



Digital support services for exporting SMEs

MED MSMEs regional event - June 20 & 21, 2023 - Rome

Online Access

20/06/2023 [HERE](#)

21/06/2023 [HERE](#)

1. Context of the regional event

The activities implemented by the MED MSMEs Program in the field of "internationalization of SMEs" have so far aimed to develop the capacities of policy makers and representatives of the private sector in the partner countries through the production of knowledge and the provision of support to the exchange of good practices and experience in the field of internationalization.

These activities, implemented in close collaboration with the national SBA coordinators and members of the working groups, included: mapping and production of national and regional roadmaps (2020), a webinar on the benchmarking of international practices in terms of digital support services for exporting SMEs (July 2021) and a conference on electronic one-stop shops for international trade (Marrakech, 2022).

In this dynamic, the MED MSMEs Programme organized a "Tabadool" webinar on **May 4, 2023** on "cross-border e-commerce and digital marketplaces" and is organizing a regional event on **June 20 and 21, 2023**, these two activities aiming to raise awareness among Southern Neighbourhood partners on the importance of harmonizing ecosystems, the legal framework and international standards facilitating the development of cross-border e-commerce with the EU and between the countries of the region.

2. Webinar and regional event

The actions included are as follows:

- 1) A **Tabadool webinar, held on May 4, 2023**, aimed at raising awareness among export players in the region on the latest developments in policies, programs and approaches for the development of e-commerce in general, and cross-border e-commerce in particular. Including the presentation of the practical operation of digital marketplaces and access conditions for SMEs

And,

- 2) The organization of a **regional event to Italy (Rome) - on June 20 and 21, 2023**, dedicated to the exchange of experience and good practices in terms of support services for exporting SMEs through digitalization. On this occasion, participants will also be informed of the progress of the EuroMed Trade Helpdesk facility. This initiative follows the seminar organized in September 2022 in Marrakech which focused on the development of cross-



border e-commerce through the simplification of import / export procedures (paperless trade) and the development of electronic logistic platforms and one-stop shops aimed at reducing delays at borders, increasing the security and transparency of operations, and reducing administrative costs for exporting SMEs.

3. Purpose and expected results of the event

The **purpose** of the regional event is to inform and raise awareness among institutional and private exporters in the beneficiary countries of the MED MSMEs Programme on the impact of strategies, programmes and digital support services on the development of SME exports.

In particular, it will allow participants to acquire information on the export strategy in Italy (leading EU country in terms of exporting SMEs), on the governance system (*cabina di regia*) for the deployment of the strategy and on the operating methods and type of support services for exporting SMEs via the digital platform (*export.gov.it*).

As a result, the MED MSMEs Programme supported by INSME will mobilize dedicated expertise and a set of speakers from the main export institutions and organizations in Italy, *SIMEST, SACE, Italian Trade Agency, CDP and Unioncamere*.

The **expected results** of the event are:

- Thirty institutional managers and representatives of the private sector have the command of new strategic approaches and methods for supporting exporting SMEs through digitalization.
- They disseminate and use the lessons and information acquired during the regional event in the context of the formulation of new programs and/or the establishment of similar services in their respective countries.

4. Target Group

- Small Business Act Coordinators (SBACs)
- Representatives of the Ministry of Commerce
- Representatives of the exporting private sector

Delegation will consist of a maximum of **5 representatives per Country**. Preference is given to representatives of the Ministry of Commerce and private sector export associations who have already participated in previous events organized under the “Internationalization of SMEs” component.

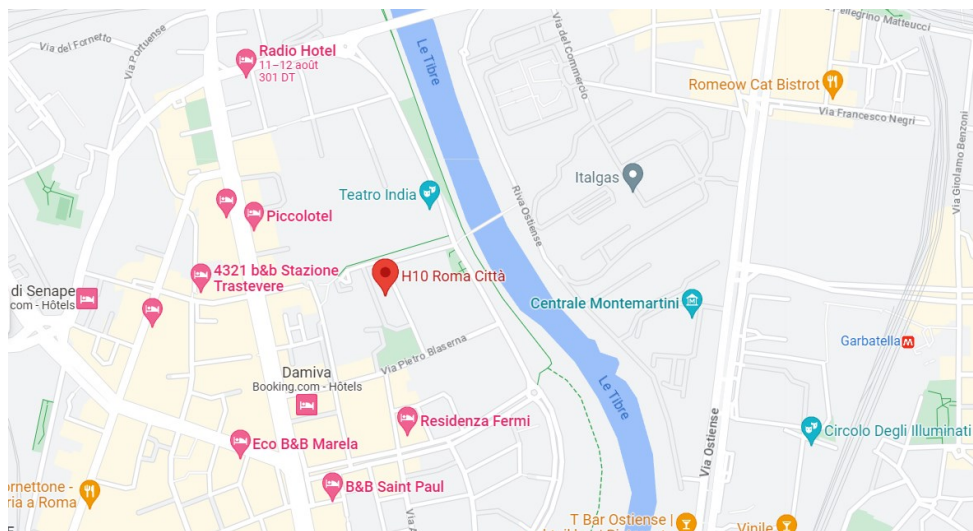
Following the example of the Marrakech meeting (December 2022), the national delegations will be called upon to draw up a presentation of the state of play by country, the format of which will be provided by MED MSMEs Programme and the content of which will be discussed with the experts of the Program during the month of May.

5. Organization of the event

The event will be held in Rome on the 20th and 21st of June. The venue will be the Hotel H10 Roma Città: [H10 Roma Città | Hôtel à Rome - Marconi | H10 Hotels](#). Simultaneous translation in English and French will be available during the plenary conference sessions (except for the one-to-one meetings). To the extent possible, complimentary airport-hotel transportation will be organized by the Programme (by delegation).

Venue: Via Amedeo Avogadro, 35, 00146 Roma RM, Italie

Phone: +39 06 556 5215



Online accesses are the following:

For the Day 1 20 June 2023, connect

[HERE \(DAY1\)](#)

For the Day 2 – 21 June 2023, connect

[HERE \(DAY2\)](#)

The indicative agenda is as follows (see next pages):



Agenda, 20 June 2023

Time slot	Topic	Speaker
10:00 – 10:20	Welcome addresses	Liisa TANTTARI - International Aid Cooperation Officer - DG NEAR, Commission européenne Sergio ARZENI – President – INSME – Italy Christophe MALHERBE - Team Leader - MED MSMEs Programme
10:20 – 10:40	Services to support the internationalization of Italian SMEs: export.gov.it as an example of effective coordination and solution-oriented platform	Mariangela SICILIANO - Head of Education -SACE – Italy
10:40 – 11:00		Andrea DEGL’INNOCENTI - Director of digital services – ITA – Italy
11:00 – 11:20		Francesca ALICATA – Chief of External Relations – SIMEST – Italy
11:20 – 11:40		Pietro INFANTE - Head of Internationalization - Unioncamere – Unioncamere - Italy
11:40 – 12:00		Riccardo HONORATI BIANCHI – Head of Country System Initiatives – CDP - Italy
12:00 – 13:00	Questions & Answers	
13:00 – 14:30	Networking Lunch	
14:30 – 14:45	UfM support to SME Intl	Said CHARNA, Senior Advisor - UfM
14:45 – 16:00	Southern Mediterranean Round table: “Effective policies and tools to develop digital trade & SME exports”	Moderated by Giovanni ZAZZERINI – Secretary General -INSME- Italy Participant country presentations
16:00 – 16:15	Coffee break	
16:15 – 17:30	Southern Mediterranean Round table: “Effective policies and tools to develop digital trade & SME exports”	Participant country presentations Questions & Answers
17:30 – 17:45	Concluding remarks: key success factors for the development of digital trade & SMEs exports	Giovanni ZAZZERINI - Secretary General -INSME- Italy Paolo CASTRATARO - Key Expert MED MSMEs



Agenda, 21 June 2023

Time slot	Topic	Speaker
09:30 – 10:30	Presentation of the Euromed Trade Helpdesk and recent evolutions Questions / Answers Conclusions et recommendations on the deployment next steps	Elodie ROBIN - Chef de Projet - ITC (International Trade Centre)
10:30 – 11:15	Presentation of the ecomConnect Programme Questions / Answers	Abdelbasset BOULELOUAH, Adviser Export Marketing – ITC (International Trade Centre)
11:15 – 11:30	Coffee break	
11:30 – 13:15	Bilateral meetings	
13:15 – 14:15	Networking Lunch	
14:15 – 14:45	Fintech & Gender: Presentation of a regional action plan	Amira KADDOUR, MED MSMEs Expert
14:45 – 15:15	Discussion: all – Moderated by Douja GHARBI, MED MSMEs Expert Are the expected results and impact comprehensive and specific enough? How to efficiently implement activities within the action plan? How to maximize the benefit of the implementation on a regional scale? How can the regional lens enhance impact at national level? Which partners will take leading roles in the implementation of activities? What are risks associated with the plan and how to mitigate those risks?	
15:15 – 16:15	Countries' interventions: initiative to mainstream gender in fintech	Partner countries delegates
16:15 – 16:30	Concluding remarks	Said CHARNA, Senior Advisor – UfM
		Liisa TANTTARI, - International Aid Cooperation Officer - DG NEAR, Commission européenne