



Marrakesh, 12-14 December 2023

مراكش، 12-14 كانون الأول/ديسمبر

Concept Note | ToT Regional eCommerce Advisors Track

12-13 December 2023

11.30-16.00 | Palmeraie Hall

Introduction

In the past three years, eCommerce has grown faster in the Middle East and North Africa region than anywhere else in the world, with an estimated 209 million consumers transitioning to online shopping, during the height of the pandemic, to access and purchase their essential needs. Big companies that delayed digitization shifted to meet consumers online within a short time span, whereas smaller businesses were left further behind.

At the first Arab SME Summit that was held in Jordan last October, ESCWA committed to the digitization of 100 Arab small and medium enterprises (SMEs) that have not yet embraced eCommerce by designing a Regional Entrepreneurship Training Program, with a focus on eCommerce, to build the capacity of SMEs and support their transition journey into online selling. The Regional Entrepreneurship Training Program along with its ToT (Train of Trainers) Guiding Manual are activities of the DA Project: *Expanding the potential of small and medium-sized enterprises in the Arab region*. The first of this track train and certify 40 advisors representing business enablers for SMEs from the Arab region on eCommerce know-how and tools.

Objectives

- Train and certify 40 advisors representing business enablers for SMEs from the Arab region on eCommerce know-how and tools.
- Build a pool of competent business advisors, who can teach and disseminate the acquired knowledge to other business enablers and equip them with expertise to train and coach SMEs into a successful transition into eCommerce.
- Run an assessment task to collect feedback and to measure the impact of the programme.

Target Participants

This two-day workshop is designed for both technical and support staff involved in digitalization, eCommerce, and digital marketing and working in accelerators, incubators, centres of entrepreneurship, SME capacity building organizations or any other business support organization in the Arab region.

Training of Trainers


Day 1: December 12, 2023

Time	Description
11.30-12.30	Module 01
	Entrepreneurship & Business Strategies
12.30-13.30	
	Module 02
14.30-16.00	eCommerce Business Models & Dynamics
	Module 03
	Digital Content for eCommerce Websites
	<u>Facilitators:</u>
	- Maurice Mouawad , Digital Transformation & Management Consultant
	- Zeina Al Khal , Principal Consultant, Transformeus

Day 2: December 13, 2023

Time	Description
11.30-12.30	Module 04
	Content Management Systems
12.30-13.30	
	Module 05
14.30-16.00	Digital Marketing & Website Optimization
	<i>Facilitators:</i>
	- Maurice Mouawad , Digital Transformation & Management Consultant
	- Zeina Al Khal , Principal Consultant, Transformeus

Main Partner

	<p>Transformeus SARL is a premier certified management consultancy, specializing in bespoke business advisory and transformation strategies. Our expertise encompasses project management, executive business transformation, and the development of effective Standard Operating Procedures (SOPs). We excel in enhancing corporate governance, shaping organizational culture, and devising comprehensive business development strategies with a focus on environmental, social, and governance aspects. We offer a broad range of services including People & Organization, Financial Assessment, Project Management, Carbon Management, Mergers & Acquisitions, and Digitalization, among others. Our approach integrates capacity building and skill transfer, ensuring the sustainability of our solutions. As a participant in the UN Global Compact, we are committed to advancing the UN's Sustainable Development Goals, with a focus on poverty eradication, gender equality, and climate action. Our global affiliations enable us to incorporate best practices in our consultancy, delivering transformative results. At Transformeus SARL, we pride ourselves on our successful track record and our ability to provide tailored, impactful management consulting services that drive sustainable change and growth for our clients.</p>
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