

**How to foster SMEs' Internationalization?
Leveraging exports through e-commerce**
Zoom Webinar 4 May 2023 10 a.m. – 12.30 p.m. CEST (UTC+1)
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Context: grasping e-commerce opportunities

The rise of the digital economy and changes in customers' behaviours as a result of the pandemic have opened a whole new world of opportunities for SMEs to export via e-commerce and become more active in global value chains.

Policymakers and BSOs have an important role to play in helping MSMEs to leverage e-commerce for export and drive economic growth and job creation.

Policymakers need to collaborate with industry players to create the right e-commerce environment and a favourable digital trade infrastructure to foster digital exports, addressing issues from ICT infrastructure, internet connectivity, regulatory and legal frameworks, customs and trade regulations and tax policies to logistics and delivery.

BSOs also play a crucial role in supporting cross-border e-commerce, helping MSMEs to understand digital exporting, learn relevant skills and knowledge, use virtual marketplaces and e-commerce platforms and develop effective digital export strategies.

Although several programmes have been run in the South-MED region to encourage MSMEs to adopt e-commerce and sell online through virtual markets, evidence suggests that MSMEs in the region have been slow to exploit the opportunities of international e-commerce and are not maximizing the potential of digital exporting.

Webinar's purpose: from policies to impact

The TABADOL webinar on 4 May will delve into the world of digital export and e-commerce. experts will introduce participants to the promotion of digital export programmes and policies worldwide, and explain challenges facing companies, what MSMEs need to do to succeed in digital exporting, the steps they must take and the support MSMEs require.

The objective of the webinar is to **promote the sharing of knowledge and expertise** by examining international case studies and drawing on lessons learnt from digital exporting and e-commerce programmes in the region. The ultimate aim is to inspire action among participants.

Expected results include:

- 30+ officials from MED MSME partner countries contribute to the dialogue and exchanges.





- The lessons learnt are used to develop national policies.
- Areas for collaboration and cooperation are identified.
- The exchange of information and contacts between the participants continues after the meeting.
- Recommendations for follow-up actions are issued, discussed, and validated.

“Leveraging e-Commerce for Export” Session Contents

The session will include knowledge sharing by recognized international experts, interaction with participants and discussion among partner countries’ peers covering:

- Benefits of digital exports over traditional exports
- Overview of current trends and developments in cross-border e-commerce regionally and internationally
- Challenges for MSMEs to develop digital exports
- Challenges for policymakers and BSOs in leveraging the full potential of e-commerce for exports
- Policies and programmes to promote digital exports internationally
- Best practice examples from the UK, Australia, Italy and China
- Options for MSMEs to develop digital exports
- How marketplaces such as Amazon, Alibaba and Noon can help MSMEs export
- Integrating e-commerce and digital marketing strategies.

For each topic, strategies, methodologies, tools and case studies will be presented during the TABADOL webinar.

Who can benefit from this dialogue?

The target audience of the webinar are twofold: the **policy makers and the Business Support Organization levels**. Participants are expected to include:

- National Small Business Act coordinators
- Ministries of Trade, Digital Transition and Transport
- Customs administration
- Export promotion agencies
- SME Development Agencies
- Private sector representations
- Development partners.



Agenda

The agenda of the two and half hour session is as follows:

“Leveraging e-Commerce for Export” 4 May 2023 10 a.m. to 12.30 p.m. CEST AGENDA

Time	Topic	Speakers
10:00 – 10:10	Introduction: from policies to impact	Christophe Malherbe, MED MSMEs Pgrm Team Leader
	What’s at stake?	Giovanni Zizzerini, Secretary General of INSME
10:10 – 10:20	Trends and developments in cross-border e-commerce	Julian Lawson Hill, Senior Expert on internationalization and e-commerce
10:20 – 10:40	Challenges for MSMEs Challenges for policymakers Challenges for BSOs	
10:40 – 11:00	Discussion	All
11:00 – 11:30	International inspiring practices: policies and programmes	Julian Lawson Hill Vincenza Caputo, Expert in e-trade on the Chinese market
	Options for MSMEs to develop digital exports	Vincenza Caputo
11:30 – 12:00	International marketplaces such as Amazon, Alibaba and Noon	Vincenza Caputo Julian Lawson Hill
12:00 – 12:10	Integrating e-commerce and digital marketing strategies	Vincenza Caputo
12:10 – 12:30	Discussion	All



The experts



Giovanni Zizzerini is the Secretary General of INSME – International Network for Small and Medium sized Enterprises, a legally recognized not-for-profit Association that gathers international players involved in the development and implementation of policies and programs in support of SMEs and entrepreneurship. He is adjunct professor of marketing at LUISS Guido Carli University. Since 2008 he works as an expert for the Italian Ministry of Foreign Affairs, regularly carrying out technical assistance, training, and capacity building activities for Development Cooperation projects in China, Vietnam and in Tunisia. Since 2012 he is also appointed by the European Commission to advise on research projects about exploitation of research results, commercialization of innovation, and business plan development. He holds a Ph.D. in Marketing from the





	<p>University of Urbino, a Masters Degree in Technology and Innovation Management from SPRU, University of Sussex and a Bachelor's Degree in Economics from the University of Perugia.</p>
	<p>Julian Lawson Hill - Julian is an international expert with more than 20 years of experience in exporting, e-commerce, digital marketing and sales. Since 2000 he advised governments, agencies and corporates on their E-commerce development, on the design and development of e-Business tools and on building technical capacities to take full advantage of the transformation at stake. In the South Med region, he managed a project in Jordan to expand international e-commerce (GIZ, 2021-2022). This project involved: Assessing the needs of MSMEs and the capacity of local BSOs; Training and coaching business advisors from six Jordanian BSOs and then training and coaching 20 MSMEs on e-commerce and digital marketing; and Organising Cross Border e-Commerce Day to increase awareness of e-commerce and encourage collaboration in the e-commerce ecosystem</p>
	<p>Vincenza Caputo – Vincenza Caputo – Specialist of International Trade and Marketing, she specializes in Chinese market entry strategies and deploys her services in the USA, Italy and China. Thanks to studying and working experiences in China, she boasts in-depth knowledge of China's culture, market dynamics, and language. She served as Senior Business Developer with many companies looking to enhance their marketing and digital transformation. She supports and guides Western companies that aim to grow within Chinese market through the digital ecosystem, designing and implementing digital development plans and marketing strategies for this market.</p>

Connection and translation

Participation is subject to registration by using the link and credentials below:

<https://us06web.zoom.us/j/82627590631?pwd=WDUyTkxMnpmODZmU2NOazhvenU3UT09>

Meeting ID: 826 2759 0631

Passcode: 724740

Simultaneous translation in Arabic and English will be available.

