



CBI  
*Ministry of Foreign Affairs*

# WTO CTS

CBI experience

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Connect **SMEs in developing countries** to the **European market** and thereby contribute to sustainable and inclusive economic growth.

Mission CBI



# Who are we?

- › Part of Netherlands Enterprise Agency (operating under the auspices of the Ministry of Economic Affairs and Climate Policy)
- › Our work is funded and commissioned by the Dutch Ministry of Foreign Affairs
- › Established in 1971
- › Worked in over 75 countries
- › 60 staff and a network of over 250 experts
- › Annual budget: €25 mln.



# Who are we?

- › Around 40 projects at any time
- › Around 700 SMEs supported every year
- › 14 sectors
- › Results in 2018:
  - Over €550 mln. export growth EU/EFTA
  - Over €725 mln. export growth non-EU/EFTA
  - Over 100,000 jobs created



# Projects in Services: IT

- › Senegal (with ITC)
- › Uganda (with ITC)
- › Egypt



# Projects in Services: Tourism

- › Egypt
- › Ethiopia
- › Jordan
- › Myanmar
- › Sierra Leone
- › Uganda
- › Zambia



# IT: Trends

- › IT SKILLS SHORTAGE
- › PRESSURE ON PRICES
- › INCREASED COMPETITION  
(ALSO FROM OUTSIDE EU)
- › INCREASING IMPORTANCE

CSR



# IT: Obstacles

- › POLITICAL COMMITMENT (RESOURCES)
- › INSUFFICIENT INFRASTRUCTURE
- › NATIONAL STRATEGY
- › LANGUAGE SKILLS





# IT: Success factors

- › COMMITMENT MANAGEMENT
- › EXPORT STRATEGY
- › COMPETITIVE PRICING
- › CERTIFICATION



# Tourism: Trends

- › FIT VS PACKAGE
- › EASE OF INTERNET
- › SUSTAINABILITY/CSR



# Tourism: Obstacles

- › LANGUAGE SKILLS
- › LIMITED CONTROL OVER SUPPLIERS
- › LACK OF COUNTRY LEVEL SUPPORT (BRANDING)
- › SKILLS GAP (HOSPITALITY)
- › LACK OF INSURANCE



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CSR



# Tourism: Success factors

- › INTERNATIONAL ORIENTATION
- › LONG TERM MARKETING BUDGET
- › SPECIALIZATION/USP/PROFILE
- › CERTIFICATION