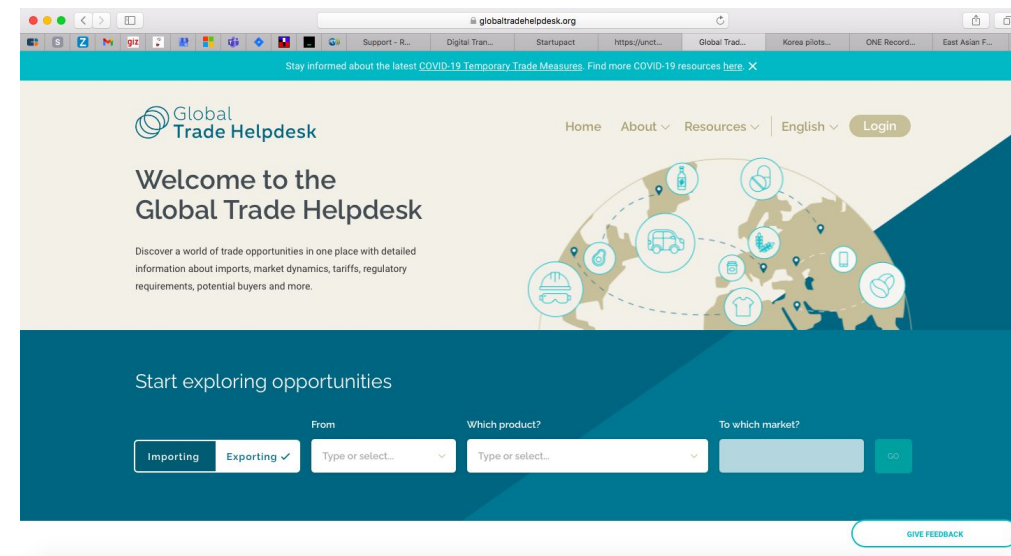
Transversal – How digitalisation enables women exporters

- Digital technologies could help women access new markets, work flexibly and distantly, acquire and interact with customers, receive training and provide mentoring, improve financial autonomy and access finance for their ventures. (Etsy, Alibaba etc.)

- Access to markets via online platforms
  - **ITC SheTrades initiative:** Shetrades.com (website and mobile app) is a platform for women entrepreneurs to showcase their businesses, build strong networks, strike business deals, increase their credibility and connect to markets; Companies and individual buyers can use shetrades.com to include more women entrepreneurs in their supply chains, by sourcing specific products & services from women-owned businesses.
- Alliances for Women in Trade:
  - **eTrade4Women** for women in the digital space. It's part of the eTrade4All initiative and comprises master classes, a digital community and a policy Dialogue space. eTrade4All is a global alliance. born from a common vision: digital advances can be a powerful driver of economic growth, job creation and sustainable development including in the developing world. However, concerted global efforts are required to spread the digital economy's gains to all and help close the digital divide.

Transversal – How digitalisation enables women exporters

- Access to training, networking, mentoring:
  - eTrade for Women (highlight the stakeholders) - https://www.intracen.org/itc/women-and-trade/
  - Offer: eTrade for Women Masterclasses, eTrade for Women Communities (networks in 23 countries), Policy dialogue
  - The "Lebanon - E-commerce for women-led businesses" project aims to use e-commerce as a means to alleviate some of the constraints that women entrepreneurs in Lebanon face. Its goal is to help Lebanese women entrepreneurs to market their products through e-commerce while training e-commerce advisers to provide face-to-face personalized consulting services to women entrepreneurs

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Lebanon - E-commerce for women entrepreneurs

Interactive tool for monitoring activities and results
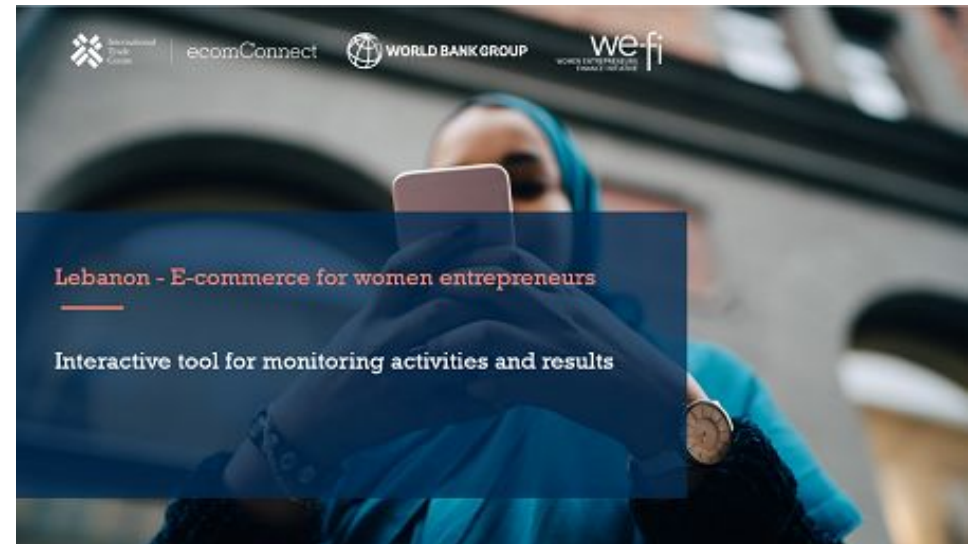
Digital skills for women and export support

- **BPWA: Business and Professional Women in Amman** have created an export information hub for technical support and for connecting women-owned/led WMSMEs enhance their export activities by addressing existing gaps and limitations to reap the benefits of international markets. The project aims at guiding women-owned/led businesses in Jordan to export and expand to global markets.

- **DOT and BOT** (Lebanon): have skilled 70 young women in data science and AI competences - to serve needs of SMEs

- **CNFCE (Tunisia), LLWB (Lebanon), BWE21 (Egypt)** are involved in a program led by GPP and Digital2Value to support digital transformation skilling and digital transformation of women led SMEs in their countries
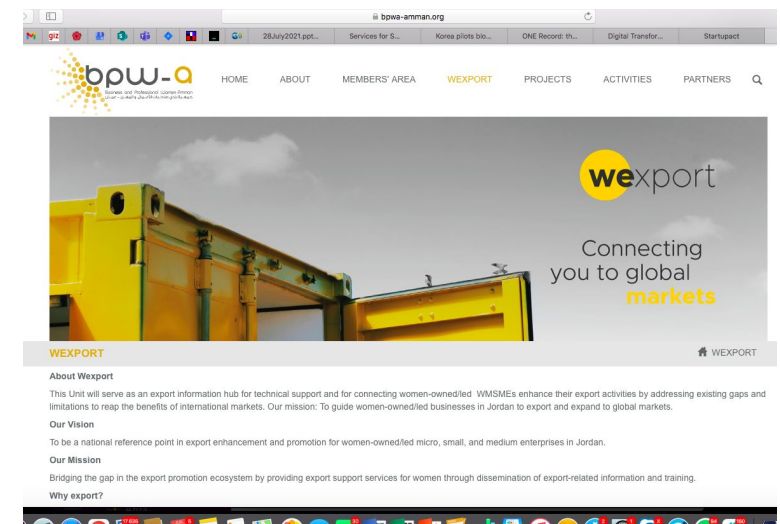
Agenda

- A framework of transformation with three pillars
  - Governance
  - Business Environment
  - Services to SMEs
- Transversal themes
  - Regional collaboration
  - Women in exporting SMEs
- Priorities Jordan
- Design workshop: Jordan Pilot

Several programs to support SME Export

- **JEDCO** - key player for exporting SMEs
  - export awareness sessions for SMEs
  - provides export capacity building to industrial and services SMEs.
  - In August 2019, 2 new programmes to upgrade the administrative capabilities and capacities of SMEs, diversify the export base and increase the rate of Jordan's export activity (total cost of JD 1.12 million).
  - The "**Enhancing Industrial SMEs for Export" programme** targets industrial SMEs with a high export readiness, with the priority given to SMEs targeting non-traditional markets (non-neighbouring) and new markets.
  - The "**Enhancing Services SMEs to Export" programme** targets SMEs working in engineering and architectural services sector or the information technology (IT) sector, which have demonstrated high export readiness over the past three years.
- The newly-established **Jordan Export Company** offers export-readiness programmes, organises international trade fairs and missions abroad, and promotes Jordan exports.

Several programs to support SME Export

- The **Ministry of Digital Economy and Entrepreneurship (MoDEE)** is responsible for digital economy transformation, largely in implementing e-government services. It also cooperates with other government institutions to help entrepreneurs overcome challenges in accessing markets, talent, and regulatory challenges.
  a. it transformed 40 knowledge stations into incubators in all governorates where it is possible for entrepreneurial youth to benefit from incubation services and access training in the IT field.
  b. delivers programmes to support the expansion of digital companies and their access to markets by providing the necessary competencies for digital platforms and incentives to support the growth plans of digital companies.
  c. Manages implementation of the World Bank-funded **Youth, Technology and Jobs (2020-2025) project**. A component of this project specifically linked to export development is the **"GrowJO (Market Expansion)"** grant (initially launched in November 2020) (offers matching grants (up to USD 100,000) to digital and digitally-enabled firms (focusing on IT and business process outsourcing) to cover up to 50% of the cost of business development plans for expansion in new local, regional and international markets, such as the Gulf countries, Europe, China, India, the USA, etc., and to build linkages between Jordanian digital firms and potential buyers in regional/global markets in order to secure new business opportunities) (https://www.grow.jo/LandingPagePhas2_EN).

Several programs to support SME Export

- The **MITS** (Ministry of Industry and Trade and Supply) supports the delivery of e-commerce readiness workshops to SMEs. It is also cooperating with UNCTAD on an **"eTrade Readiness Assessment" in Jordan**, which is a cornerstone of UNCTAD's digital economy programme. This will identify weaknesses in the e-commerce ecosystem and lead to recommendations for Jordan to harness the potential of the digital revolution for e-commerce, trade and development. GIZ has indicated its interest in funding implementation of recommended actions.
- The **Jordan Loan Guarantee Corporation** offers an **Export Credit Guarantee Programme** that was funded by the CBJ in 2017 to cover the commercial risk of SMEs for non-payment by buyers for goods and the non-commercial risks of government restrictions on currency conversion and any government decisions and regulations that prevent the entry of goods (maximum credit limit of USD 7.5 million, 90% coverage). It does not cover all of the risks normally provided by Export Credit Agencies(e.g. only guarantees post-shipment export losses, and not pre-shipment losses), but is still an important instrument to guarantee some of the risks of exporters entering new markets.

Several programs to support SME Export

- The **Jordan Investment Commission (JIC)** produces sector profiles outlining investment opportunities (e.g. ICT sector, transport and logistics sector) that could have implications for export and GVC opportunities.
- The chambers of industry and business/sector associations are active in promoting export opportunities for member firms and facilitating B2B linkages .
- Establishment in 2020 of the **Wexport Unit** in the **Business and Professional Women-Amman** (BPW-A) (in partnership with the Jordan Exporters Association with funding from the GiZ Trade4Empoyment Programme). The unit serves as an export information and support services hub to connect women-owned/led SMEs to export development opportunities, including training and markets. One of the key products is the **We**xport Export Mini Guide.

Several programs to support SME Export

EU in Jordan launched **Innovation for Enterprise Growth and Jobs (Innovate Jordan)** in collaboration with Orange Jordan, Endeavor Jordan and Engineering SAM with an objectives of helping local companies to grow, promote digital skills, provide more innovation services and opportunities and help Jordan recover from COVID-19 crisis. The total Programme size is EUR 20 million. The Programme is implemented as follows:

- **SURGE (EUR 3.428 million):** Scale-Up Roadmap for Growing Enterprises (SURGE) Will be implemented by a local team led by Endeavor in partnership with Beyond Capital and Oasis500, will help 45 local businesses to grow, scale and enhance their capacities to reach out to foreign investment and international markets. Early stage funding after acceleration programmes, highly growth companies

- **Jordan Industry 4.0 & Digitalization Innovation Center (InJo4.0):** Will be implemented by a team led by SAM Engineering in partnership with Amman Chamber of Industry, IBTECAR, Transition Technologies Advanced Solutions and Tum Tech, will establish the first Digitalization and Innovation Centre in Jordan (in Amman) to promote digital solutions in manufacturing, following the trends of the fourth industrial revolution. Mainly to support the linkages between different stakeholders in order to harmonize the work that is being conducted by different stakeholders. To provide support to manufacturing companies to digitalize and automate their businesses and operations, this could also be coupled with capacity building programmes and might also offer spaces for certain companies.

- **Innovation Space**: Will be implemented by Orange, will promote digital economy, skills and jobs by developing new facilities across Jordan, including: 23 digital centres, 23 digital centres, 6 coding academies, 6 FabLabs, 3 incubators and 6 Growth Accelerators (outside Amman in partnership with the new accelerators, and to collaborate with different stakeholders. Digital education, infrastructure. 6 digital academies (free of charge on different languages, 6 months, 1 month internship with one of the Jordanian companies). High success rates with employment creation.

Several programs to support SME Export

○ **LevelUp Accelerator Program:** UNIDO in partnership with Changelabs, PBWA, JEDCO and Jordan Exports announces the launch of Jordan's **first accelerator targeting natural cosmetics, fashion, and phytopharmaceutical startups and SMEs.** The LevelUP Accelerator program will admit 50 startups and SMEs founded by Jordanian entrepreneurs, allowing access to digital markets, seed funding, and partnerships with e-commerce players in the target countries.

○ The program is built around a 5 gates' selection process in which entrepreneurs, SMEs and organizations will benefit from a fully-fledged acceleration program including industry-immersion internships and fundraising boot camps experiences in Jordan and in Europe. The program supports entrepreneurs, innovators, SMEs, start-ups and organizations to build game-changing and successful business models to enter global markets. We promote a community of motivated young women and men who see an inclusive and sustainable digital transition as the starting point to enter the global markets, acquire knowledge and share personal stories and experience of digital transformation.

Priorities Jordan: Strengthen the digitalistion of trade-related ecosystem actors to boost export possibilities of SMEs.

- **Building the e-commerce capability of SMEs** will increase their export possibilities and their digital transformation will increase potential opportunities for supply chain integration
- **Digital support capacity of the ecosystem players** will need to be strengthened in order to enable Jordanian SMEs to seize international market opportunities.
- The 2018 GIZ assessment of trade-related services in Jordan identified a number of gaps in the effective provision of **trade support services to SMEs**, particularly electronic **access to information** on certifications, standards and regulatory issues for export markets, export market/trade fair/B2B opportunities, availability of export-based data, and access to online export-readiness tests, and e-consulting services.TD
- Development of an E-trade platform to **consolidate the widely-scattered information** of government agencies and business associations under an umbrella institution. This will require an integrated and coordinated approach involving the MoITS, JEDCO, the MoDEE, the JIC, the Jordan Export Company, chambers of industry, and business/sector associations, etc., with special attention to making this information accessible to MSMEs. (Plans of the Jordan Export Company to launch a Trade Portal will be an important step in aggregating information and serving as a gateway for traders and exporters.)

Priorities Jordan: Strengthen the digitalistion of trade-related ecosystem actors to boost export possibilities of SMEs.

- The full implementation of digital systems for supporting exporting SMEs may involve the regulatory framework, development of digital services, and specific topics that could include, but not be limited to:
  - E-commerce and e-commerce platforms (policies, rules and regulations)
  - E-payment solutions (as the Central Bank of Jordan is key to the e-payments gateway, it will need to be included in any discussion on digitalisation issues)
  - Digital trade facilitation, including and electronic single window
  - Digitalisation in transport and logistics
  - Virtual export promotion (e-B2B, virtual showcasing of products through digital market places, etc.)
- Complementarity of the different donor activities currently ongoing in the e-commerce sector would need to be ensured. As well, issues of logistics facilities and systems will need to be addressed to ready Jordan for expansion of e-commerce platforms in the country.
- The results of the UNCTAD eTrade Readiness Assessment in Jordan being implemented with the MITS will provide important information on the state of Jordan's e-commerce ecosystem.

Priorities Jordan: E-commerce transformation of Jordanian MSMEs

- Although Jordan has taken important steps to facilitate e-commerce, including donor interventions in the area, the challenge of **building the digital capacities of SMEs is great**. The Economic Establishments Census 2018 reported a small number of active establishments using an electronic commerce service with a very small percentage using e-commerce service for sales, or for purchases.

- The ILO/UNDP survey on the impact of the COVID-19 pandemic on enterprises in Jordan found that only 18% of the surveyed enterprises were using e-commerce platforms (only 13% of microenterprises, 20% of SMEs and 26% of larger enterprises). Different surveys on the impact of the COVID-19 pandemic on Jordanian MSMEs highlight that digital transformation is one of the most important ways of adapting to and capturing new markets. The **COVID-19**-related social distancing measures have led to a **major increase in e-commerce, but many smaller businesses are not prepared to switch to online B2B or B2C solutions and technologies.**

- This will require building an infrastructure for e-ecommerce and smart logistical services, providing technical assistance and IT training courses (Arabic and English) to existing SMEs, such as training in e-commerce and its application to reaching external markets, development of their e-commerce capability, and the necessary technical and marketing consultancy support.

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Criteria and decision parameter

Timeline: Project can be implemented before April 2022

Budget: around 20 to 25 person/days + budget for logistics and meetings

Ownership: an owner in the country is identified and owner is committed and accountable

Impact: has direct impact on Export promotion agencies and final users or prepares and unlocks additional funding

Relevance: is validated by relevant stakeholder in country

Restrictions of funding: check if EU delegations in countries prefer public or private partners (or gives any additional direction)

Quick wins: ideally pilots build on projects that have already started and where the digital component can be an accelerator of impact

Possible ideas for pilots

Platform- Export promotion portal: the pilot phase will cover the identification of parter. Design of the portal (MVP and roadmap), design operating engine (team that will run it, and ToR for fund raising. Portal can target a specific industry (depending on owner)

Export information portal

Digital branding for a specific industry

Women empowerment: supporting initiatives of women exporters tbd

Skilling: field oriented training targeting Export promotion stakeholders and PS but also final beneficiaries and associations

Toolbox: what startup solutions in MENA can accelerate digital export capabilities

Technical Assistance: identify and update enablers of digital transactions

Technical Assistance: creation of international network and integration in existing ones