

Ambassador
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(Uruguay)

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WTO MSME Informal Working Group

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95 Members

Objective: To support MSMEs in international trade





TRADE4MSMES

<https://trade4msmes.org/>

The gateway to MSME trade information



MSMEs

OUR DEDICATED LIBRARY OF RESOURCES AND INTRODUCTORY GUIDES FOR MSMEs



**Policymakers
& Researchers**

OUR DEDICATED LIBRARY OF RESOURCES CURATED FOR POLICYMAKERS AND RESEARCHERS WORKING ON TRADE AND MSME ISSUES

We provide timely, curated content for micro, small, and medium-sized enterprises (MSMEs), policymakers, and researchers on the challenges and opportunities that MSMEs face when engaging in international trade.



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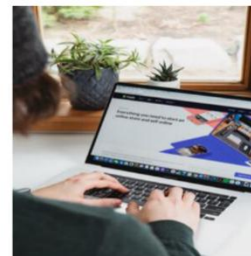
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Selling Abroad Online

Why might I want to sell online?

Selling online offers a competitive edge to small businesses seeking to expand into new markets and attract more customers. Retail e-commerce sales worldwide have seen a rapid increase in recent years and reached a record high in 2020 with the Covid-19 pandemic. By selling online, it may be possible for you to reach a global customer base with lower overhead than if sales were only done through physical stores. Learn more from the [United Nations Conference on Trade and Development \(UNCTAD\)](#), [Statista](#), and [Small Business Trends](#).



How can I sell online?

From online marketplaces and platforms to social media and e-commerce websites, there are a wide range of digital sales options in addition to traditional or physical stores. Some of the most common ways to sell online are listed below, and make sure to visit [Shopify](#) to learn more.

- **Marketplaces:** These could be general or specialized by market sector (for example textiles, or electronics). General marketplaces are suitable to sell products or services with mass appeal when branding is not a business priority. In contrast, specialized marketplaces enable businesses to position their brands, find market niches, and offer customized value propositions to clients.
- **Listing websites:** These are useful for MSMEs with business models that focus on buying and re-selling common items. They are also appealing for businesses that sell by offering competitive prices or promoting additional features of goods and services advertised on the web.
- **Social media:** Social media platforms enable businesses to create customized webpages linked to online e-commerce sites and marketplaces with mass reach.
- **Your own company webpage:** Maintaining your own company webpage with more in-depth information about your products and offerings is important for online sales. Customers may find your products by chance through a search engine or may want to learn more after finding your items on an e-commerce marketplace.

What should I consider before selling online?

A starting point is to plan a sound e-commerce sales strategy and get customer feedback on products and services. Either through social media or direct contact channels, you can reach out directly to potential customers to understand their needs and find target markets domestically and/or internationally. Understanding your customer base can help you customize products and services and identify market entry options. Other things to consider include payment methods, as well as the shipping and returns policies that may be best suited for your customers. These may vary depending on the market. You should also research market access requirements that may affect your products and services (see guides on [services export potential](#) and [services contact points](#)). Learn more from this in [E-commerce Guide](#) and [PayPal](#).

Where can I learn more?

Many businesses can benefit from online communities and training courses about online sales methods and e-commerce strategies. Some of these resources are:

- **ecomConnect:** This is an e-commerce online community that connects entrepreneurs, business owners, and individuals seeking to sell products and services online. Visit [ecomConnect](#).
- **Course on virtual marketplaces for e-commerce initiatives:** This course outlines the e-commerce marketplaces where businesses can begin selling their products or services. Visit the International Trade Centre's (ITC) [SME Trade Academy](#).
- **Course on creating quality e-commerce content:** This course introduces MSMEs to the various types of e-commerce content for promoting and selling products and services online. Visit the ITC's [SME Trade Academy](#).
- **Google:** [Free small business training](#) to set up and optimize a website, customer engagement and search engine optimization. Additionally, Google has a playlist of short [training](#) videos; recorded in-depth [training](#) presentations; a [Skillshop](#) of short tutorials on using Google Ads; and a free course on [Localisation Essentials](#) to make products and services work worldwide.



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Polymakers

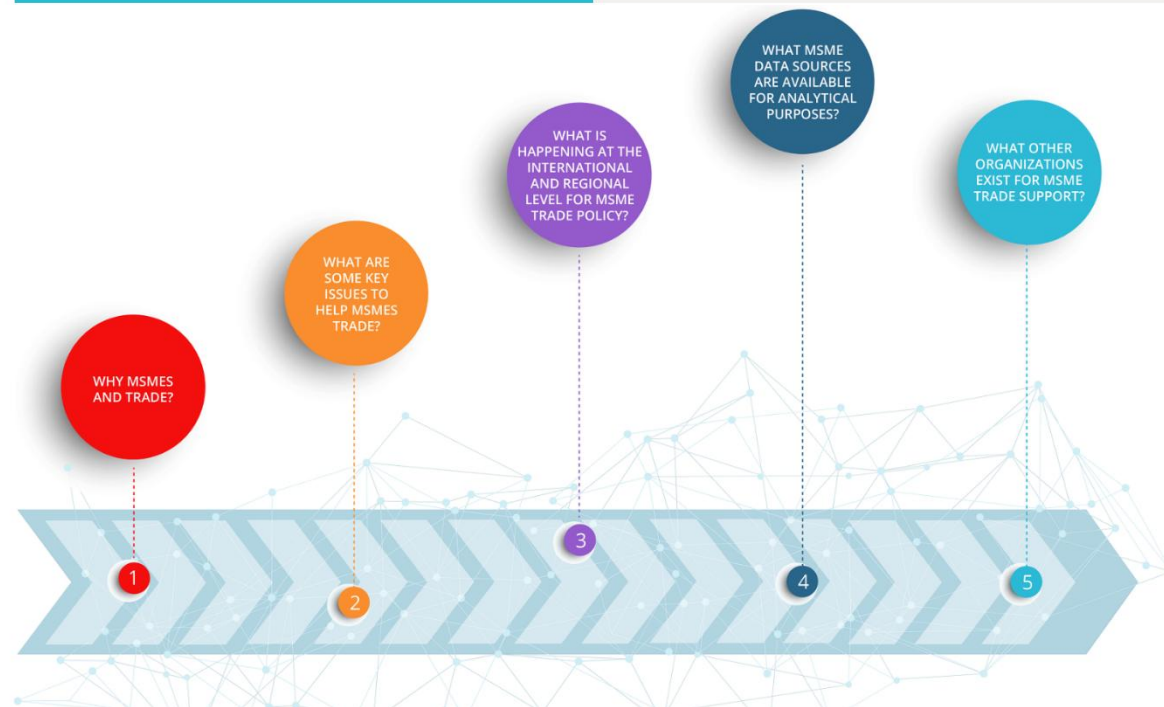


Polymaker Resources

Welcome to our dedicated resources for polymakers and researchers. Visit our guides on various aspects of trade and MSME-related policymaking, or search our library for direct access to useful third-party sites, such as databases, government websites, and research papers.

Polymaker Guides

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What Are Some Key Issues to Help MSMEs Trade?



What Are Some Key Issues to Help MSMEs Trade?

The various aspects of international trade and trade policy have particular implications for micro, small, and medium-sized enterprises. Our guides below set out several of these issues and what they mean for MSMEs.

Cross-cutting issues:

- [Gender](#)
- [Regional trade agreements](#)
- [Voluntary sustainability standards](#)

Digitalization:

- [Blockchain](#)
- [Cross-border paperless trade](#)
- [Cyber readiness/cybersecurity](#)
- [Digital economy](#)
- [E-commerce readiness assessment](#)
- [Electronic cross-border payments](#)

Legal considerations and intellectual property

- [Contracts and dispute settlement](#)
- [Intellectual property protection and disputes](#)
- [Trade remedies](#)


Regulation

- [Competition policy](#)
- [Government procurement](#)
- [Non-tariff measures](#)
- [Sanitary and phytosanitary measures and technical barriers to trade](#)
- [Think-small-first principle](#)



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MSME Library



MSME Library

Welcome to our MSME Library. Below you can access resources for MSMEs about several topics involving trade. Visit the different topic pages directly by clicking through the topic buttons, or go to the search section at the bottom of the page and type in your keywords.

[MSME Guides](#)

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Network

Working group on small business launches Trade4MSMEs network

The Informal Working Group on Micro, Small and Medium-sized Enterprises (MSMEs) on 8 June launched the Trade4MSMEs network, a partnership of international organizations aimed at improving the capacity of MSMEs to participate in world trade and promoting collaboration among members of the network.

More

- [Informal Working Group on Micro, Small and Medium-sized Enterprises \(MSMEs\)](#)
- [Micro, small and medium-sized enterprises \(MSMEs\)](#)
- [Business, trade and the WTO](#)
- [WTO and other organizations](#)
- [#SME](#)

The network will seek to update regularly the Trade4MSMEs website, a platform that helps small companies find trade-related information and improve their ability to trade internationally. The platform also helps policymakers design measures tailored to the needs of small companies. Trade4MSMEs can be accessed [here](#).

Ambassador José Luis Cancela of Uruguay, Coordinator of the Informal Working Group on MSMEs, said the objective of the Trade4MSMEs network is to facilitate further collaboration among international organizations, to identify new tools to help MSMEs trade and to explore the possibility of joint projects. The network plans to meet annually to maintain regular communication and to discuss new opportunities.

At the launch of the network, 12 organizations provided reports on their recent trade-related initiatives for small business.

The organizations participating in the network are:

1. Asian Development Bank
2. European Bank for Reconstruction and Development
3. Inter-American Development Bank
4. International Labour Organization
5. International Telecommunication Union
6. International Trade Centre
7. Organisation for Economic Co-operation and Development
8. United Nations Economic Commission for Africa
9. United Nations Economic Commission for Europe
10. United Nations Economic Commission for Latin America and the Caribbean
11. United Nations Economic and Social Commission for Asia and the Pacific
12. United Nations Economic and Social Commission for Western Asia
13. United Nations Industrial Development Organization
14. United Nations Commission on International Trade Law
15. World Customs Organization
16. World Intellectual Property Organization
17. World Bank

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Thank you