



Marrakesh, 12-14 December 2023

مراكش، 12-14 كانون الأول/ديسمبر

## Concept Note | Export Readiness for SMEs Track

12 December 2023

11.30-16.00 | Orangeriaie Hall

### Context

In today's globalized and interconnected economy, export readiness has become a fundamental aspect for small and medium enterprises (SMEs). This readiness is crucial not only for accessing larger markets but also for diversifying revenue streams, gaining a competitive advantage, unlocking growth opportunities, and ultimately contributing to economic development. To embark successfully into international markets, SMEs need to be well-informed about several key factors related to exports. These factors encompass market research, legal and regulatory compliance, product adaptation, intellectual property protection, distribution and logistics, and export documentation, among others. Each of these elements plays a vital role in the export process, influencing the outcome and success of SMEs and entrepreneurs in global markets.

This track is dedicated to empowering SMEs and entrepreneurs with the knowledge, tools, and resources necessary to thrive in international trade. It aims to bridge information gaps, simplify market access, protect intellectual property, and promote inclusivity, ultimately enhancing the participants' capabilities and success in the global business landscape.

## Panel Discussions

Day 1: December 12, 2023

| Time        | Setup                 | Description   |
|-------------|-----------------------|---|
| 11.30-12.50 | Panel + Presentations | <p><b>Trade Intelligence Tools for SMEs:</b><br/>The Global Trade Helpdesk<br/>Trade4MSMEs<br/>The Trade Game</p> <p>- <b>Anna Jankowska-Eriksson</b>, Programme Officer, Trade &amp; Market Intelligence, ITC</p> <p>- <b>Adeliya Rashidova</b>, Associate Programme Officer, Trade &amp; Market Intelligence, ITC</p> <p>- <b>Kathryn Lundquist</b>, Economic Affairs Officer, WTO Economic Research &amp; Statistic Division, WTO</p> <p><u>Moderator:</u></p> <p><b>Emmanuelle Ganne</b>, Senior Analyst, Economic Research &amp; Statistic Division, WTO</p> |
| 12.50-13.25 | Presentation          | <p><b>SME Competitiveness: WIPO IP Diagnostics Tool</b></p> <p>- <b>Mariana Velasco</b>, IP and Innovation Ecosystems Sector, IP for Business Division, WIPO</p>  |
| 13.25-13.30 | Video                 | <p><b>The Digital Export Enablement Programme - DEEP</b></p> <p>- <b>Ullas Marar</b>, Head, ICC Centres of Entrepreneurship</p>   |

**Partners** (in alphabetical order)

|   |   |
|---|---|
|    | <p>The ICC Centre of Entrepreneurship is a global programme that brings together chambers of commerce and ICC national committees to empower them to create thriving entrepreneurial ecosystems. Set up in 2020, the programme leverages the ICC network to help its partners access knowledge and expertise from across the global entrepreneurship landscape. The ICC CoE network today spans 14 countries and four continents, helping SMEs increase their participation in global trade and build global competitiveness.</p> |
|    | <p>ITC focuses on equipping micro, small and medium-sized enterprises (MSMEs) to become more competitive in global markets. In this context, ITC translates the business implications of multilateral trade agreements for businesses, so they can understand, shape and benefit from trade rules. ITC thereby helps to build vibrant, sustainable export sectors that provide entrepreneurial opportunities, particularly for women, youth and vulnerable communities.</p>   |
|  | <p>WIPO is an intergovernmental organization and specialized agency of the United Nations with its headquarters located in Geneva, Switzerland, whose mission is to lead the development of a balanced and effective global intellectual property ecosystem to promote innovation and creativity for a better and more sustainable future.</p>  |
|  | <p>The WTO Informal Working Group on micro, small and medium-sized enterprises (MSMEs) brings together close to 100 WTO members representing all major regions and levels of development to explore ways in which WTO members could better support MSMEs' participation in global trade.</p>  |

