



MED MSMEs

Policies for inclusive growth

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

SBAC Coordination meeting

SME Internationalisation

UfM-Barcelona June 24, 2022

GOPA
WORLDWIDE CONSULTANTS

Annual Work Plan 2 / January 2021 – April 2022

- 12 meetings of the SME Internationalisation WG
- 6 SME Export Development Country Profiles (including COVID 19 responses).
- 1 SME Export Development Regional report
- 1 regional webinar to present the results of the study and the recommendations

- 1 regional awareness-raising roundtable on the digitalisation of exporting SME
- 4 national awareness-raising roundtables on the digitalisation of exporting SME (Tunisia, Morocco, Jordan and Lebanon)
- 5 policy briefs on the digitalisation of exporting SME (Tunisia, Morocco, Jordan, Egypt and Lebanon)
- 4 pilot actions on the digitalisation of exporting SME and their ecosystem (Tunisia, Morocco, Jordan and Egypt)
- 1 support action to update the export strategy in Palestine



Annual Work Plan 3 / Mai 2022 – April 2023

I Finalisation of pilot actions at national level (September 2022):

- **Morocco**: Digitalisation of agri-food exporting SMEs and upgrading related supporting services
- **Tunisia**: Digital platform of support programmes for exporting SMEs
- **Jordan**: Streamlining and digitalising international trade procedures
- **Egypt**: IMC capacity building in the field of SME digital transition
- **Palestine**: TA to MoNE for the update of the national export strategy

I Follow-up with EU delegations for the consolidation of pilot actions(October 2022)

I Preparation and implementation of one or two regional / subregional actions in the following areas (October 2022 – February 2023):

- SME Digitalisation
- Streamlining and digitalising international trade procedures
- Digital platform / information database on export support tools / market access

I Capitalisation of achievements through the CoP (October 2022 – March 2023)

I Restitution of results at the closing event (April 2023)



The background features a complex, abstract geometric pattern. It consists of numerous overlapping triangles and squares in various shades of blue, teal, and light green. The shapes are arranged in a way that creates a sense of depth and movement, with some elements appearing to recede into the distance while others are in the foreground. The overall effect is a vibrant, multi-colored mosaic.

Thank you