How to Support MSMEs: Sharing of National, Regional and Multilateral Experiences Workshop

The Brazilian Experience

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4 lessons learnt from the Brazilian Experience

1. **After all, it’s all about competitiveness:** at the national and firm levels

2. **Combining offline and online support is mandatory:**
   - Omni-channel strategy for business services: online, offline, door to door
   - Online and offline business platforms

3. **Market niche!** Finding it is key to small business success

4. **Working together is a challenge... but we must do it!**
   - Governance that avoids the overlapping of support programs
1. After all, it’s all about competitiveness!

**National Level**
- Tax burden
- Overcomplex regulation
- Red tape/excessive bureaucracy

**Firm Level**
- Lack of access to markets, innovation
- Business education, managerial skills

**Actions**
- Advocacy
- More friendly business environment
- Better regulation
- Private-public dialogue

- Capacity building
- Consultancy
- Courses
- Access to business platforms
1. After all, it’s all about competitiveness!

Research: 146 import and export barriers to SME in Brazil

- **Logistics barriers**
  - Logistics Service Providers Law for SME ex. DHL
- **Access to finance**
  - SML – Local Currency System ex. Brazil/Argentina/Uruguay
  - FAMPE – SEBRAE Guarantee Fund
- **Regulation**
  - Digital Cerification of origin
1. After all, it’s all about competitiveness!

Firm Level

Managerial skills
- Courses and consultancy
- Business Planning/marketing/legal advice

Access to finance
- FAMPE – SEBRAE Guarantee Fund
- Financing education
- Partnerships with financial institutions
1. After all, it’s all about competitiveness!

Firm Level

**Access to markets**
- Market intelligence
- Trade fairs, meet-the-buyer sessions
- Business linkages – SME as suppliers
- Business platforms – buyers and suppliers/ e-commerce

**Access to innovation, technology and sustainability**
- SEBRAETEC Program: innovation voucher
- Incubators, accelerators and science parks – SME awards
- ALI Program: Local Innovation Agent – door-to-door innovation consultancy
Innovation voucher: packaging, quality certification, development of a website in a foreign language and other services
www.sebrae.com.br/sebraetec

Online Export Readiness Assessment
http://www.internacionalizacao.sebrae.com.br

Online courses and e-books
Procedures to export
Exportation: small businesses can also do it!
Planning to export
Starting to export

IDB Online platform for businesses, dedicated to promoting foreign trade and international investment.
Brazil-Argentina Community
1. After all, it’s all about competitiveness!

SEBRAE Sustainability Center
Cuiabá, Brazil

Information on sustainability
Videos, infographics and courses

Visit us at: sustentabilidade.sebrae.com.br

BREEAM In-Use Certification – Sustainable buildings
2. Combining offline and online support is mandatory

Omni-channel strategy for business services:

Social Media
SMS
Website
Door-to-door consultancy services
Digital Platforms Ex. Connectamericas
In loco courses
3. Market niche! Finding it is key to small business success

Scale and price: hard to compete with big companies

Targeting a niche
more added value - ex. design and fair trade products
customers willing to pay more – market trends
4. Working together is a challenge... but we must do it!

Governance: avoiding overlapping of support programs

Integrated portfolio of services
Diminish information asymmetry among institutions
Institutional trade fora and working groups
Thank you!

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