

The *Potential* Contribution of Digital Technologies and Shared Services to SME Growth in LDCs

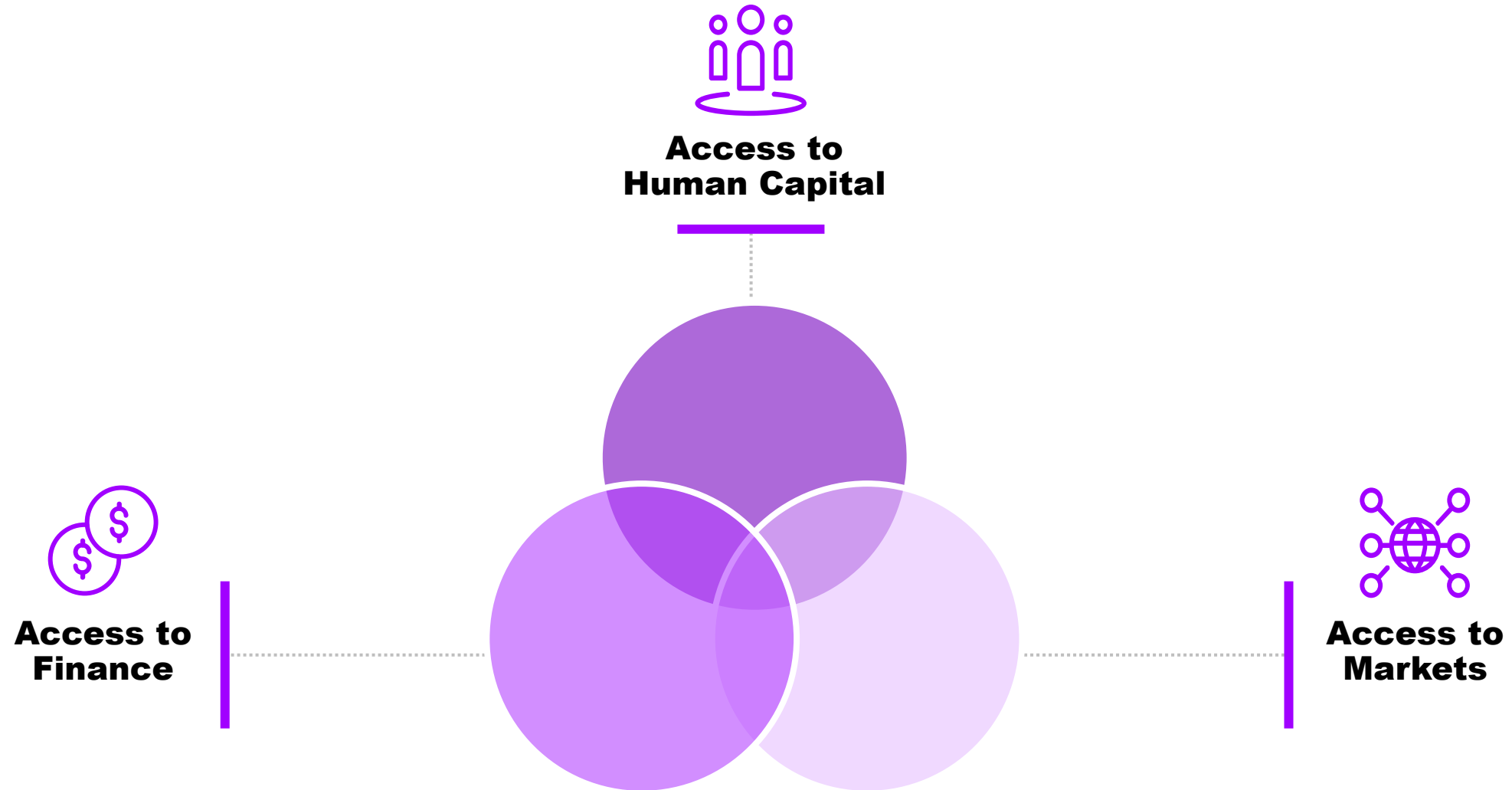
Accenture Development
Partnerships

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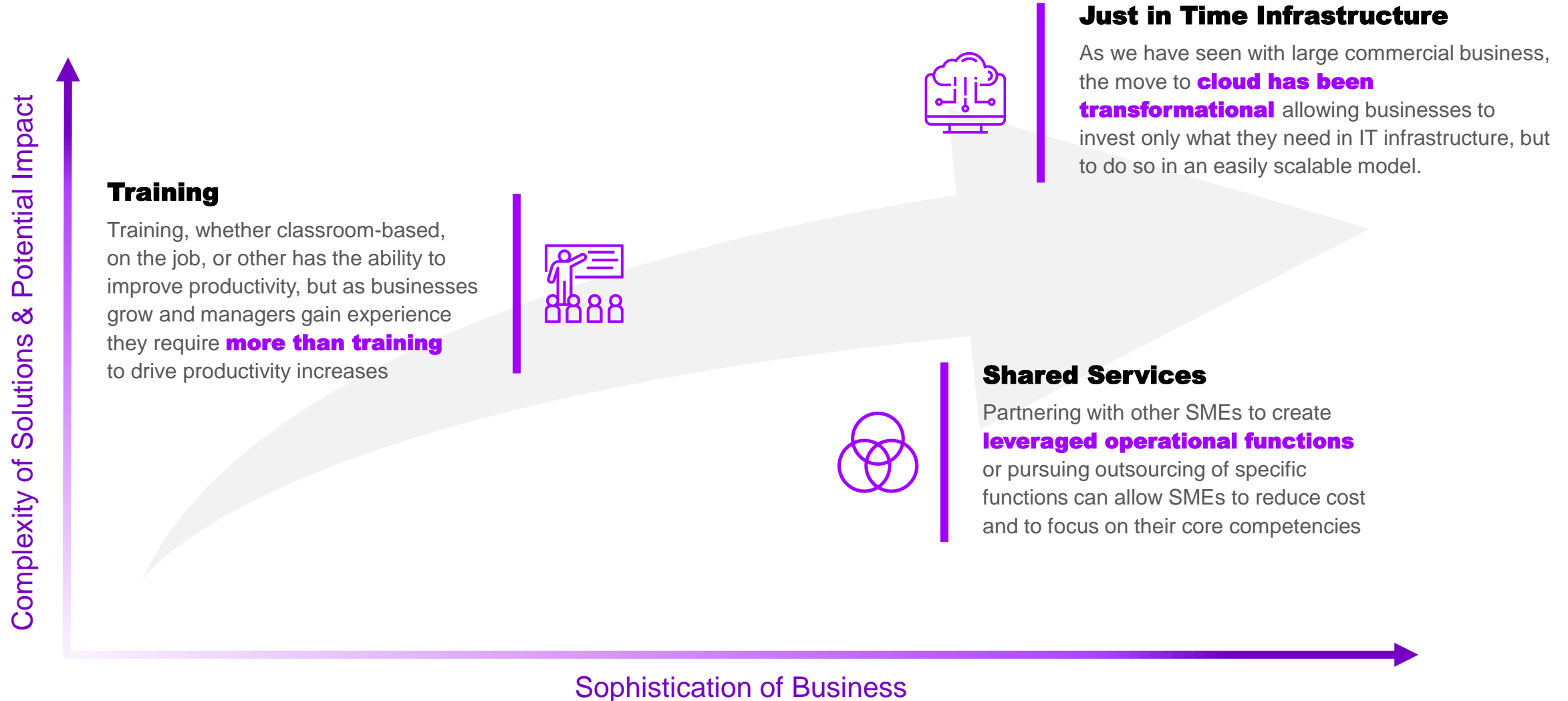
Micro-constraints to Growth

Simplistically, these three overlapping challenges have been a primary focus area of SME researchers and policymakers for well over a decade.



Beyond Training

More sophisticated and / or growth-oriented firms require more complex solutions.



Digital Infrastructure Progress

Big Tech sees an opportunity

“In 2019, Google announced a **subsea cable** called Equiano that runs from South Africa to Portugal with a stop in Nigeria... Facebook is undergoing an even more ambitious project—the 2Africa **subsea cable** that loops around the continent and connects twenty-three countries in Africa, Europe, and the Middle East”

*Hruby, Aubrey. “The digital infrastructure imperative in African markets,” April 8, 2021,
<https://www.atlanticcouncil.org/blogs/africasource/the-digital-infrastructure-imperative-in-african-markets/>.*



Who will serve this market?

- ❑ Challenging investment climate
- ❑ SMEs in LDCs not the target client base of many
- ❑ Individually, too small, aggregating demand can be difficult

How can we 'prime the pump' for this market?





Thank you