WTO CTS

CBI experience

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https://www.cbi.eu/
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
IT: Trends

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

CSR
Tourism: Success factors

› INTERNATIONAL ORIENTATION
› LOG TERM MARKETING BUDGET
› SPECIALIZATION/USP/PROFILE
› CERTIFICATION