



eBay for SMEs

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eBay African Seller Event

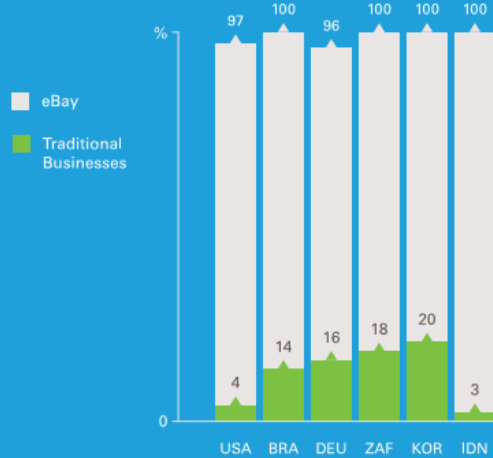


Role of E-Commerce Marketplaces

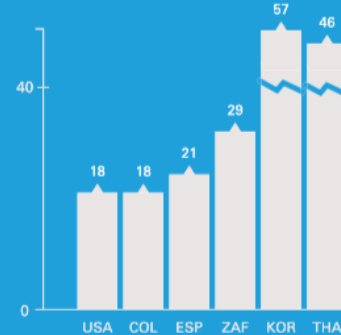
95% of businesses on eBay export and they reach 30 export destinations on average



Share of eBay-Enabled SMEs Exporting vs. Traditional Businesses

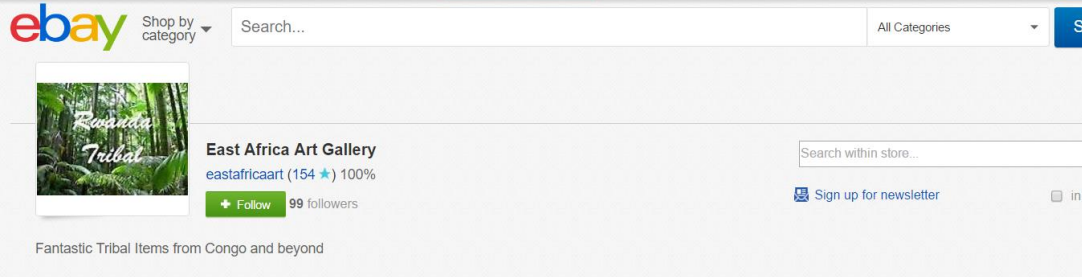


Average Number of Different Foreign Destination Markets



Note: Only exporters are considered

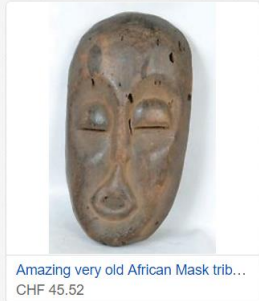
Exemple: Rwanda Tribal



The screenshot shows the eBay storefront for 'East Africa Art Gallery'. The store name is 'eastafrikaart' with a 100% feedback score and 154 reviews. It has 99 followers. The store description reads 'Fantastic Tribal Items from Congo and beyond'. There is a search bar and a 'Search within store...' field. A 'Sign up for newsletter' button is also visible.



Featured Items



- Stay-home mom
- In Kigali, Rwanda
- In business since June 2015
- \$10k Sales

Appendix

MOU SIGNATURE 4 JULY

