

Your Monthly Tabadool

SMEs: Digital tools to start and grow

Whether in the start-up or development phase, SMEs today cannot ignore the essential role of **digital tools** in achieving their objectives. [The article dedicated to this subject](#) presents, in the form of a practical summary, nearly a dozen tools, with examples, grouped under four main categories: **digital marketing** (advertising platform, email marketing), **customer management** (Customer Relationship Management/CRM, e-commerce platform), **content creation** (online graphic design tool, website, blog), **data management** (data analysis tool, dashboard).

Facilitating SMEs' access to economic information: an inspiring Canadian initiative

The [Canadian Chamber of Commerce](#) is launching the "**Business Conditions Terminal**", a free platform for real-time monitoring and analysis of the economic situation through the compilation of **more than 2,200 indicators** (world trade, interest rates, commodity prices, stock market results, employment, regional and local data, etc.). The tool also offers notes from experts in various fields such as the active population, business dynamics, transport, tourism, etc. The aim is to assist SMEs in the decision-making process and in defining strategies based on easily accessible information. The initiative is the result of a collaboration with Statistics Canada, and has received financial support from "Innovation, Science and Economic Development Canada", the federal department responsible for economic and industrial policy.

Decarbonisation: a guide for SMEs

This **guide** was initiated by the General Confederation of Moroccan Enterprises (CGEM) with the support of the European Investment Bank (EIB) and the European Union. Produced within the framework of the [EU Trade and Competitiveness Programme](#), this digital guide is designed to be a **didactic and evolving tool**. It addresses several questions on the "why" and "how" of **decarbonization**, spots available training and expertise, inspiring practices and sources of funding. Since decarbonization is an ongoing process, the guide is intended to be constantly updated, according to regulatory and technological developments. [Access the guide here](#).

The Founder Institute, a global network for startups

"Turning ideas into bankable startups and startups into global businesses": to date, the [Founder Institute](#) has helped launch more than 6,800 companies that have benefited from its **acceleration programmes** and raised more than **\$1.75 billion US dollars** in funding. The project, launched in the Silicon Valley in 2009, was conceived based on the observation that entrepreneurs, for the most part at the pre-seed stage, lacked the structure and support network necessary to succeed. Today, FI connects entrepreneurs, investors and advisors in **over 200 cities on 6 continents**. It is particularly useful to consult the [list of cities around the world](#) in which applications are currently open for IF programmes.

E-commerce, gender and development: UNCTAD recommendations

According to a recent [UNCTAD](#) publication (May 2023), e-commerce could be a powerful tool for the **economic empowerment of women**. It remains that the **digital gender divide**¹ in developing countries accentuates gender inequalities and deprives women of many of the opportunities offered by e-commerce: reduced initial investment, access to distant markets, flexibility in terms of time and space, various services (marketing tools, means of payment, logistics). With this in mind, the UN agency issues recommendations to policy makers aimed at creating an **inclusive digital ecosystem** in which e-commerce provides equal opportunities for all: gender-sensitive digitization strategies, reducing the cost of Internet access, promoting local trading platforms as alternatives to global platforms, digital skills training, creating websites dedicated to available support and basic technical information (customs procedures, delivery services, electronic payment options, etc.).

How can SMEs take advantage of e-commerce to develop their exports?

This was the theme of a **Tabadool dialogue** organized on May 4 by MED MSMEs, in collaboration with [INSME](#). The [webinar](#) was an opportunity for participants to immerse themselves in the world of cross-border e-commerce and digital marketplaces. This gave them an insight into the challenges facing SMEs in this area. In addition, practical digital tools were shared by a team of experts as [inspiring international experiences](#).

¹ The gender gap in internet use is estimated at 1% in developed countries and 13% in least developed countries in 2022 (UNCTAD, 2023, p.5).

