



**Global Trade Hub**  
Internationalization of Brazilian MSMEs

Supported by:



## Why present it to the WTO Informal Working Group on MSMEs?

1. Share the Brazilian experience implementing a digital solution to improve MSMEs participation in international trade, connected to the 2017 Joint Ministerial Statement goal related to ‘improved access to information for MSMEs’;
2. Showcase how bilateral partnerships can work to implement these solutions; and
3. Identify and exchange information with countries with similar/equivalent solutions/initiatives.

## **Presentation structure:**

1. Project background
2. Digital solution concept
3. ISMIT vision
4. Digital solution implementation



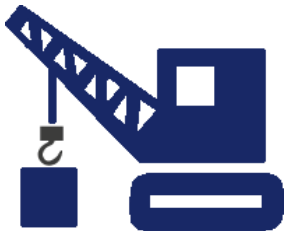
**Goal:**

- Digital solution to internationalize Brazilian MSMEs
- Based on international best practices (UN/CEFACT ISMIT concept)



**Partnership:**

- UK-Brazil government-to-government partnership
- UK funded since 2019



**Implementation:**

- Implemented by Palladium
- Supported by a government-private sector governance group
- First release in September 2021, operational in 2022

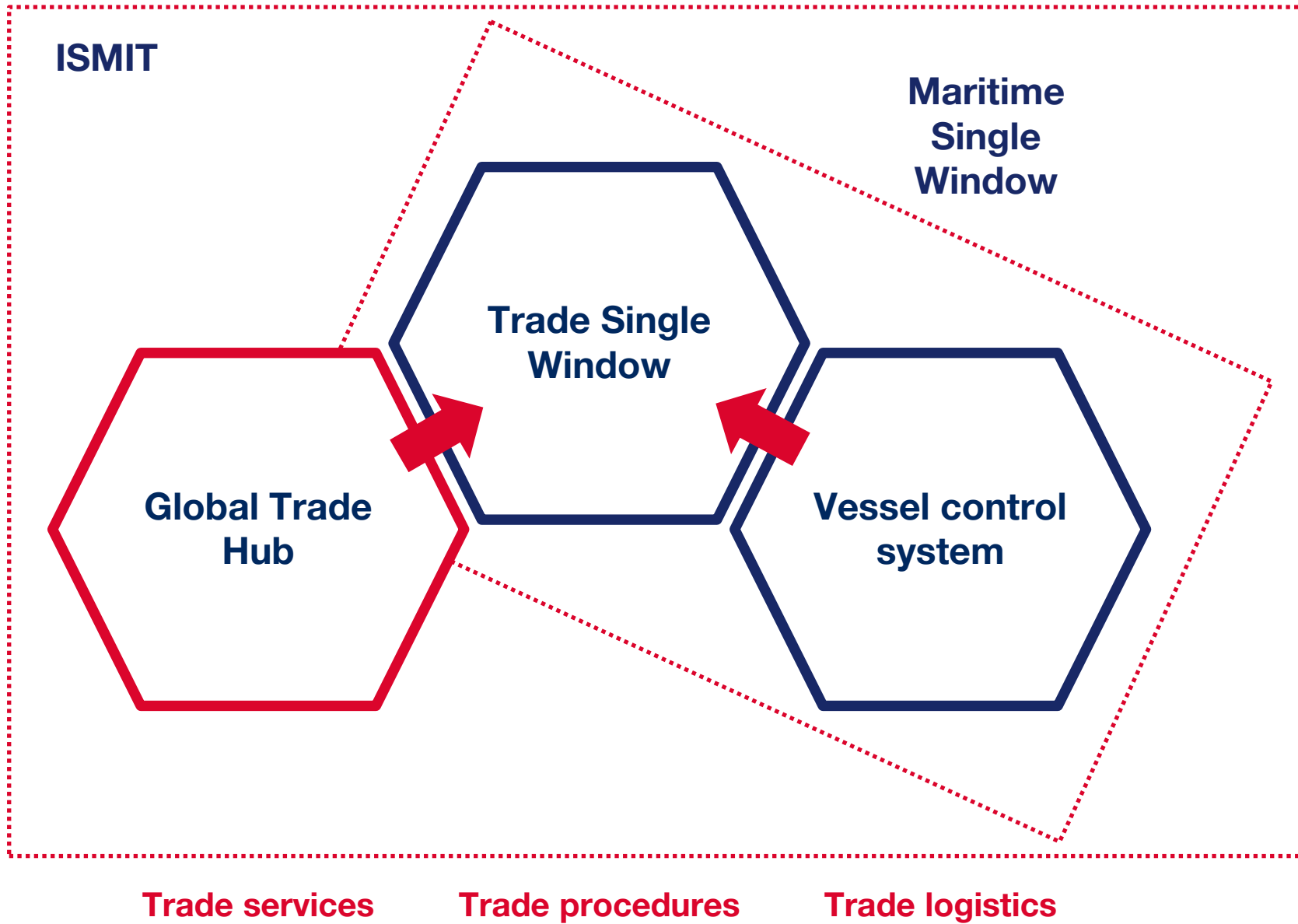


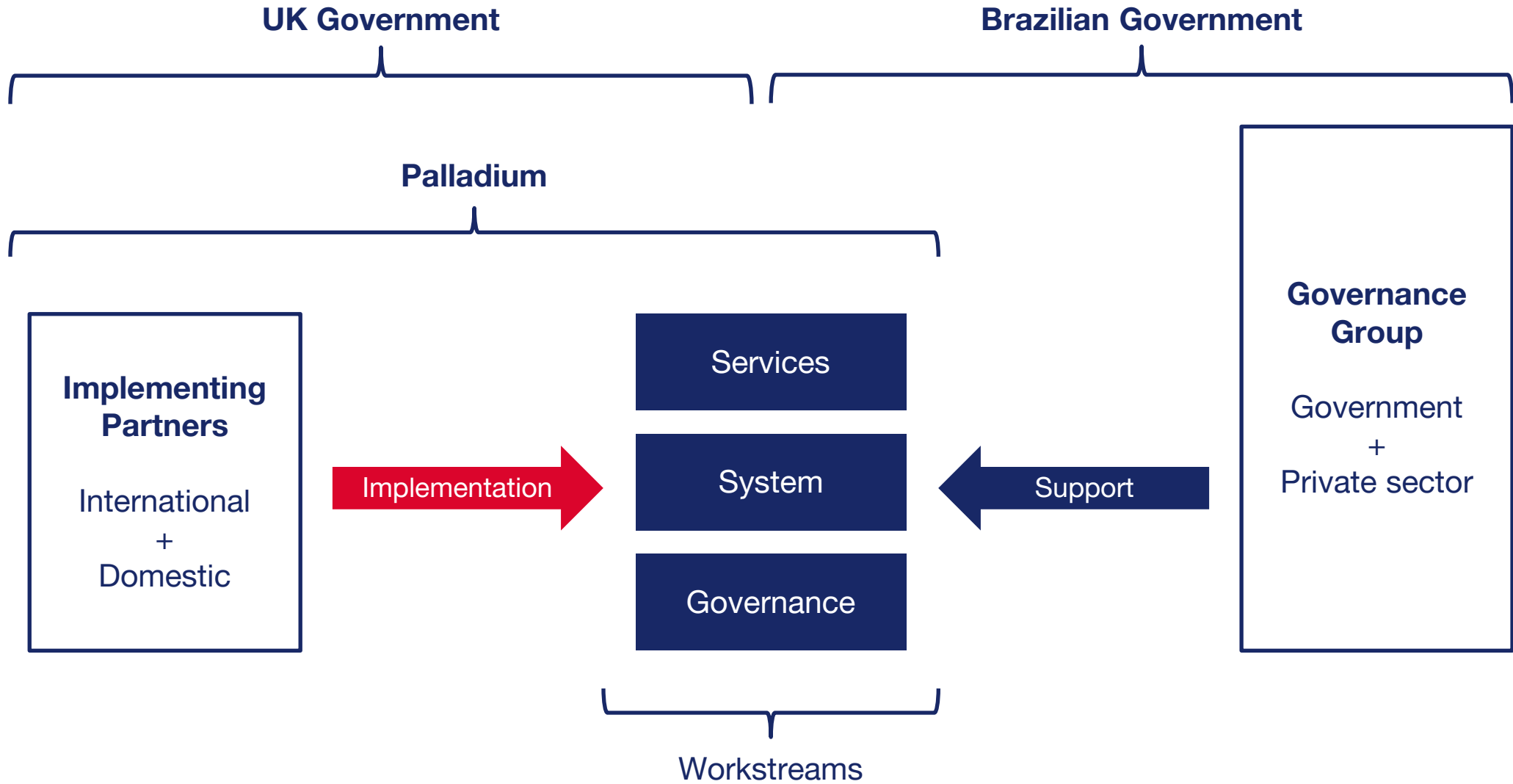
A **digital marketplace** where MSMEs will:

- **Self assess** export maturity level;
- **Identify** services needed;
- **Buy** services; and
- **Consume** services online.

With an **'end-to-end' coverage**, including:

- **Pre-export contract** (e.g. capacity building, business promotion) services; and
- **Post-export contract** ('buy-ship-pay') services.







## Governance Group members:

- Brazilian Ministry of Economy (ME)
- Brazilian Ministry of Foreign Affairs (Itamaraty)
- Brazilian Trade and Investment Promotion Agency (Apex-Brasil)
- Brazilian Micro and Small Business Support Service (Sebrae)
- Brazilian National Confederation of Industry (CNI)
- Brazilian Confederation of Agriculture and Livestock (CNA)

---

# Thank you!

Diego Bonomo  
[diego.bonomo@thepalladiumgroup.com](mailto:diego.bonomo@thepalladiumgroup.com)