



International
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TRADE IMPACT
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Intergovernmental Group of Experts on e-commerce

How to overcome operational constraints that MSMEs in
developing countries face when setting up trade online

By: James Howe, ITC Senior Adviser, Marketing, Branding and E-Commerce

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The entry door for micro, small and medium-sized enterprises to global markets



Limited availability of online payment solutions



Unreliable and costly logistics services



Awareness and access to appropriate technologies

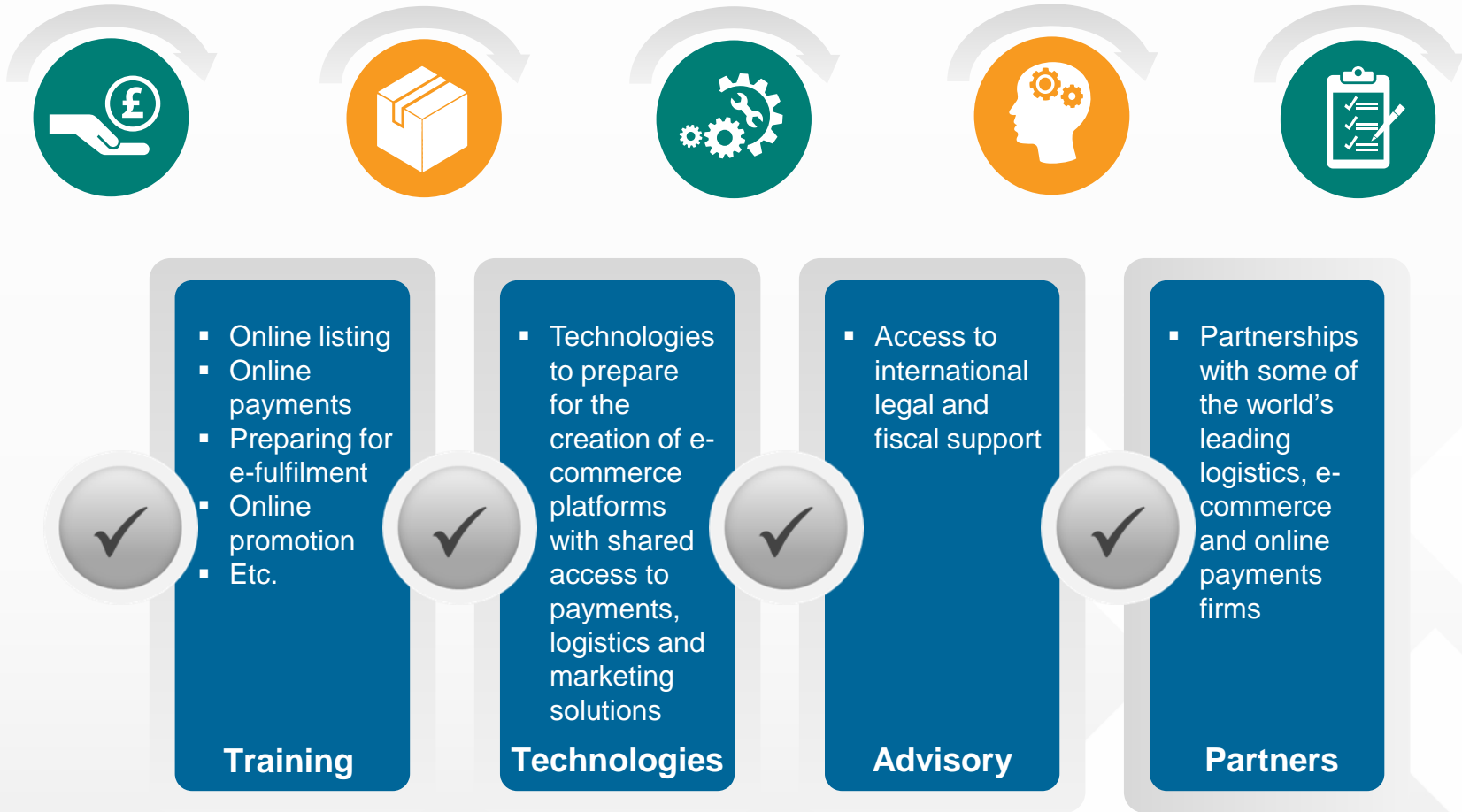


Lack of business skills e.g. marketing and finance



Limited ability to overcome legal and regulatory barriers

The programme



ITC e-commerce projects

Establishing a formal commercial presence in Europe to enable Moroccan sellers to receive international payments and correctly handle duties and domestic taxes.

Morocco (2015/2016)

Helping young entrepreneurs in Senegal to reach buyers around the world with the launch of an online platform that will connect with global e-commerce marketplaces

Senegal (2017)

Locally-managed B2B online marketplace / directory across 8 countries

Connect UEMOA (2017-)

Setting up export arrangements for handicrafts from Syria to connect internally displaced women artisans to global markets

Syria (2017)

Helping young entrepreneurs in Senegal to reach buyers around the world with the launch of an online platform that will connect with global e-commerce marketplaces

Asian LDCs (2017)

Boost understanding among small firms and service partners in Rwanda of what it takes to succeed in e-commerce; Enabling access to markets and providing firms the tools and support to

Rwanda (2017-2019):

Rwanda: Enabling the future of e-commerce

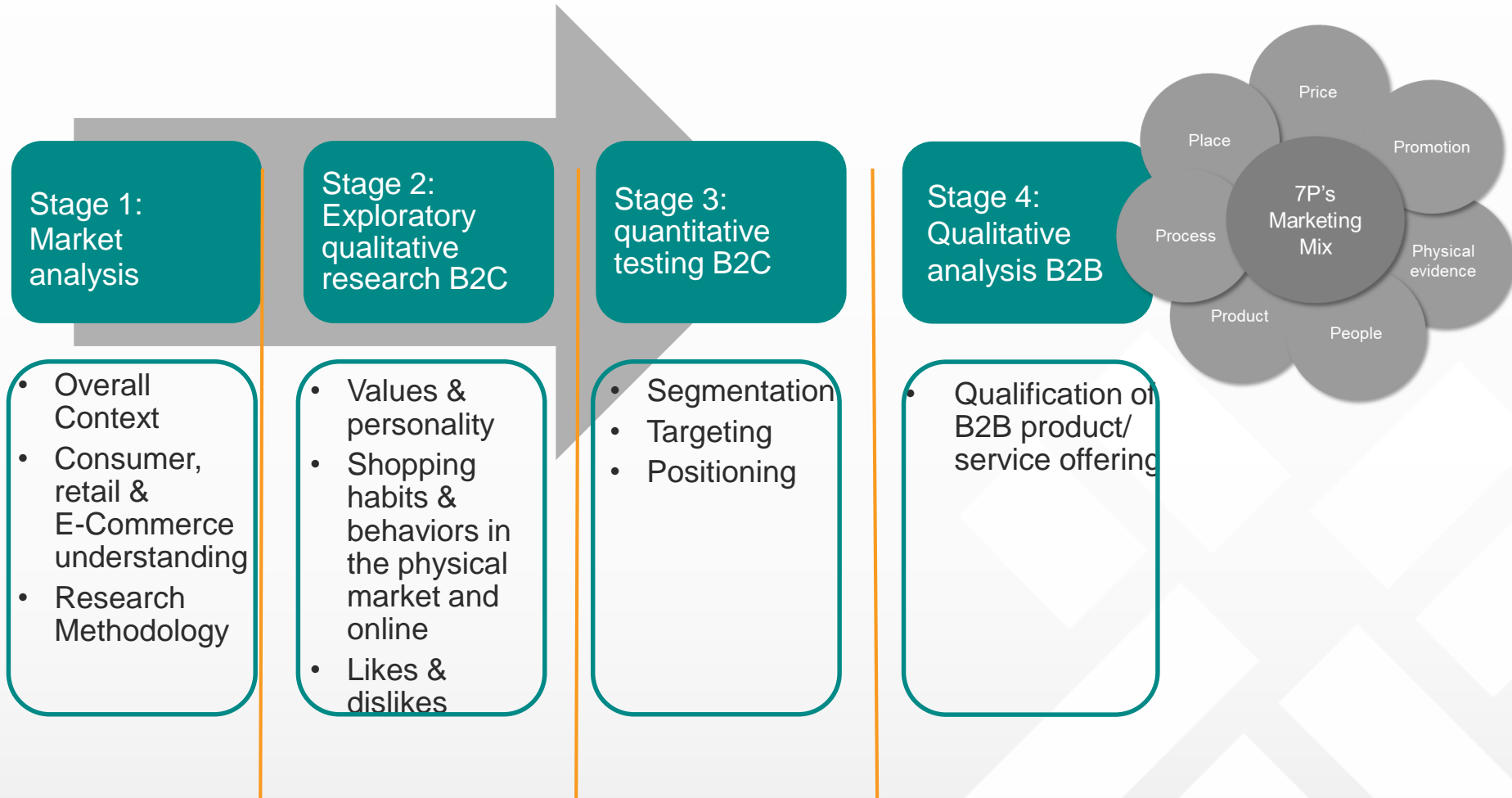
Market research to develop an e-commerce strategy in line with the customers' needs and wants.

Selected enterprises accompanied through e-commerce training, coaching, shared tools and access to improved logistics services.

Logistics strategy is developed, with the support of DHL, to improve logistics services in Rwanda -

Innovative e-commerce support facilities and last mile delivery solutions implemented

Rwanda: Market research



Rwanda: E-Commerce training curriculum

Business management

E-commerce usability

Market research for e-commerce

Product listing

E-Commerce engineering

Integrating virtual marketplaces

Social media and online promotion

Customer service

Inventory Management and Logistics

Online payments, intellectual property and fiscal aspects

Rwanda: Logistics strategy – strategic pillars

