

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



**Digital support services for  
exporting SMEs**

**Regional meeting**

**Rome – June 20 & 21, 2023**

**<<<Morocco>>>**



## National export strategy in the light of the pandemic and GVCs reorganisation

In order to boost exports, the Ministry of Industry and Trade has set up a system called "TASK FORCE EXPORT", aimed at *identifying and capturing untapped export potential*.

### Objective

Diversify markets and develop exports to new markets with high export potential, Africa in this case but also the United States of America, Great Britain and China.

In this context, the Ministry proceeded to the identification of the unexploited potential on the basis of the analyzes couples products/target markets cover **200 products of the Moroccan exportable offer** relating to **14 sectors of activity** in particular: automobile industry, aeronautics, agroalimentary and seafood, textile-clothing and leather, chemical-parachemical, metal and metallurgical industries, electricity-electronics, pharmacy, building materials, plastics.



The product/market couple includes analyzes of the world market for the product, the main importers and exporters, the international positioning of Morocco, the markets with high potential to target, their characteristics, the tariff and non-tariff barriers, the conditions of access and the main events characterizing the promotional environment of the target countries.



# How is digitalisation integrated in export development policies / strategies?

*Digitization has become increasingly integrated into export development policies and strategies, both at government level and within companies. This integration is driven by the potential of digitalization to stimulate economic growth and facilitate international trade.*

*Thus, as part of export support programs, the Ministry encourages companies to adopt digitalization by **encouraging them to create professional websites, improve their online presence and participate in virtual marketplaces.***



# Recent initiatives supporting SME exports

*To capture the identified export potential, the Ministry has developed an export support offer in consultation with the export ecosystem, including the Ministry of Economy and Finance, the Moroccan Agency for the Development of Investments and Exportations, the Moroccan Association of Exporters, the Moroccan Institute for Standardization, National Banks, the Moroccan Export Insurance Company, etc.*

*This offer includes:*

- ➔ Individualized export support programs, adapted to the profile of each company and centered on its ambitions and its real and specific needs in terms of export development. These programs support certain marketing and commercialization actions in the target markets.*
- ➔ Accompanying measures in terms of certification and compliance with international standards in order to facilitate companies' access to foreign markets.*
- ➔ An offer of financing (in partnership with national banks) and complementary insurance to support export activities.*

*These initiatives aim to strengthen the support provided to exporting companies and help them overcome the challenges they face in their international development to capture export potential and position themselves in new markets.*



# Going forward: to fully leverage digitalization to boost SME exports

*In order to progress and fully exploit the advantages of digitalization to stimulate the exports of SMEs, it is necessary to **put in place specific support and accompanying measures**.*



**THESE MEASURES  
SHOULD INCLUDE:**

- The implementation of **training and capacity building programs** to help SMEs acquire the necessary knowledge in terms of digitalization.
- Encouraging SMEs to **participate in virtual marketplaces** and providing them with **technical assistance** to facilitate their online presence and sales.
- Support for SMEs to **develop skills in online marketing**, in particular through targeted advertising campaigns, the use of social networks and SEO strategies to increase their visibility on the Internet.
- **Facilitating logistics operations** through the adoption of digital solutions such as shipment tracking, inventory management and delivery coordination. This enables SMEs to optimize their export processes and provide a smooth customer experience.
- **The establishment of partnerships** between SMEs and relevant actors such as logistics service providers and e-commerce platforms. These partnerships can help SMEs access new business opportunities and benefit from specialist advice and support.



