



Diálogo de Comercio Digital

Colombia, 28 de julio del 2021

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Nextrade Group



USAID
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Alcanzados por resolver los puntos de dolor de las MIPYME (~25 proyectos por año)

Objetivos

1. Aumentar el número de las MIPYMES que venden en línea y los marketplaces
2. Aumentar el volumen de ventas de las MIPYMES en línea



Las capacidades de “Comercio Electrónico 360” de los socios de la Alianza abarcan el ciclo de venta en línea

Operations

- › Visa Enko (in Spanish)
- › Visa Practical Business Skills (USA)
- › Google Digital skills training
- › Google Applied Digital Skills
- › Mastercard Small Business Cybersecurity Resource Center (Caribbean)
- › Mastercard Trust Center (USA)
- › Mastercard Small Business Digital Readiness Diagnostic (USA)
- › Mastercard Digital Acceleration Platform-Business Tools (Caribbean)
- › Mastercard Biz Resources (USA/CAN/LatAm/Caribbean)



Obtain Financing/Working Capital

- › Visa Small Business Hub (USA)
- › Grow with Google workshops
- › Mastercard Biz Resources (USA/CAN/LatAm/Caribbean)



After-sale service, reverse logistics

- › UPS Returns Manager
- › Google Business Profile Reviews
- › Google Forms for surveying



Ship product (cross-border)

- › UPS TradeAbility
- › DHL Business Across Borders
- › Mastercard Digital Acceleration Platform-Foreign Trade (Caribbean)
- › Google Plus Codes for digital addresses*



Ship product (domestic)

- › UPS Small Business Shipping Solutions
- › UPS Marketplace Shipping
- › UPS My Choice platform
- › UPS Billing Center
- › Shipping with DHL- 5 Easy Steps for SMEs
- › DHL Electronic Billing
- › Google Plus Codes for digital addresses*



Fulfillment and Inventory Management

- › UPS Knowledge Center for fulfillment strategy



Customer Payment

- › Visa Small Business Hub (USA)
- › Visa guide to becoming merchant
- › Visa Authorize.net Ecommerce Guide to Payments
- › Visa Cybersource Support Center
- › Mastercard guide to becoming merchant
- › Etsy guide to accepting payments
- › PayPal Business Resource Center



Purchase Supplies and Produce Product

- › Etsy to identify and vet suppliers
- › Google and YouTube to identify and vet suppliers



Marketing/Sales

- › Etsy marketing resources for sellers
- › Visa Small Business Hub
- › Visa Enko
- › Mastercard Digital Doors (USA)
- › Google My Business and Google Digital Garage
- › Mastercard Digital Acceleration Platform - Digital Marketing (Caribbean)



Receive Customer Order on Website/Marketplace

- › Etsy onboarding resources
- › Visa Small Business Hub (USA)
- › Mastercard Digital Doors (USA)
- › Google for Small Business' Digital Toolkit



Algunas actividades



UPS ecommerce webinar in Nigeria

UPS webinar on exporting through ecommerce for 582 Nigerian MSMEs



Latin American eCommerce Institute trains women-led firms

eCommerce Institute trains 131 women-led firms in ecommerce



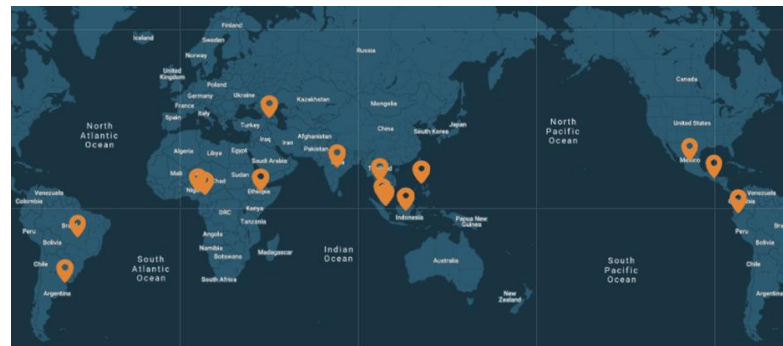
Etsy mobile workshops and one-on-one training in India

Etsy provides training to 1,000 artisan MSMEs in urban and peri-urban India



Etsy support sessions for Georgian artisans

Etsy provides one-on-one support to 120 Georgian MSMEs



<https://www.allianceforetradedevelopment.org>



DHL training for cross-border ecommerce

Training MSMEs for cross-border ecommerce in South and Southeast Asia



UPS trains Central American MSMEs

UPS provides training for Central American online sellers to export



Mayors for eTrade-initiative to promote local ecommerce development

Enabling MSME ecommerce development with city leaders



Cargill digital financial solutions in Cameroon

Cargill to open cocoa farmers' access to digital finance solutions



Cargill CocoaTrace platform in Indonesia



Cargill Cocoa Solution in Cameroon and Brazil



ROAM skills assessment of 20,000 Nigerian youth



Mastercard supports corporate digital ID

Ideas and best practices



K. Suominen
Jan 8 - 2 min

MSME eProcurement with blockchain – Mexico and Canada

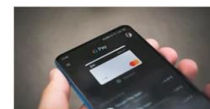
13 0



K. Suominen
Jan 8 - 4 min

"Single Windows+" as platforms of MSME trade services – ...

20 0



K. Suominen
Jan 8 - 1 min

Balancing Payments Innovation and Risk Management:...

17 0



K. Suominen
Jan 8 - 5 min

Cyber-courts for e-consumer protection – ODR in Mexico,...

9 0



K. Suominen
Jan 8 - 3 min

Balancing privacy and data transfer in MSME trade – ...

7 0



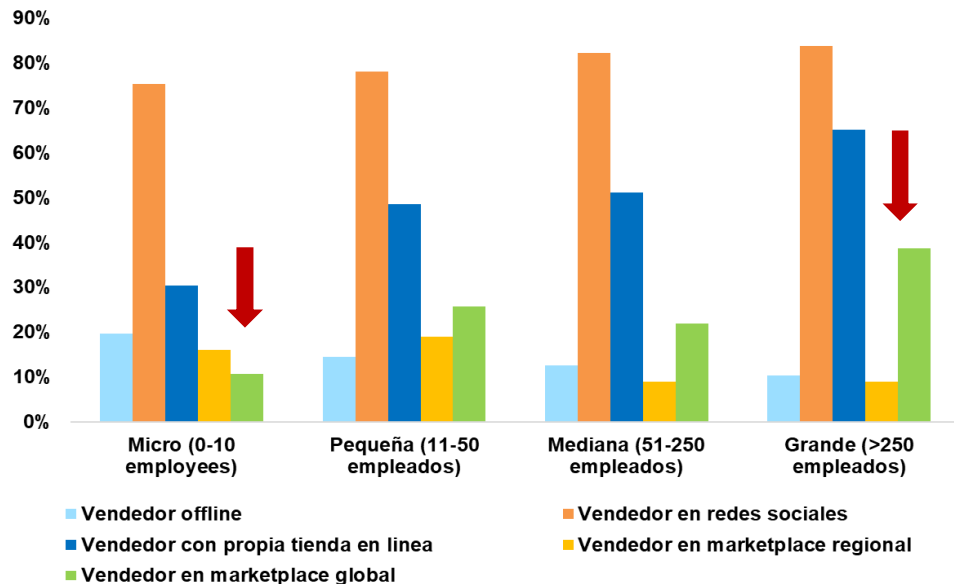
K. Suominen
Jan 8 - 2 min

5G to enable MSME ecommerce and new services – Korea...

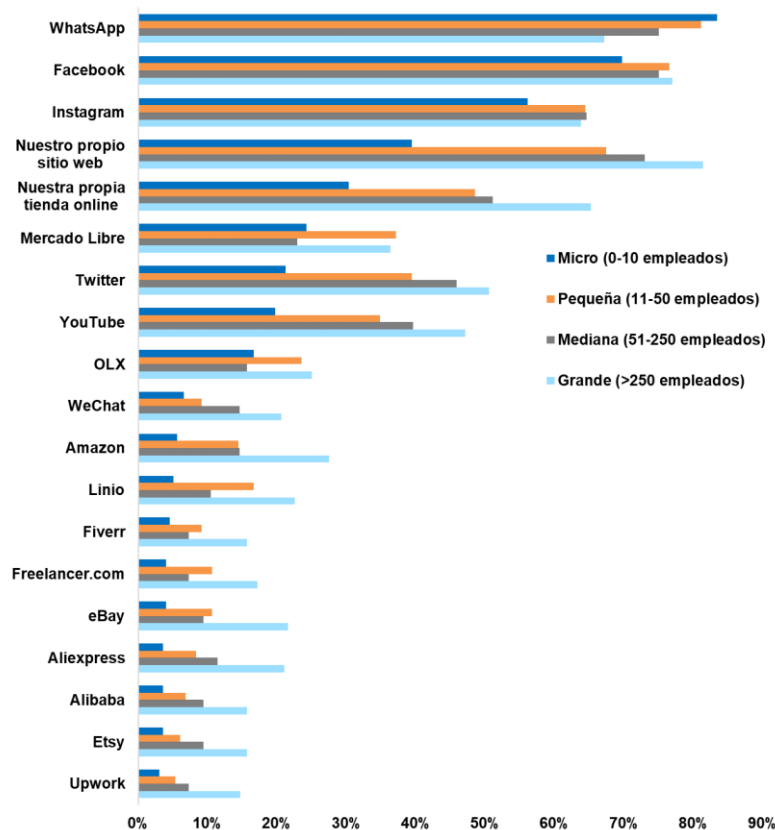
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Las pequeñas empresas usan redes sociales; las grandes empresas ya usan los marketplaces

Como las empresas en Colombia venden en línea

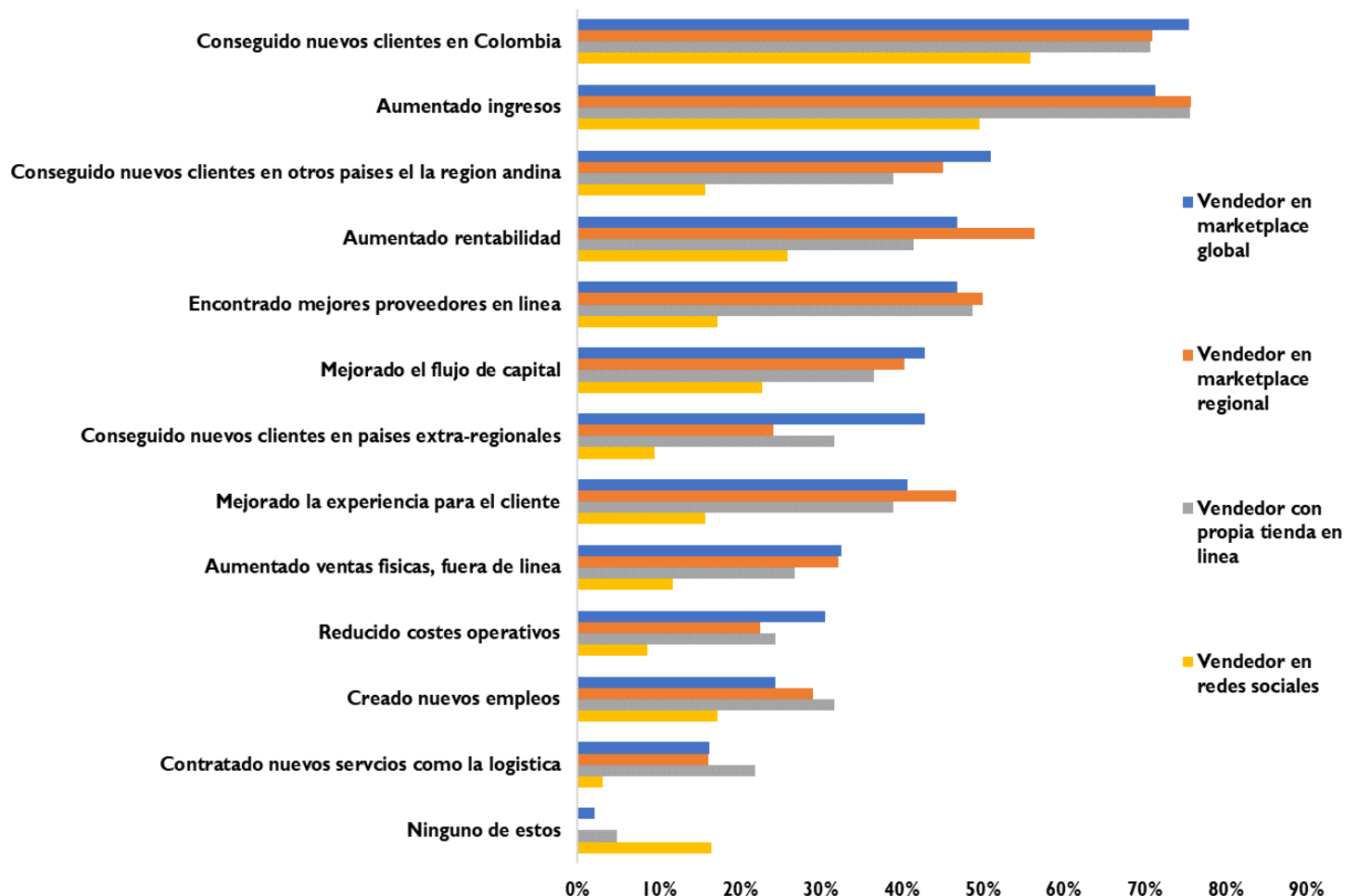


% de las empresas que usan plataformas para vender y hacer mercadeo

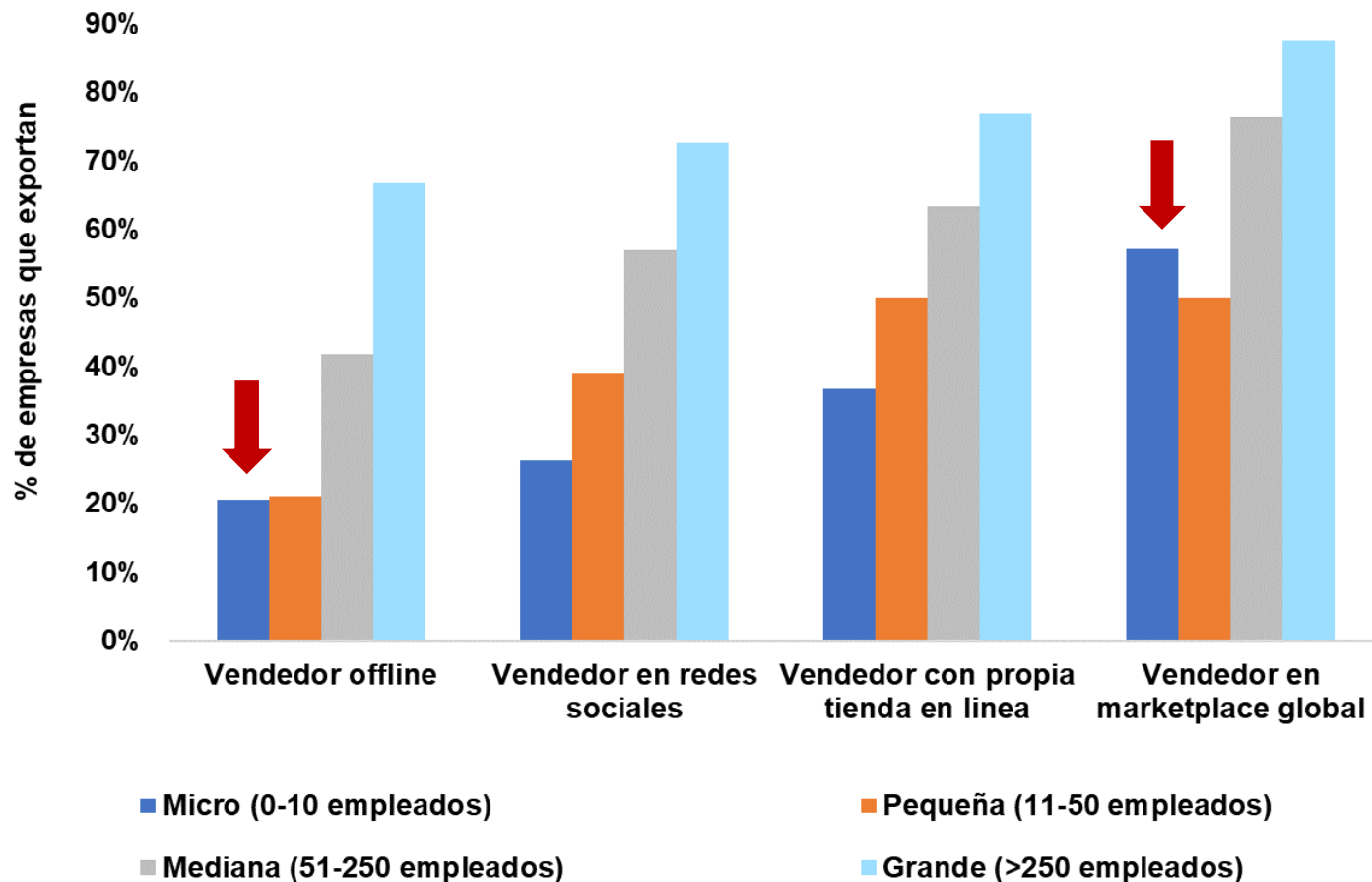


Las Mipymes en Colombia han conseguido nuevos clientes y ventas usando el comercio electrónico

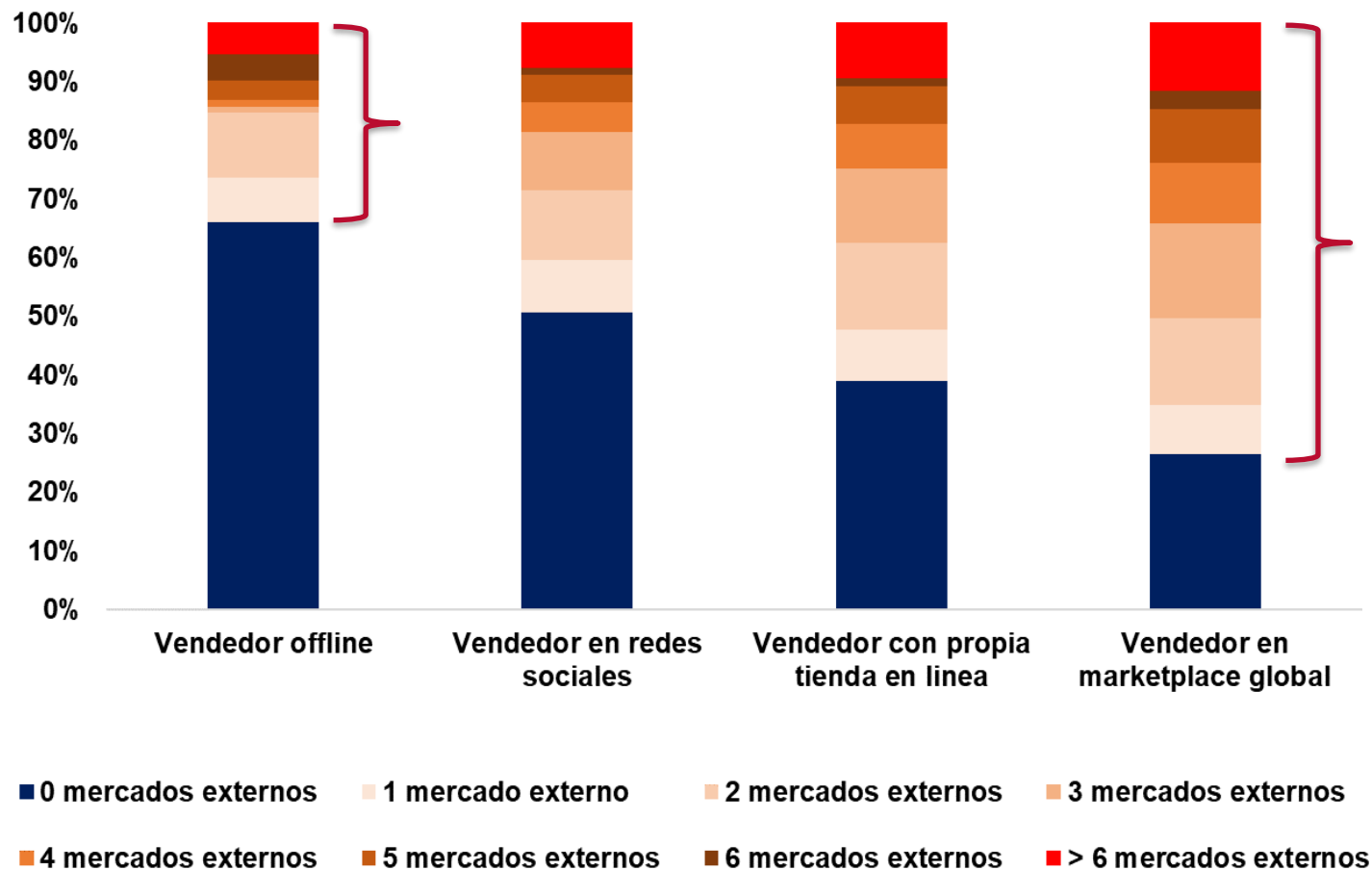
"¿Han realizado estos beneficios por utilizar el comercio electrónico...?"



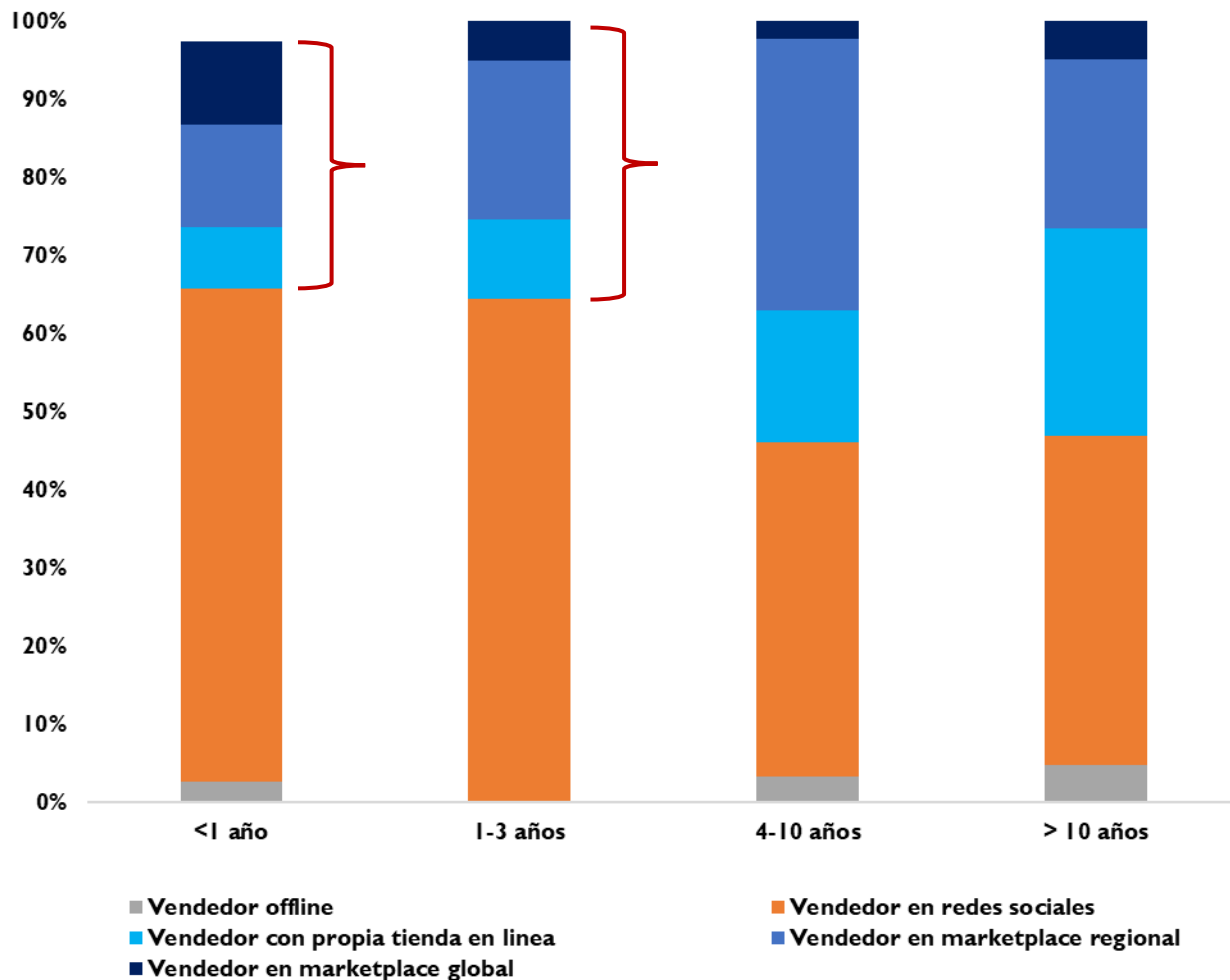
Las MIPYMES
que venden en
línea también
suelen
exportar



...y exportan a
múltiples
mercados

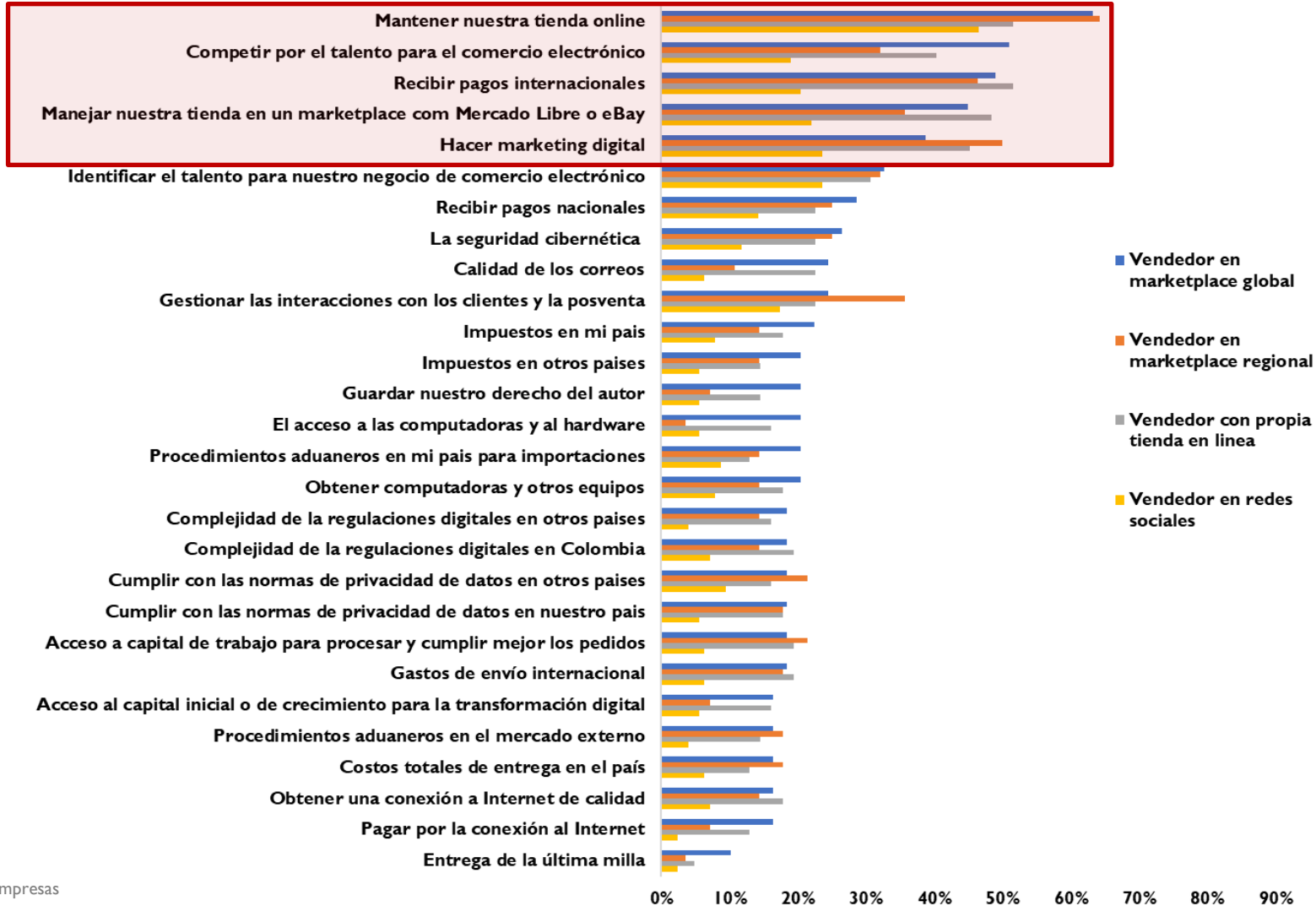


Mas empresas
son “**born
digital**”
>30% de
empresas
jóvenes venden
en línea

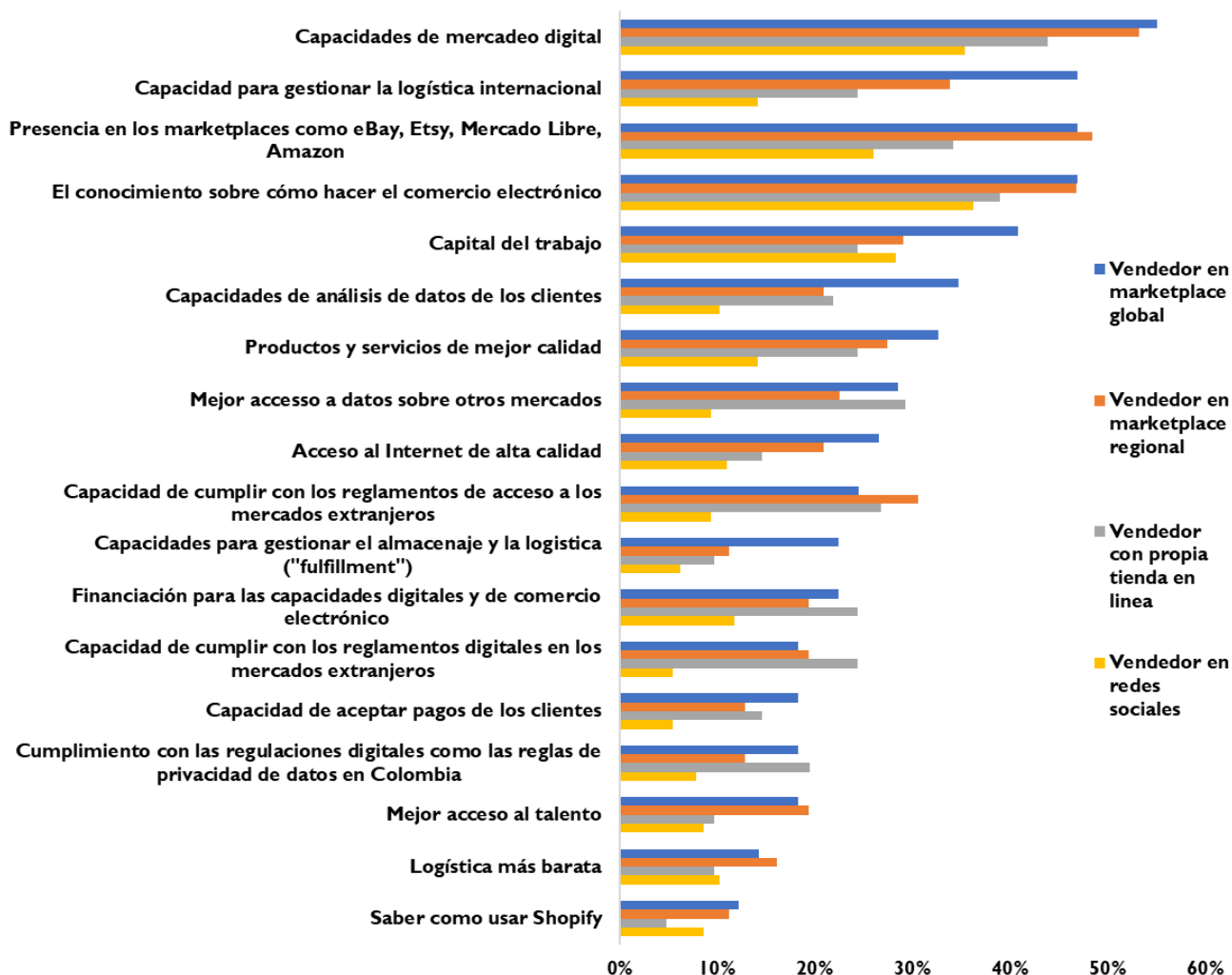


¿Qué
estamos
resolviendo?

% de las
MIPYMES
enfrentan a
retos "muy
importantes" o
"significativos"
para exportar
usando el
comercio
electrónico



Que necesitan
las MIPYMES
mas
urgentemente
para aumentar
sus
exportaciones
en línea?

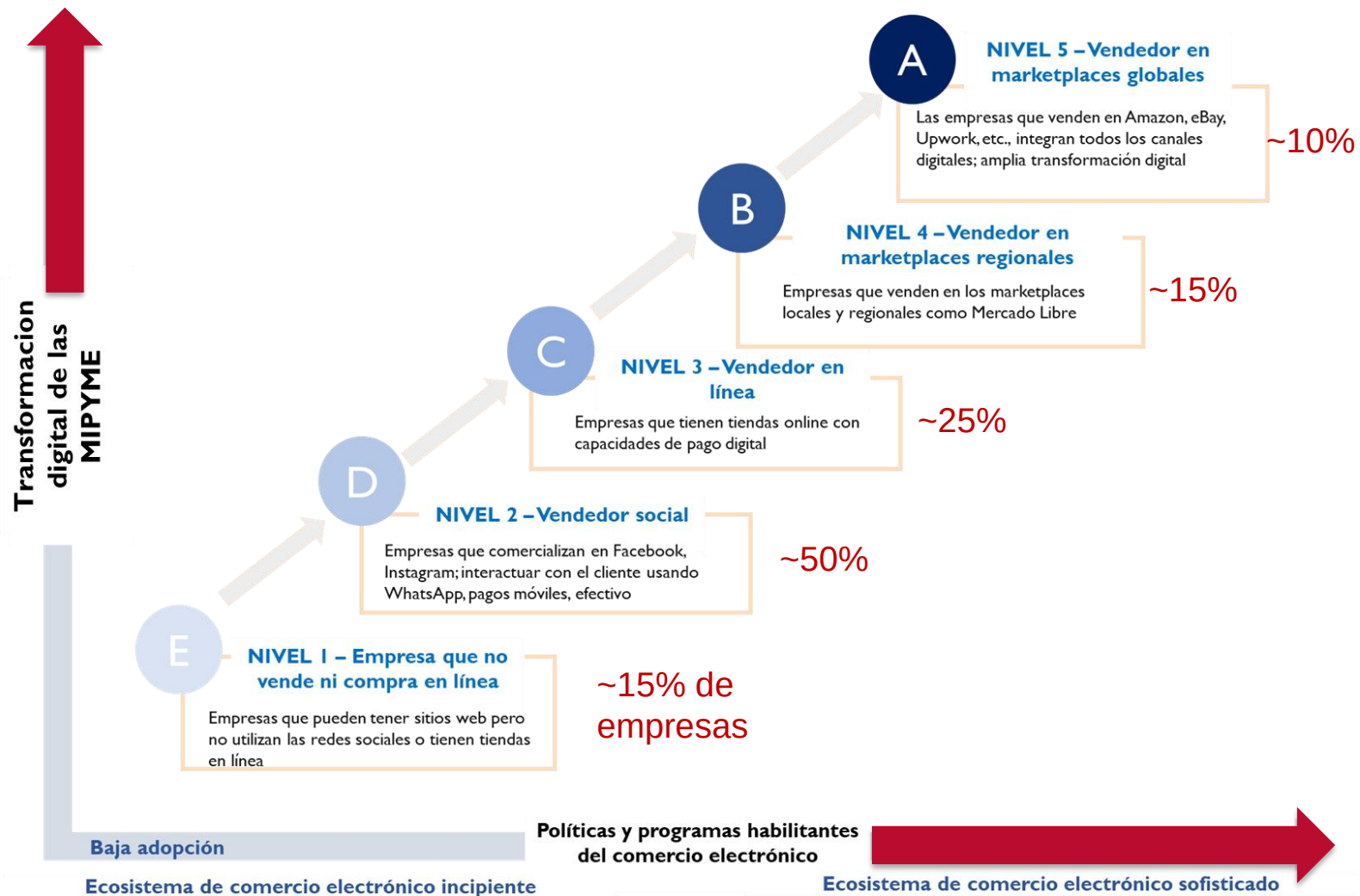


Cómo pueden
más empresas
convertirse en
vendedores en
línea y los
marketplaces?

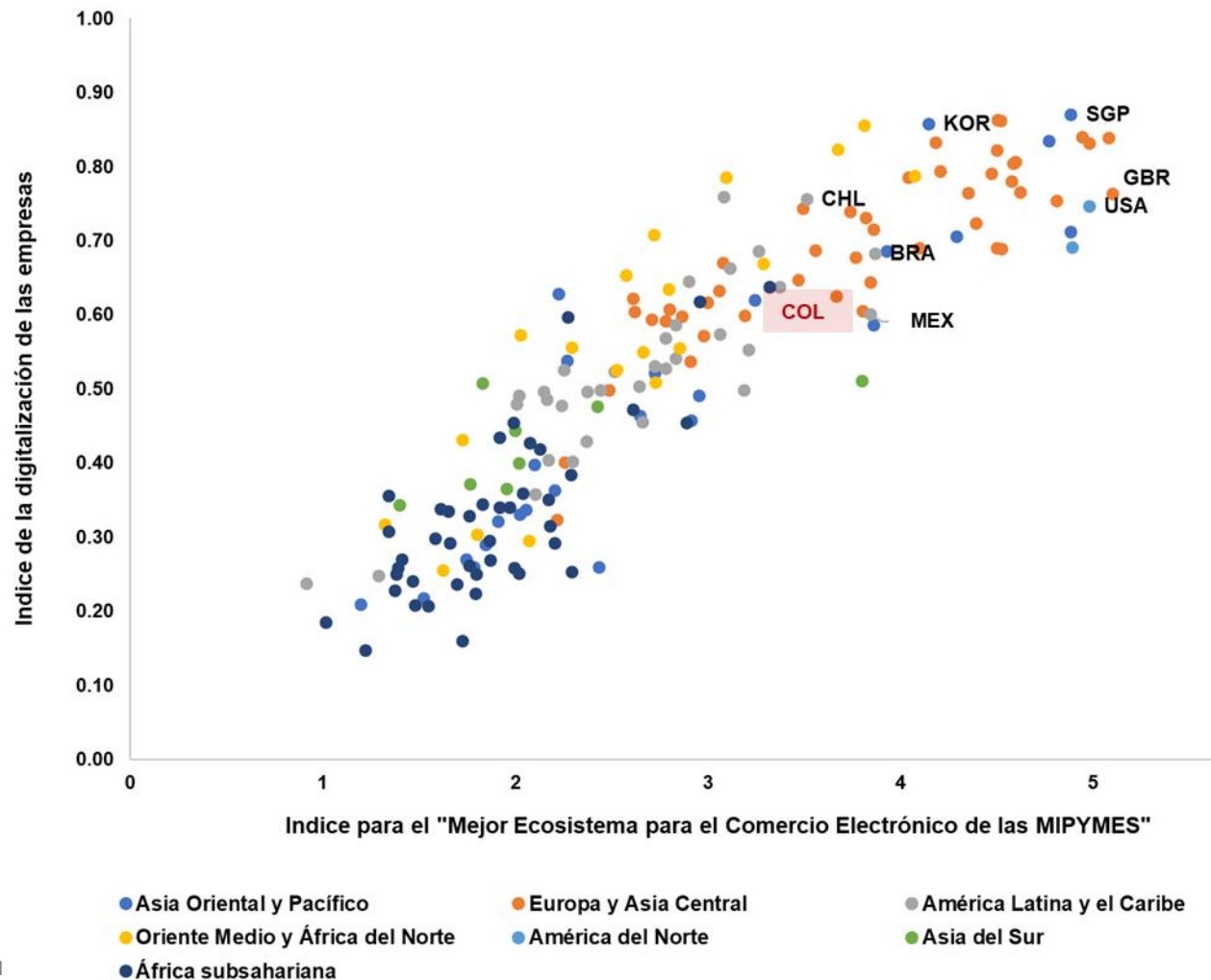
Acelerando
digitalización

→ Mejor entorno
para el
comercio
electrónico

→ Transformación
digital de las
empresas

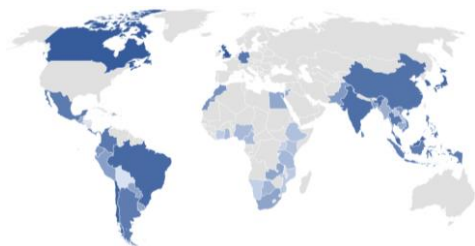
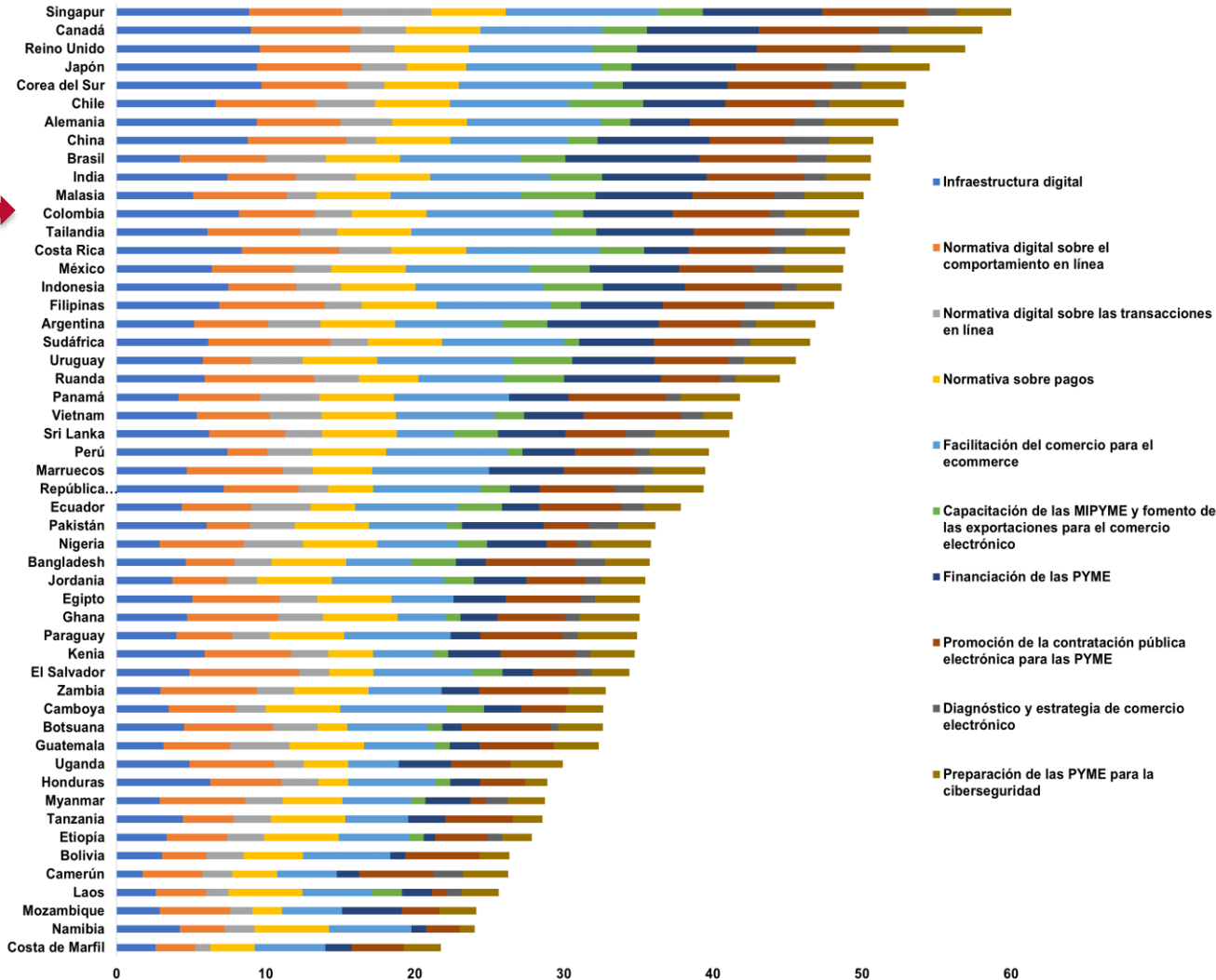


Colombia
sale bien
pero por
detrás de sus
socios de la
OCDE

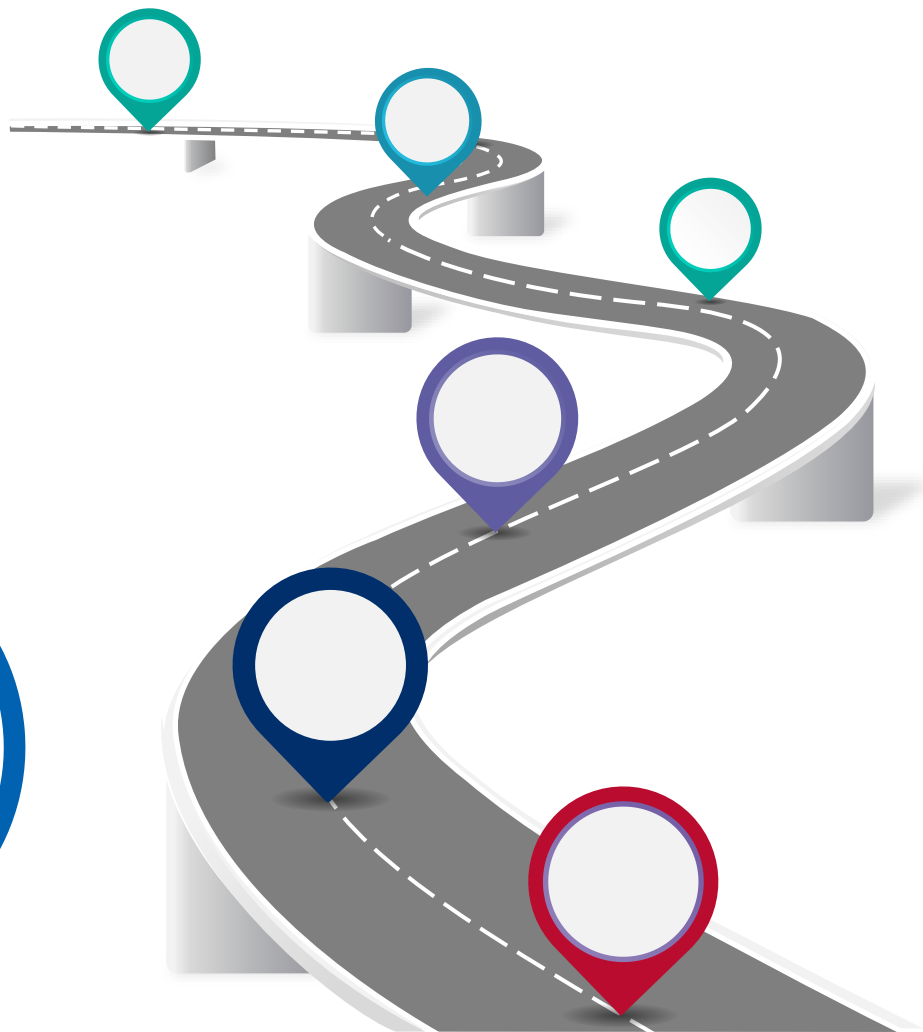


Colombia ha adoptado políticas habilitantes del ecommerce:

Índice de Políticas de Comercio Electrónico 2020-21 de la Alianza



Nuestro objetivo hoy: Discutir hojas de ruta y pilotos para catalizar el comercio electrónico de las Mipymes Colombia





Gracias!



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