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Project Launchpad

Program: Accelerating MSME Ecommerce in Central America

Location(s): Guatemala, Honduras, and El Salvador

Start: June 2024

Overview

eTrade Alliance partner, **eCommerce Institute**, aims to accelerate ecommerce development among **210** Central American MSMEs through three activities tailored to varying levels of ecommerce readiness:

- 1. Starter Program in Digital Commerce** - Build the capacity of MSMEs to participate in online sales channels and/or operate online stores.
- 2. Digital Sales Acceleration** - Coordinate with NIDUX and other online platforms to facilitate onboarding and provide tailored technical assistance.
- 3. Global Sales Acceleration** - Conduct tailored diagnostics and assessments to develop strategies for established MSMEs to access international markets.

Objectives



Train up to **140 MSMEs** with skills to participate in online sales channels



Onboard up to **60 MSMEs** onto an online platform



Develop targeted global sales diagnostics for **20 established MSMEs**

Impact Areas

Capacity Building: By providing training and technical assistance to participate in online sales channels and ecommerce platforms, the program enhances MSMEs digital capabilities and overall business performance.

Digital Inclusion: Integrating MSMEs into the digital economy with tailored support promotes technological adoption and reduces the digital divide, leading to more inclusive growth and ensuring they can compete in the global marketplace.

Market Access: Enabling established MSMEs to access international markets increases the chances of diversifying economic opportunities, contributing to more robust and stable economic development in the area.