

## Your Monthly Tabadool

### *How to realize the export potential estimated at 17 billion Euros in 2026?*

On September 26 and 27, 2022, the MED MSMEs Programme organized in Marrakech, in coordination with [Maroc PME](#) and [PortNet](#), two days on the **simplification and digitalization of international trade procedures**. The 40 participants from six southern Mediterranean countries exchanged their experiences in this area (see [summary](#)), discussed a regional digital trade single window and were presented the [EuroMed Trade Help Desk](#), a platform that allows businesses in the Southern Neighbourhood to quantify their export potential (estimated at 17 billion Euros in 2026), by country and by product. The [functionalities](#) of this tool, which covers ten southern Mediterranean countries, were presented by the [EU-TIFM2](#) Project Manager at the International Trade Centre ([ITC](#)).

### *Corporate Sustainability Due Diligence: The EU proposed directive under debate*

In collaboration with the EU Delegation in Tunis, a Tabadool dialogue was organized on October 13 by the MED MSMEs Programme on the Proposal for a [European Directive on Corporate Sustainability Due Diligence](#) which would oblige European and non-European companies to publish ESG (environment, social and governance) reports from 2026. The contributions of DG GROW, the Tunis Stock Exchange, CGEM (Morocco), the Egyptian Federation of Industry and the Jordanian Businessmen Association gave participants the opportunity to discuss the potential impact on Southern Mediterranean SMEs of the future directive and the policies to be implemented to transform a threat into an opportunity. The summary of this dialogue can be consulted [here](#).

### *European Microfinance Week 2022*

At the initiative of the European Microfinance Platform ([e-MFP](#)), this hybrid event will take place in Luxembourg from November 16 to 18, 2022. It will bring together global inclusive finance actors (national and multilateral development agencies, investors, NGOs, consultants, researchers, etc.) around more than 30 thematic workshops and networking sessions. The [European Microfinance Prize 2022](#) on the theme "Financial inclusion that works for women" will also be awarded on this occasion. More information and registration [here](#).

### *Bpifrance's "Mondialometer": an online assessment tool for international projects*

Any SME with an internationalization project would no doubt be interested: the "[Mondialometer](#)" is an **online tool** that allows companies to carry out a self-assessment in about fifteen minutes. This express diagnosis, designed by Bpifrance, is based on a questionnaire answered by the entrepreneur, that allows assessing the degree of a project readiness to go international based on the company's offer, its resources, the market, etc. The tool then issues personalized recommendations to identify the

right levers to activate for a successful internationalization process.

### *The Netherlands Enterprise Agency's support for internationalization: an inspiring example*

The service offerings of this [agency](#) deserve attention because of the **diversity of supports and tools** available to companies seeking internationalization: financing, personalized advice, access to networks and events, databases on foreign markets. This last section contains various market analysis [tools](#) (map of export potential, rules of origin facilitator, etc.) with a straightforward user's [manual](#) developed by the International Trade Centre. The services also include access to the [Centre for the Promotion of Imports from Developing Countries](#) that offers market studies (by sectors and products) and contacts with SMEs wishing to export to Europe.

### *Green finance promoted by the European Investment Bank in the South-Med region for the benefit of SMEs*

The "[EU Trade and Competitiveness Programme](#)", launched in 2021 by the European Commission and the European Investment Bank in four Southern Mediterranean countries (Egypt, Jordan, Morocco, Tunisia), includes among its main axes the enhancement of SMEs access to finance. The EIB and the Banque Centrale Populaire in Morocco have just concluded the [first guarantee agreement](#) under this Programme. This partnership targets SMEs in four key export sectors (agriculture, agroindustry, textiles, automotive) and will facilitate their access to **sustainable finance** for investments in modernization and decarbonation, thus improving their competitiveness and their commercial prospects with the EU.

### *Make CSR a lever for international development...*

Crossing the issue of **Corporate Social Responsibility** (CSR) with that of the **international development of companies** has been the subject of [research](#) and debate for many years that contribute to fostering innovation. With this in mind, a [conference](#) was organized by the French Auvergne-Rhône-Alpes-region by the network of Foreign Trade Advisors was an opportunity to deliver some messages around a triple necessity:

- To rebuild the entrepreneurial model by integrating CSR as a constant in both national and international actions.
- To rethink enterprise's financing with a CSR lens.
- To consider CSR not as a constraint but as an element of differentiation, an opportunity for innovation and progress.

### *Fintech and Gender, theme of the next Tabadool dialogue*

In November, the MED MSMEs Programme is planning a new Tabadool dialogue on **Fintech and Gender**. A detailed communication on this subject will be made shortly.

