Global Trade Hub
Internationalization of Brazilian MSMEs
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.
Trade Single Window

ISMIT

Maritime Single Window

Global Trade Hub

Trade Single Window

Vessel control system

Trade services

Trade procedures

Trade logistics
Implementing Partners
International + Domestic

Services
System
Governance

Implementation
Support

Workstreams

Governance Group
Government + Private sector

UK Government
Palladium
Brazilian Government
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!

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