



International  
Trade  
Centre

TRADE IMPACT  
FOR GOOD

SME COMPETITIVENESS OUTLOOK

2018

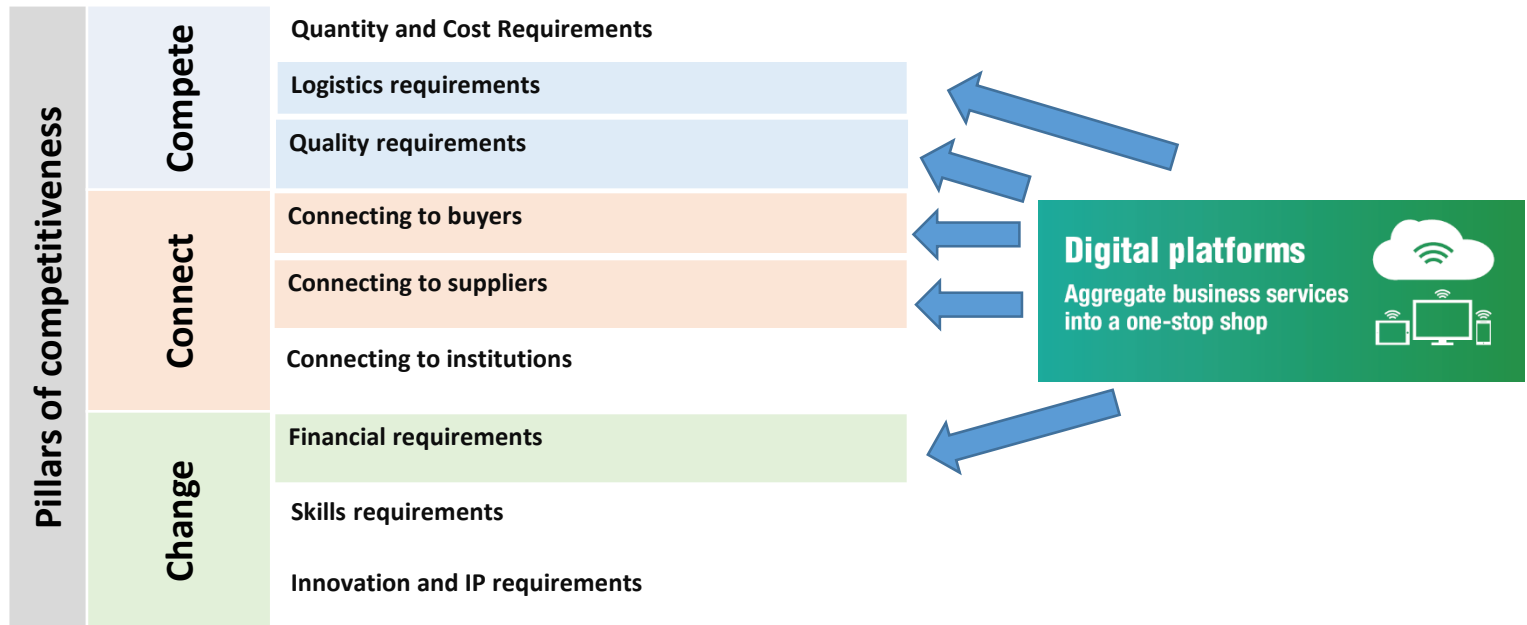
# Business Ecosystems for the Digital Age

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# SME Competitiveness Grid



# The platform revolution

# The economic size of internet platforms

**3.3 trillion USD**

Market capital value  
10 largest internet  
platforms

(all based in US or  
China)

**3.4 trillion USD**

Nominal GDP Germany

**2.5 - 3.4 trillion USD**

Combined GDP of  
members of African  
Continental Free Trade  
Area

# Making the digital age work for SMEs



- Reduced costs of market entry and transaction
- Wider access to buyers and suppliers
- Easier access to information
- Improved access to financial capital
- Lower gender bias



- Excessive market power of platforms setting rules of the game
- Competition between SMEs and platforms selling their own products and services
- Concerns over data collection and privacy

# Making the digital age work for SMEs

- Regulation: **Build trust in the digital economy**
- Access to information: **Make big data work for SMEs**
- Skilling to thrive: **No time for perfect solutions => anticipate, act, adjust**
- Closing the last mile: **New technologies, old challenges**

# Skilling to thrive

## The Change



## (One of) the Challenge(s)



# Skilling to thrive: who pays the bill?



# Skilling to thrive: which skills to transmit?

- problem solving skills
- Technical skills
- social and emotional skills



# Skilling to thrive: which skills to transmit?

## Technical skills:

- Basic skills (compulsory school curriculum)
- Intermediate skills: sector/product specific
- Advances skills, for SMEs:
  - cybersecurity a must
  - understand platform economy
  - digital entrepreneurship

# No time for perfect solutions: identify your gazelles and involve them in training and education





# Making big data work for small firms

## Traditional players include:

- Trade Promotion Organizations
- Investment Promotion Agencies
- Chambers of Commerce
- Sector Associations

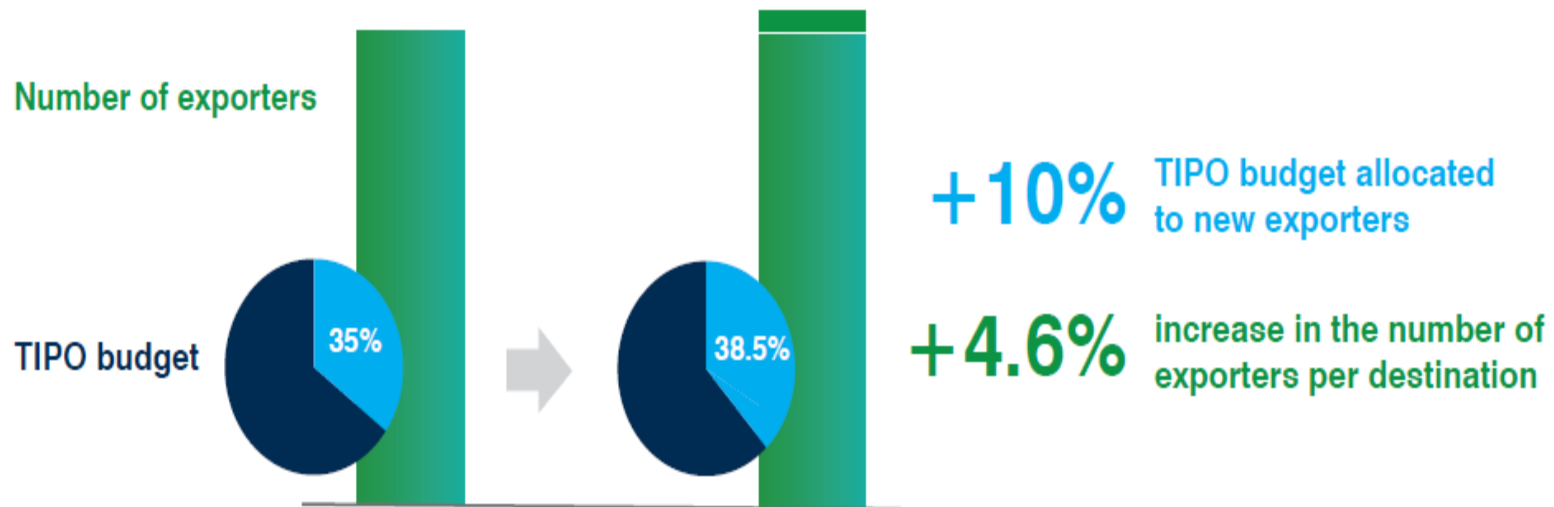
## New players: internet platforms



# TIPOs and the platform revolution

- **Platforms offer TPO services** (e.g. Google Market Finder)
- **Digital market places work with TPOs:** Export Digital is a platform launched by Switzerland Global Enterprise, the Swiss TIPO, in collaboration with Google.
- **TIPOs create one-stop shop digital platforms in collaboration with private sector providers:**
  - Sri Lanka's EDB eMARKETPLACE, offers export promotion combined with finance and logistics solutions in collaboration with DHL
  - Malaysian Electronic World Trade Platform (eWTP), set up by the Malaysian Digital Economy Corporation in partnership with Alibaba, offers services encompassing e-commerce, logistics, cloud computing, mobile payment

# Tailoring support has worked in the past; how to do it in the digital age ?

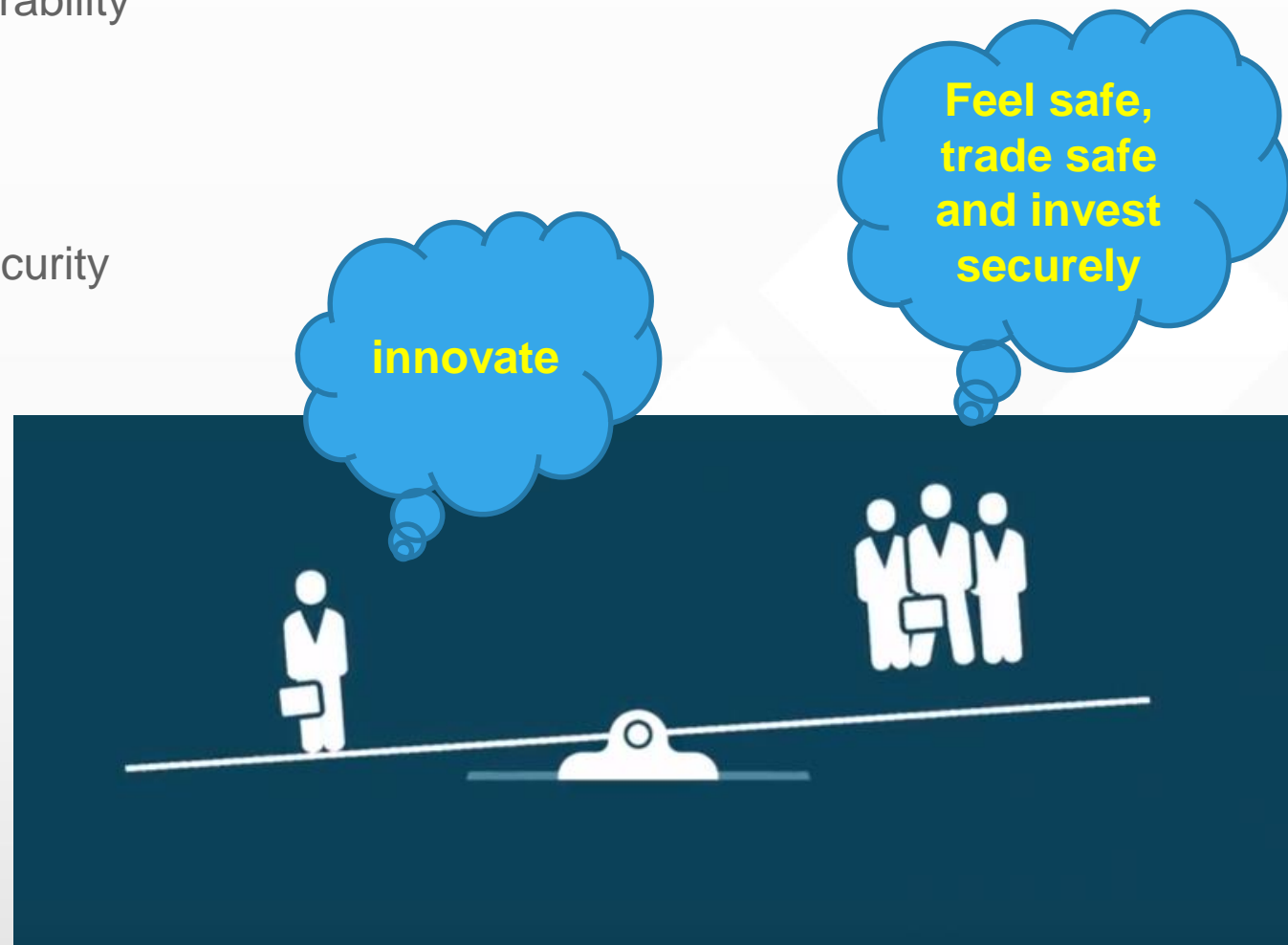


# Regulation: Building trust in the digital economy



# Regulation: Building trust in the digital economy

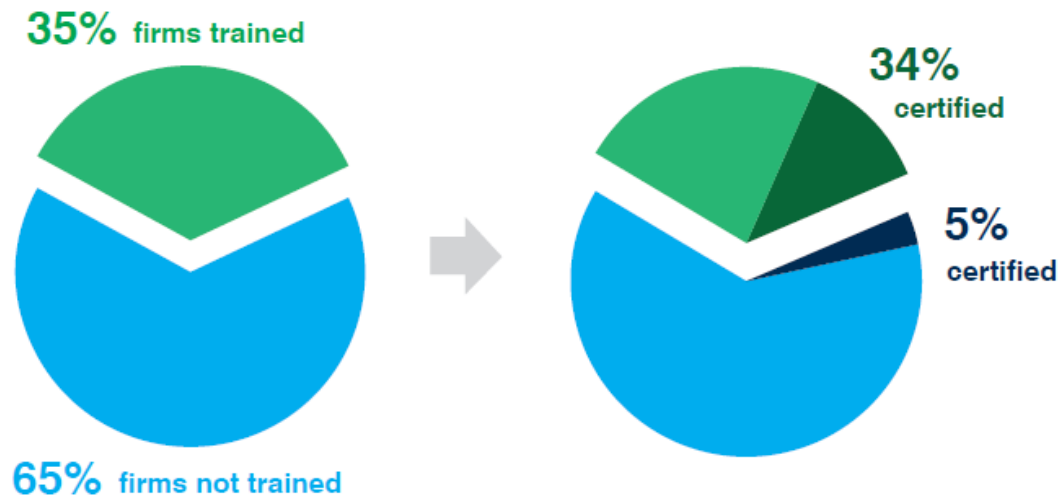
- Promoting interoperability
- Protect privacy
- Guarantee cybersecurity





# Don't forget to transfer knowledge to the enterprises

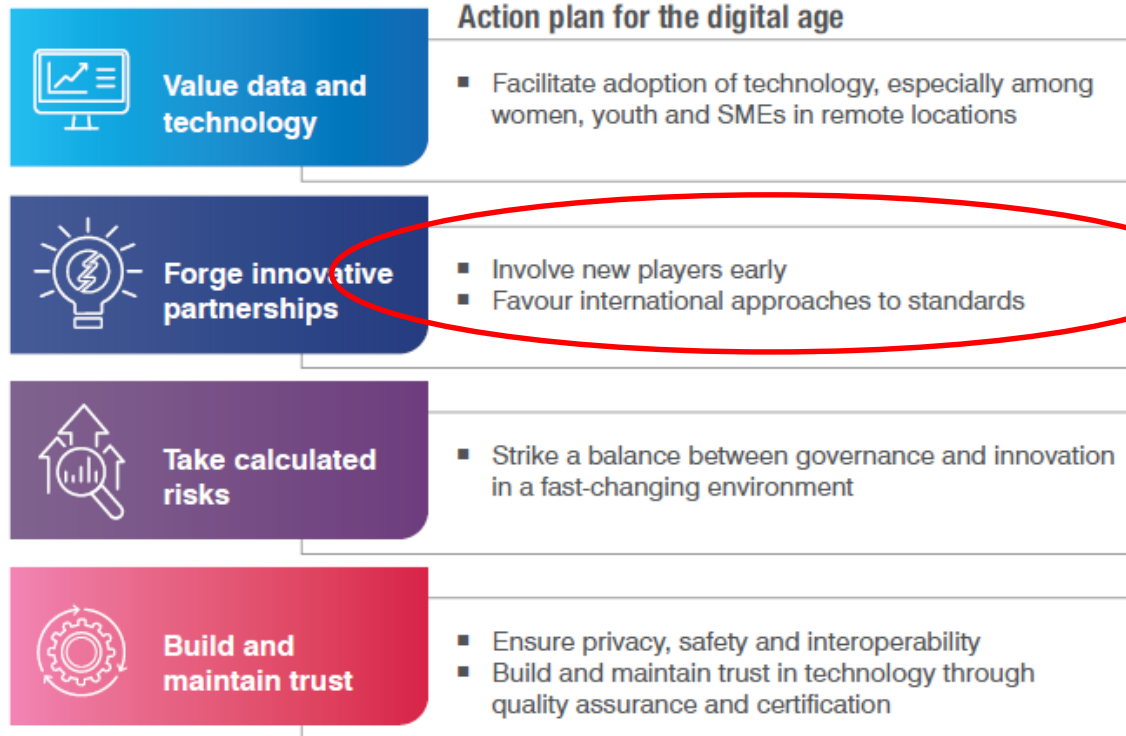
## Quality certification: 7x more likely when trained



## Become an exporter: 3x more likely when trained



## Quality assurance bodies Build trust in the digital economy



# Are you ready for the digital age ?



**Value data and  
technology**



**Take calculated  
risks**



**Forge innovative  
partnerships**



**Build and  
maintain trust**

More on:

<http://www.intracen.org/smeoutlook>

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