

SME Competitiveness: Making Trade Happen

A presentation at: “Enhancing the Participation of
MSMEs in International Trade”

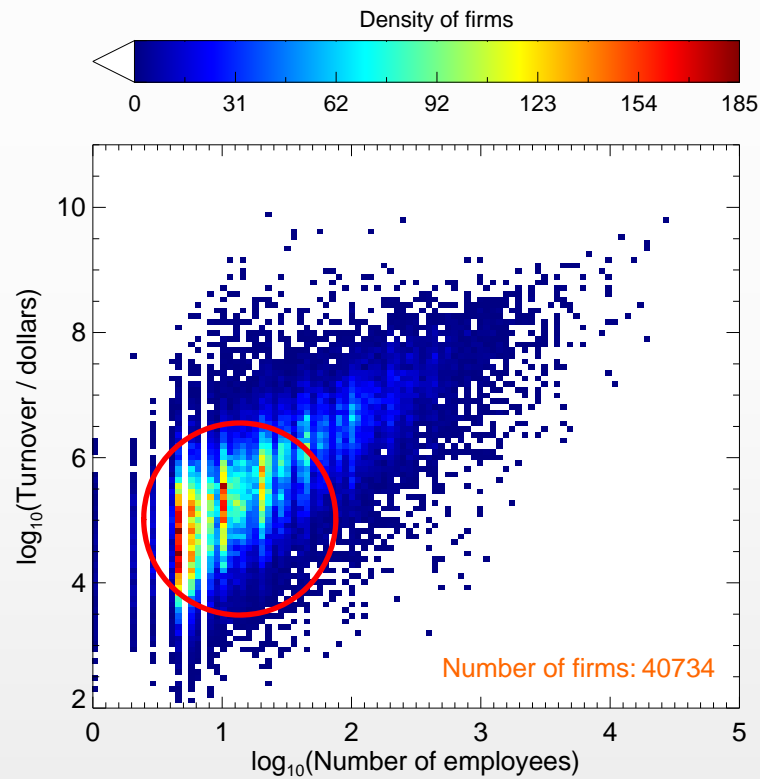
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Date: WTO, 21 June 2016

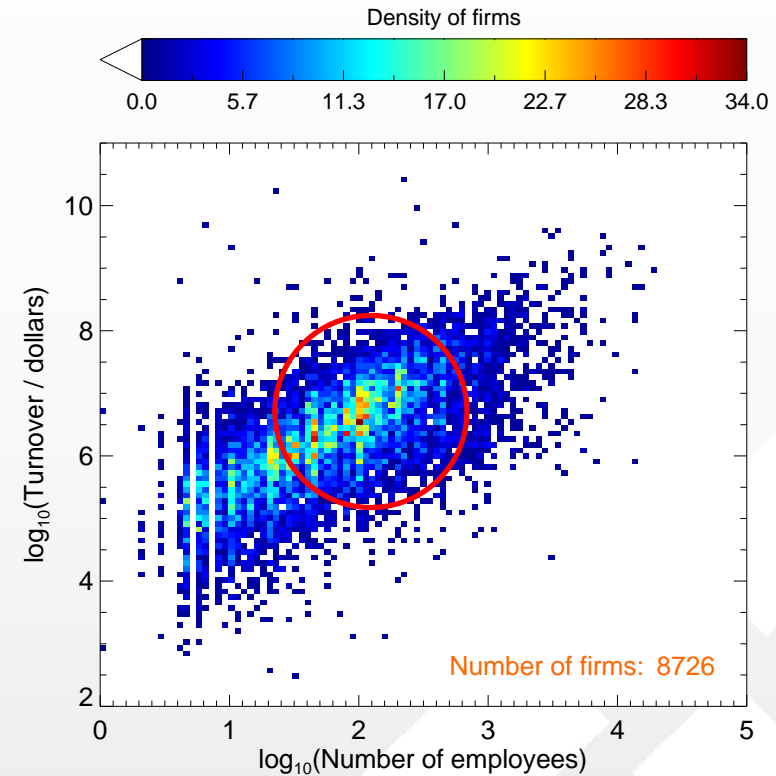


Exporters tend to be larger and more productive

Non exporters

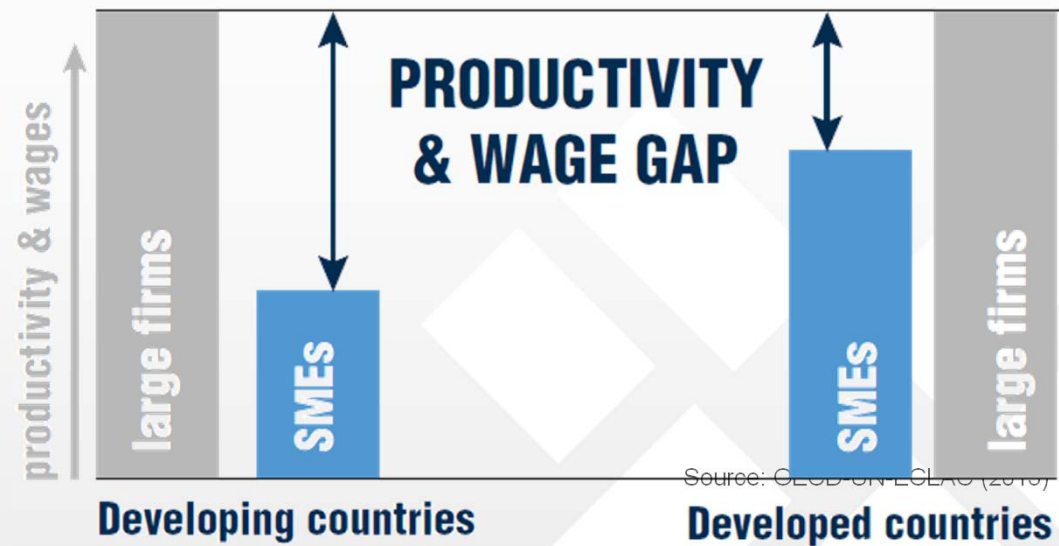


Exporters



Productivity gap between large firms and MSMEs is larger in developing countries

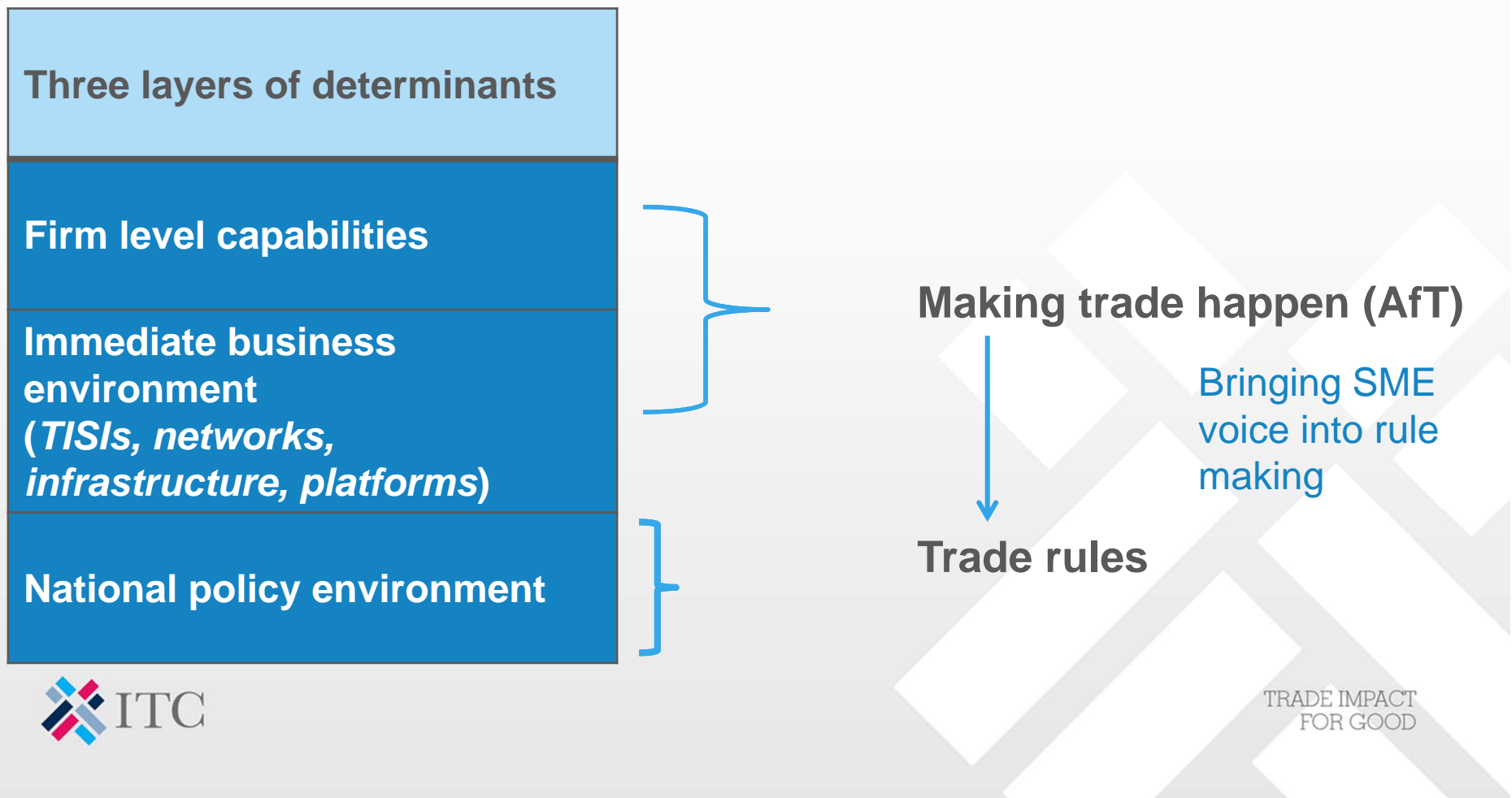
- SMEs are generally less productive than large firms
- The gap is larger in developing countries, explaining why SMEs find it hard to trade



What do MSMEs need to trade?

- **Leadership and management**
- **Accessing and interpreting information**
- **Signalling quality and sustainability with standards**
- **Financing working capital and investments**
- **Access to skills for competitive edge**
- **Access to inputs and customers**
- **Innovative capacity**

Helping MSMEs to trade: Determinants at three levels of the economy

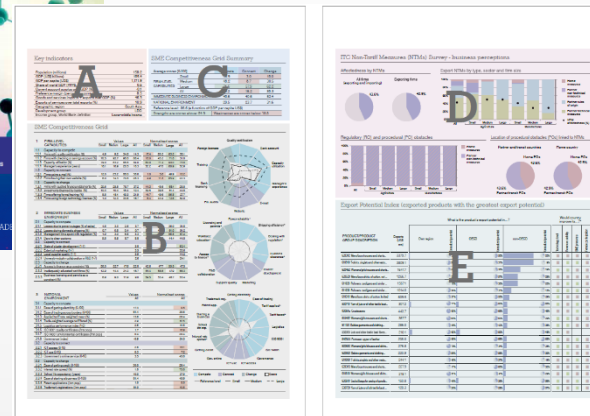


Making MSME trade happen: example 1

- Management
- Information
- Standards
- Financing
- Skills
- Access
- Innovative



SME Competitiveness Outlook



Making MSME trade happen: example 2

➤ **Management**

➤ **Information** →

Joint ITC-UNDESA-WTO initiative:

**Alert system for SPS and TBT notifications,
enhancing transparency of and dialogue on
amended/new regulations**

➤ **Standards**

➤ **Financing**

➤ **Skills**

➤ **Access**

➤ **Innovative**



Making MSME trade happen: example 3

- Management
- Information
- Standards
- Financing
- Skills
- Access →
- Innovative

E-Commerce

- Publication: “[Bringing SMEs onto the E-Commerce Highway](#)”
- Public-Private Dialogue: “[ITC - CCPIT – B20 China “E-commerce Dialogue: G20 Policy Options”](#)”



ITC: Making Trade Happen for MSMEs

Look out for **SME Competitiveness Outlook 2016**:

Setting the Standard for Trade

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