eBay for SMEs

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Later the same week eBay’s Zurich office hosted the first African Seller Event with sellers from Morocco, Ethiopia, Ivory Coast and Rwanda.
Role of E-Commerce Marketplaces
95% of businesses on eBay export and they reach 30 export destinations on average.
Exemple: Rwanda Tribal

- Stay-home mom
- In Kigali, Rwanda
- In business since June 2015
- $10k Sales
Appendix
MOU SIGNATURE
4 JULY

eBay and ITC join forces to connect small firms in developing countries to digital marketplace
Partnering with eBay will allow ITC to scale up its e-Solutions programme and boost the capabilities of SMEs in developing countries and LDCs to participate in global digital commerce.