



International
Trade
Centre

TRADE IMPACT
FOR GOOD

SME COMPETITIVENESS OUTLOOK

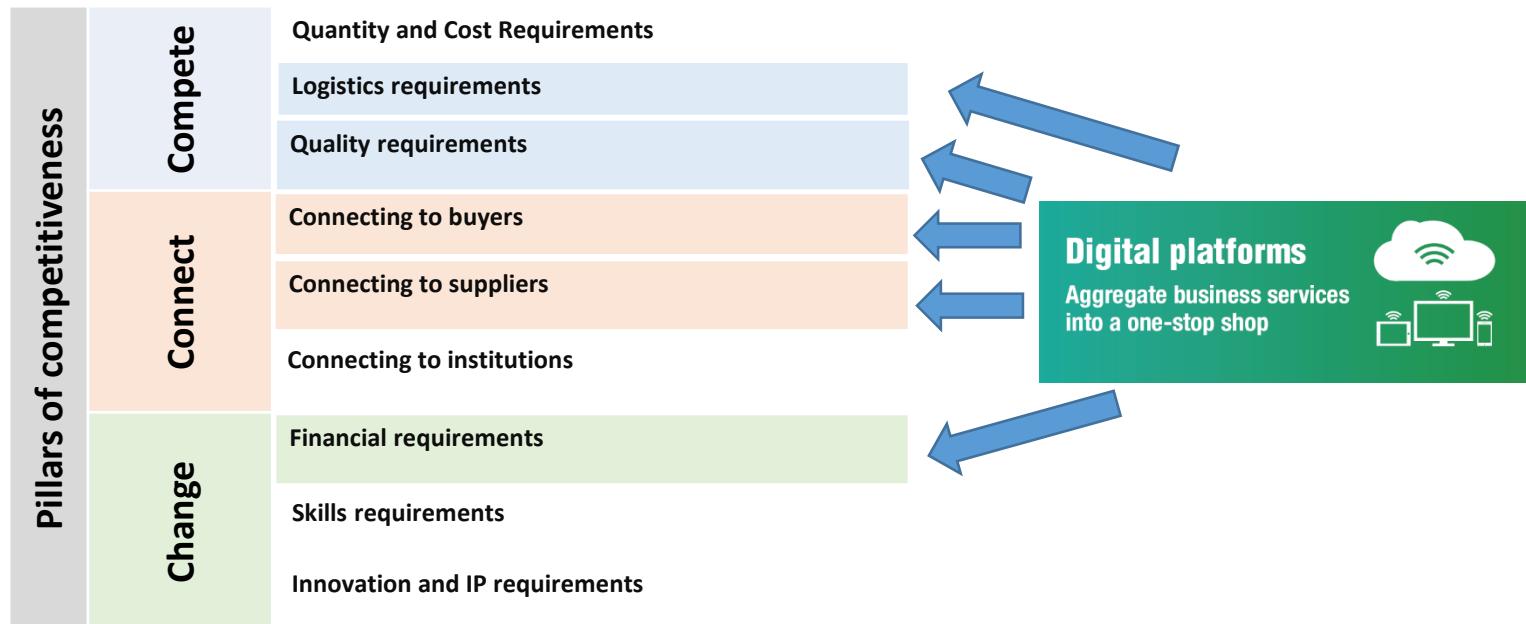
2018

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

Global Challenge Insight Report

WORLD ECONOMIC FORUM
COMMITTED TO IMPROVING THE STATE OF THE WORLD

The Future of Jobs

Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution

January 2016



(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



Access to information: Making big data work for small enterprises



Making big data work for small firms

Traditional players include:

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

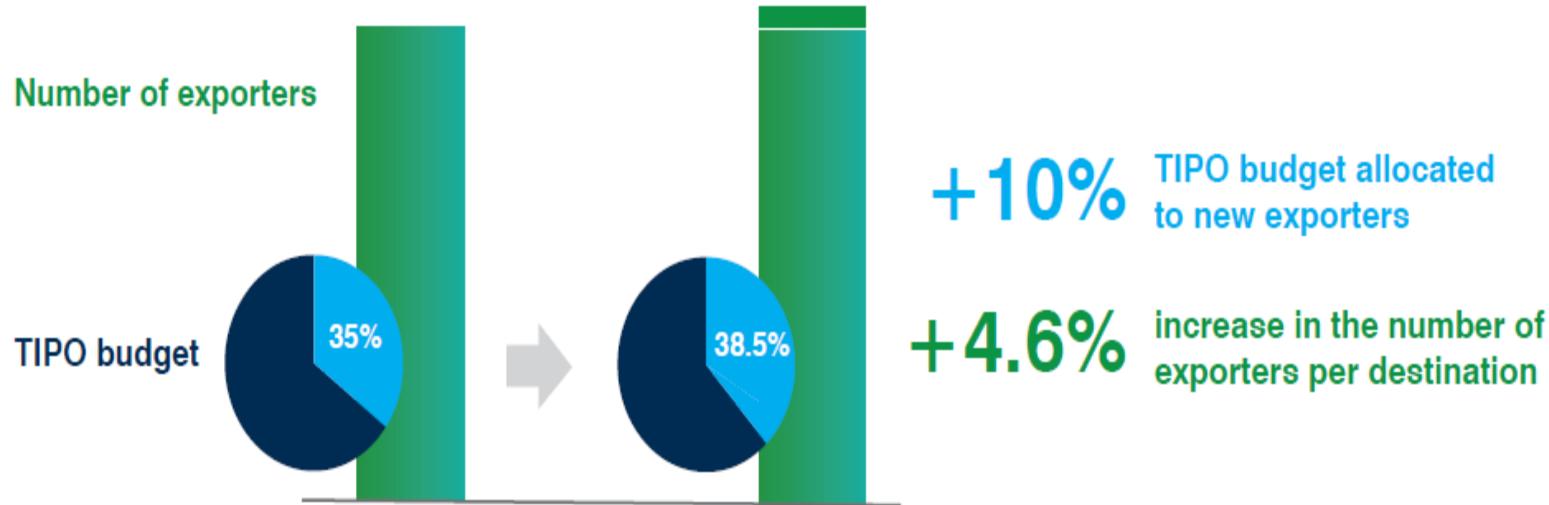
New players: internet platforms



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 ?

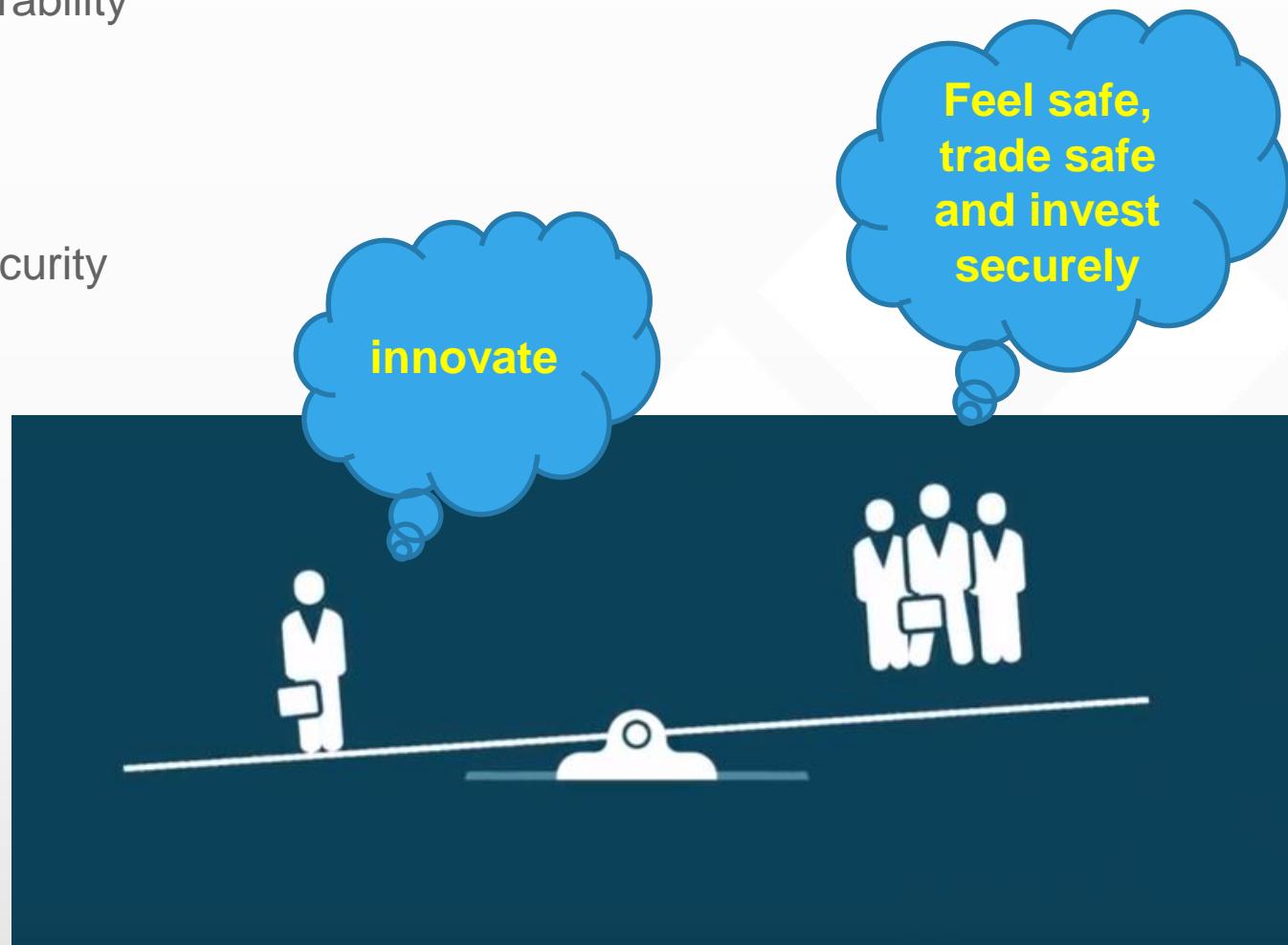


Regulation: Building trust in the digital economy



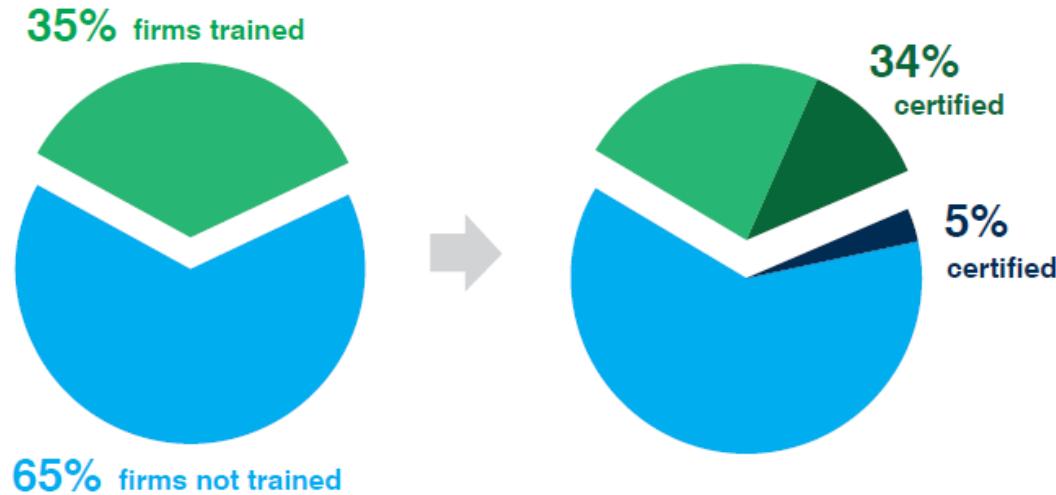
Regulation: Building trust in the digital economy

- Promoting interoperability
- Protect privacy
- Guarantee cybersecurity



Don't forget to transfer knowledge to the enterprises

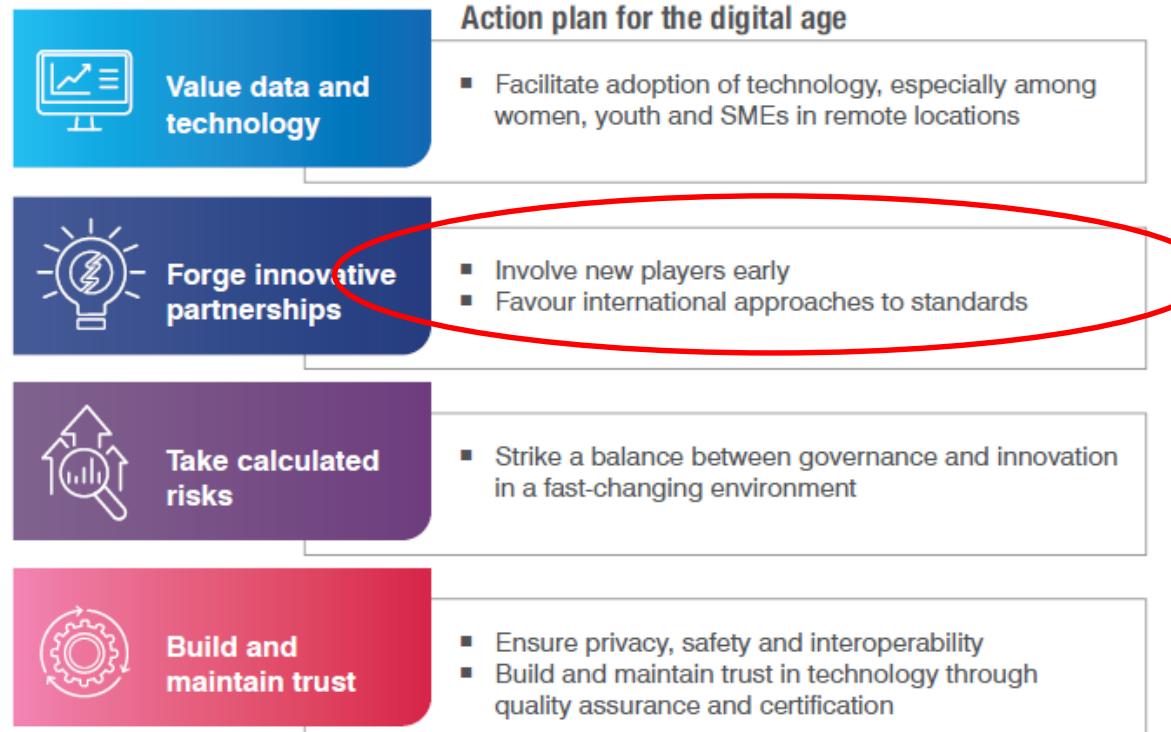
Quality certification: 7x more likely when trained



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](http://www.intracen.org/smeoutlook)

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