

# Enterprise Export Competitiveness

## Accessing International Markets

WIPO Indigenous and Local Community Women  
Entrepreneurship Program

SheTrades Initiative – International Trade  
Centre

14<sup>th</sup> October 2021



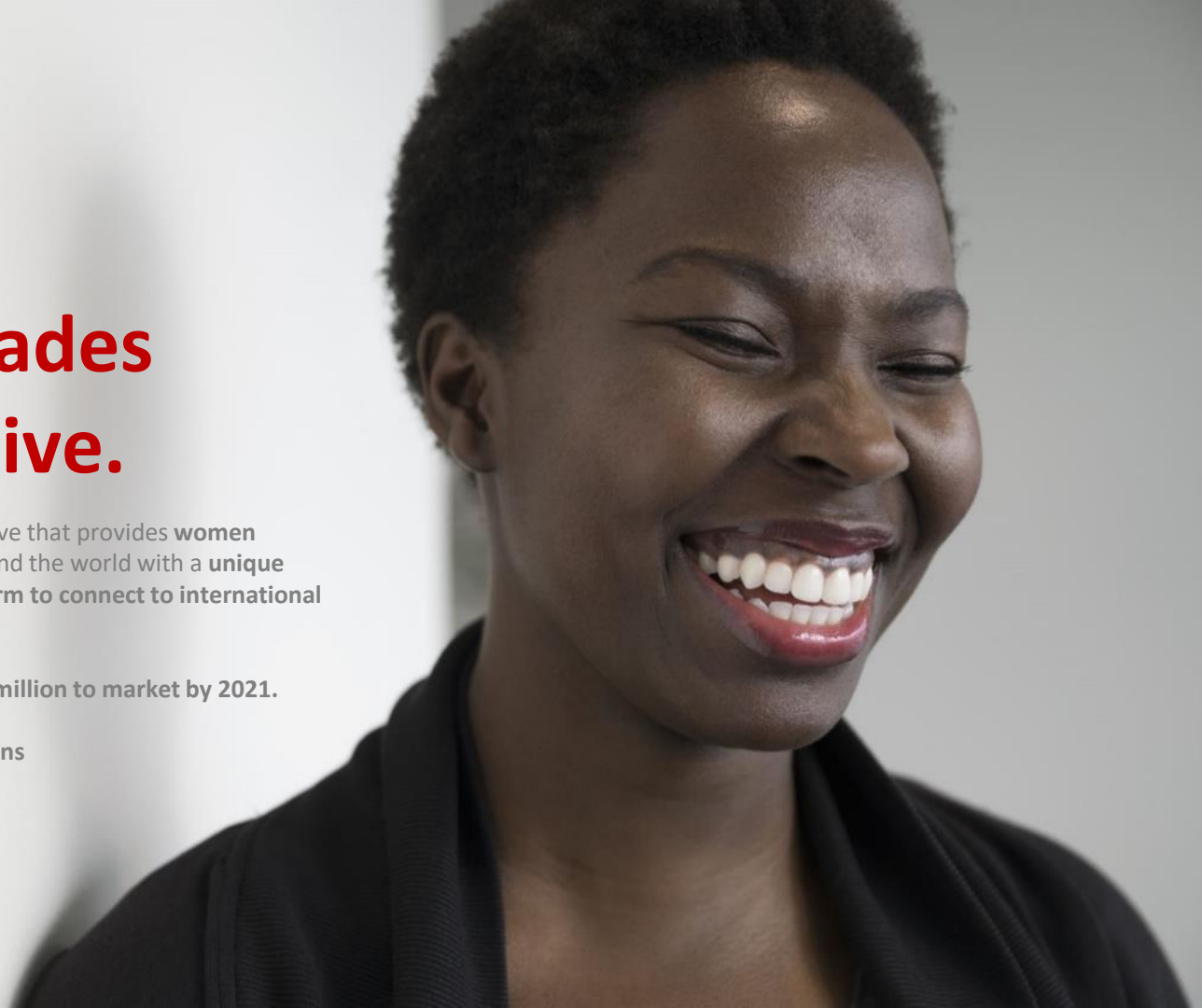
Juan Hoyos  
ITC - SheTrades  
Capacity Building  
Expert

# The SheTrades Initiative.

ITC's flagship initiative that provides **women entrepreneurs** around the world with a **unique network and platform to connect to international markets.**

**Goal:** To connect 3 million to market by 2021.

**How:** 7 Global Actions





## 7 Global Pillars



# What we have reach up to now:



## 1. Trade Opportunities

US\$140 million in trade opportunities generated for women



## 2. Direct Support

30,000 women-led businesses directly supported



## 3. Presence

Presence in 25 countries



## 4. Networks

Global network of 350 partner organizations from 65 countries



## 5. Technical Expertise

In facilitating trade and improving competitiveness of women. Delivering more than 300 training activities (per year) for more than 7,000 women entrepreneurs



## 6. Partnerships

Partners with private sector and governments to improve services and policies for women, build a conducive ecosystem for women to trade and foster gender equality

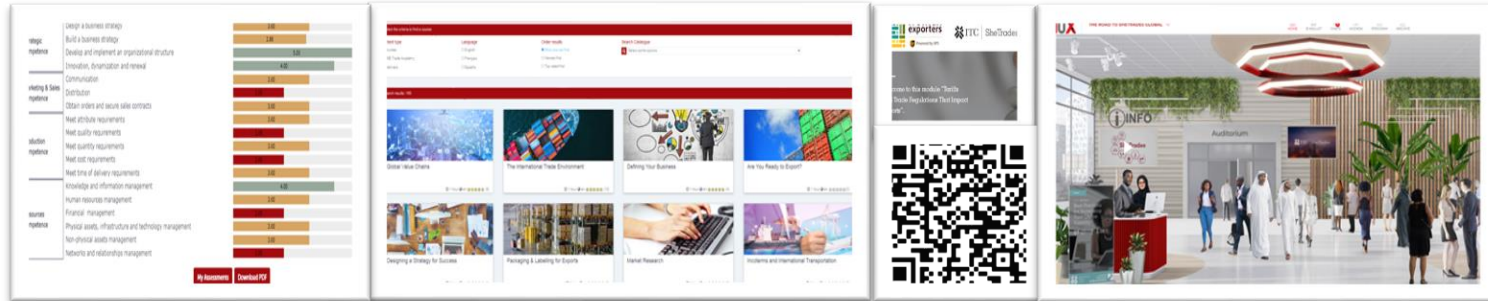
# What is SheTrades doing?

- **SheTrades.com** has numerous training material available for enhancing the skills and knowledge of entrepreneurs
- **SheTrades Outlook** aims to support and guide governments to create and deploy the relevant policies to empower women-owned businesses and women entrepreneurs.
- **SheTrades Hubs** aim to increase the sustainability of in country interventions by promoting local ownership, through a participatory approach and alignment with national and sectoral priorities.
- **SheTrades Partnerships** aims to network and build relationships, to exploit synergies for collective learning, generate sustainable impact through complementarity and to foster sustainable and inclusive value chains.



# SheTrades Virtual Learning Space (VLS)

[www.shetrades.com/en/learn/e-learning](http://www.shetrades.com/en/learn/e-learning)



## Self-assessment tool

Competitiveness based on Competences

## Webinars

100+ technical webinars on various topics

## Virtual Learning Space

52 VLS modules (E, S & F)

## Online courses

40+ online courses

## Face-to face

Customized per country and/or per sector

## Coaching

VLS Coaching

## Business generation

Customized per project and/or per sector

Knowledge

Skills

# What Makes and SME Competitive



# What makes an SME competitive?

The *SME Competitiveness Outlook (2015) - Connect, compete and change for inclusive growth*, by the International Trade Centre, defines competitiveness as:

*“... the demonstrated ability to design, produce and commercialize an offer, which fully, uniquely and continuously fulfils the needs of targeted market segments, while connecting with and drawing resources from the business environment, and achieving a sustainable return to the resources employed”.*



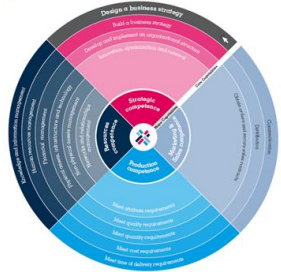
<http://www.intracen.org/SMEOutlook/>



# SheTrades Competitiveness Map



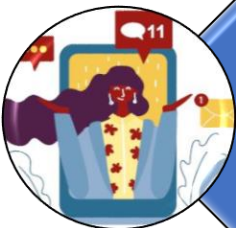
Under the SheTrades' approach, SMEs become competitive by developing **four** competences and **nineteen** capabilities



- **Strategic competence:** To define which of all possible business opportunities the company will pursue and how the company will go about seizing those opportunities
- **Marketing and Sales competence:** To engage in market transactions and take care of the operational aspects of reaching clients, closing profitable sales orders, defining a corporate identity, and setting up distribution channels.
- **Production competence:** To produce and ship the offer envisioned in the business strategy
- **Resource management competence:** To ensure the company has access to the necessary resources and makes an efficient use of them.

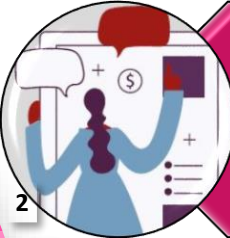
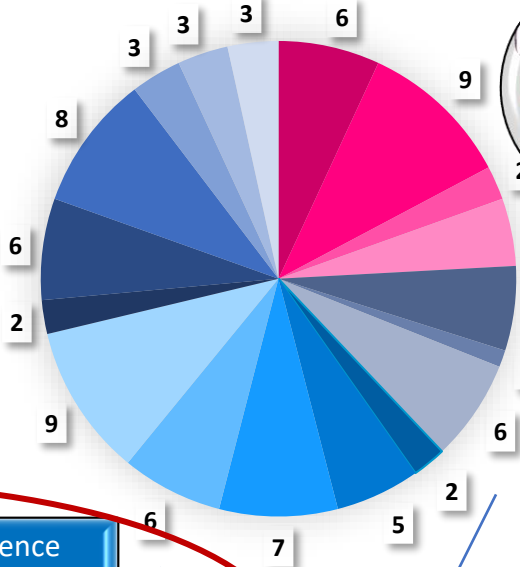
*Which competences and capabilities are critical would depend on the company competitiveness level (basic, intermediary, or advance), the products or services it offers, the market it is targeting, and the way it wants to reach its potential customers, among others.*

# SheTrades Competitiveness Map



**Resources competence**

- Knowledge and information management
- Human resources management
- Financial management
- Physical assets, infrastructure and technology management



**Strategic competence**

- Design a business strategy
- Build a business strategy
- Develop and implement an organizational structure
- Innovation, dynamization and renewal



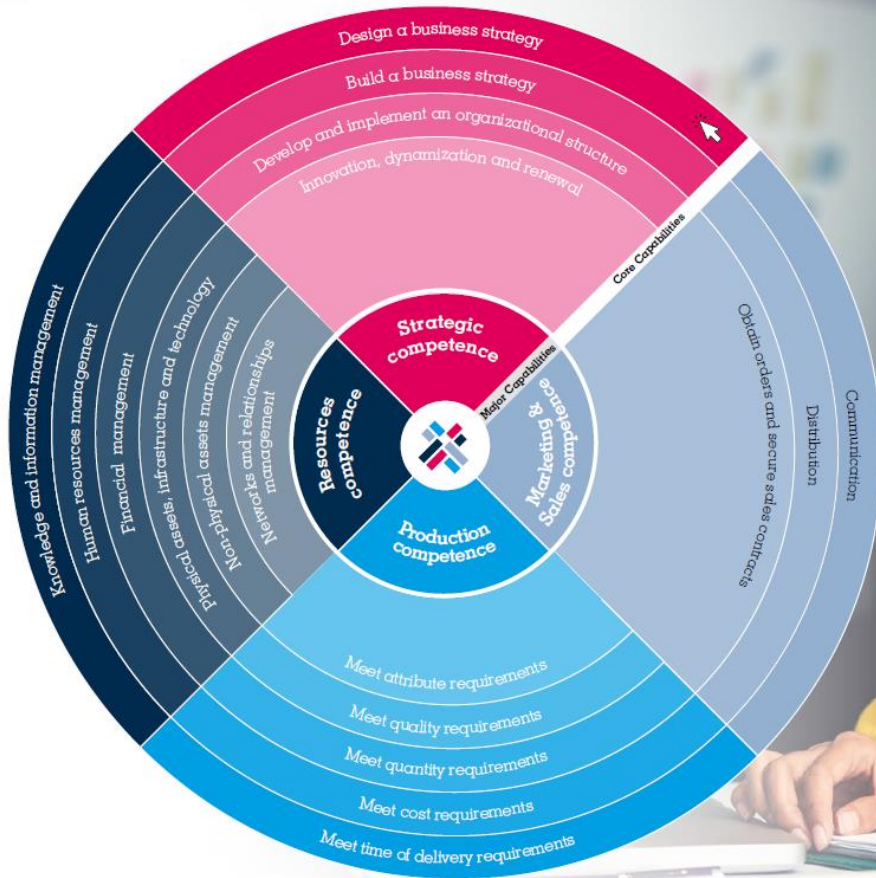
**Marketing & Sales competence**

- Communication
- Distribution
- Obtain orders and secure sales contracts

**Production competence**

- Meet attribute requirements
- Meet quality requirements
- Meet quantity requirements
- Meet cost requirements
- Meet time of delivery requirements

*Microfoundations*



# SheTrades Competitiveness Map

<<BACK  NEXT>>

# Getting ready to Export



## SheTrades - Market Access



# Challenges of internationalization



Trades

- SMEs struggle to gain access to **information** on export opportunities...
- Meeting voluntary or mandatory **standards** and other regulatory requirements
- Lack of **funding** for working capital and investment needs
- Attract high quality **workers**  
Limited skills availability extends to the managerial and entrepreneurial level...as well as their own limited ability to train their own employees
- **Technology** adoption and scope for **innovation**
- **Logistics** costs relative to sales are significantly higher for SMEs than for large firms

## What is Exporting



Exporting is selling products or services across a country's national borders and, in return, getting paid in currency, goods, or services from parties who are also from outside these borders.

## KNOWLEDGE PILLARS

Know your product

Know your company

Know your sector

Know your market /Customers



## Know Your Product

Product Characteristics, Certifications, Import Regulations



## Know your company



## Know your company

Basic issues you must face...

Trust and Reputation  
Quality : Having it and Preserving it



**Access to Credit**  
Do you have the financial  
resources to export?  
Credit Risk



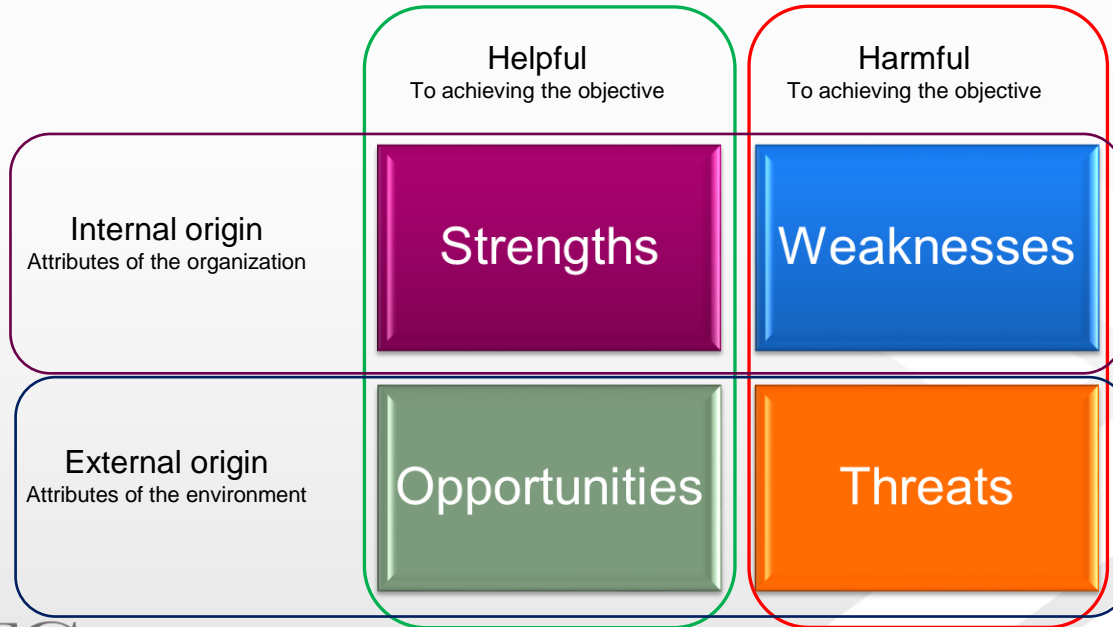
**Price Volatility & Foreign  
Exchange or Currency Risk**



**Country  
Risk**

## SWOT Analysis

Is a structured planning method used to evaluate the Strengths, Weaknesses, Opportunities and Threats involved in a project or in a business venture.



## SWOT Analysis - An example



## Know Your Market



## Know Your Market

### The export destination

To **understand the “big picture”** of the international business environment the company has to consider that countries do not import nor buy products; clients do **BUT** countries do set the rules for trading with them.

The political environment

The regulatory environment

The economic environment

The socio/cultural environment

The technological environment

Other environmental factors (safety and security & climate and topography)

## Know Your Market

*Who is buying*  
*Who is selling*





# SheTrades - Market Access

## Know Your Market

**TRADE MAP**  
Trade statistics for international business development  
Monthly, quarterly and yearly trade data, import & export values, volumes, growth rates, market

**MARKET ACCESS MAP**  
Improving transparency in international trade and market access

**Export Potential Map**  
SPOT EXPORT OPPORTUNITIES FOR TRADE DEVELOPMENT

**SUSTAINABILITY MAP**  
YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE

**PROCUREMENT MAP**

**INVESTMENT MAP**  
For better foreign investment attraction and targeting  
Foreign Direct Investment data at the sectoral level, combined with foreign affiliates, trade flows and tariffs information.

The Investment Map database collects yearly FDI statistics for about 200 countries and detailed FDI sectoral and/or country breakdown for about 115 countries. The Investment Map helps Investment Promotion Agencies identify priority sectors and competing countries for foreign investments, as well as existing and potential foreign investors. Moreover, it helps companies identify potential locations for investment abroad.

ITC's market analysis data becomes free for all users. Read the [press release](#)

Latest FDI statistics available in Investment Map  
Most important inward FDI flow and stock figures in 2012 in Thailand

Most important partner countries			
Japan	Stock	US\$57627 millions	+20%
Singapore	Stock	US\$33314 millions	+21%

Most important sectors of destination			
Finance	Stock	US\$45027 millions	+19%
Machinery and equipment	Stock	US\$21991 millions	+19%

English

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[Procurement Map](#)  
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# SheTrades - Market Access



## TRADE MAP

Trade statistics for international business development  
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



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Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies.  
Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

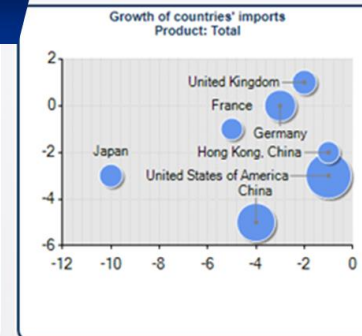
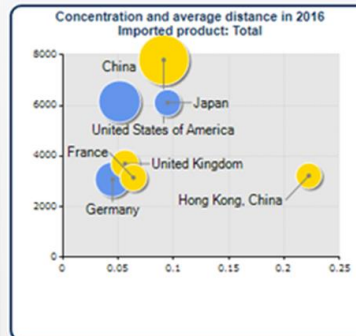
[Imports](#) [Exports](#)

[Service](#) [Product](#)

**Online user-friendly application to analyse global trade flows, based on one of the largest trade flow databases in the world.**

[Advanced search](#)

[www.trademap.org](http://www.trademap.org)



THE IMPACT  
FOR GOOD

## Trade Map

- What is the level of global market demand for my product?
- Who are the fastest growing markets in the world market?
- Who are the main importing and exporting countries?
- Which companies import my product in a given market?
- What is the most interesting market for my product?

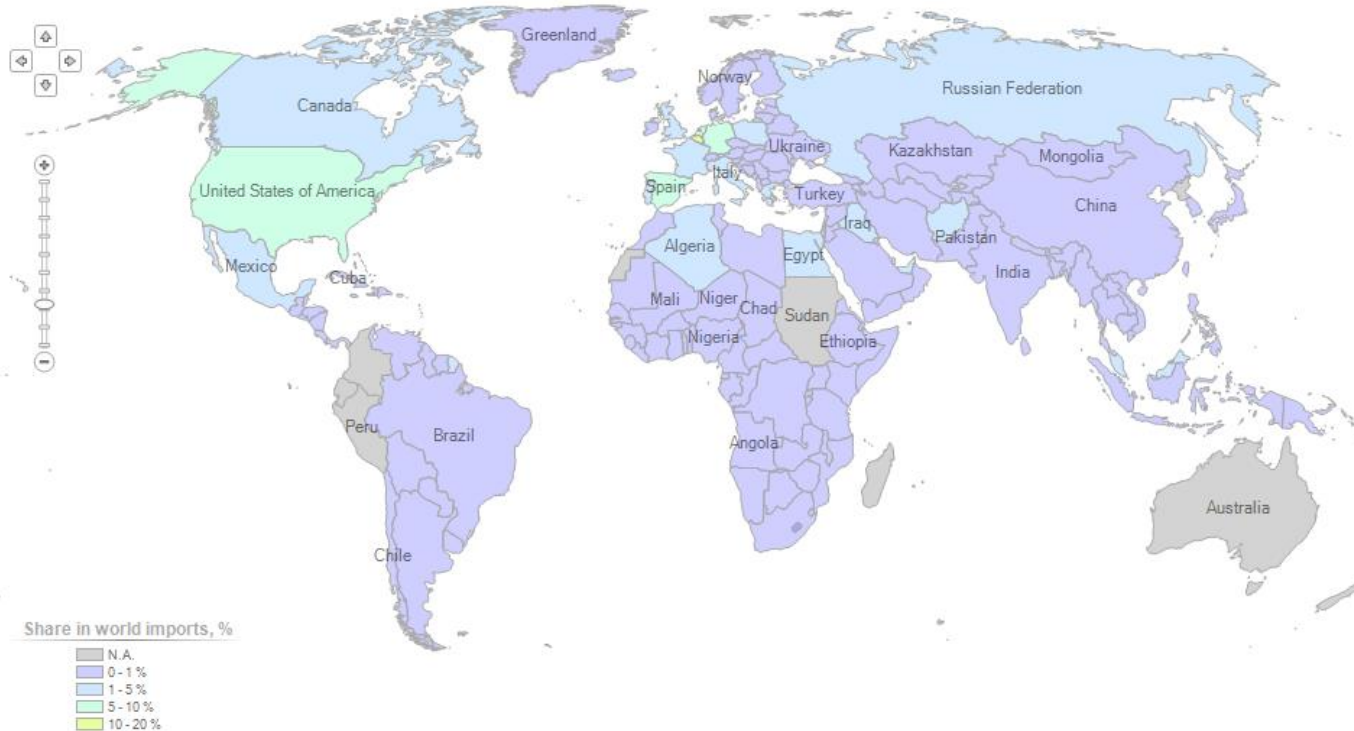
**Selection of most attractive market for your product**



## Know Your Market : Who is buying - Potatoes

List of importing countries for the selected product in 2018

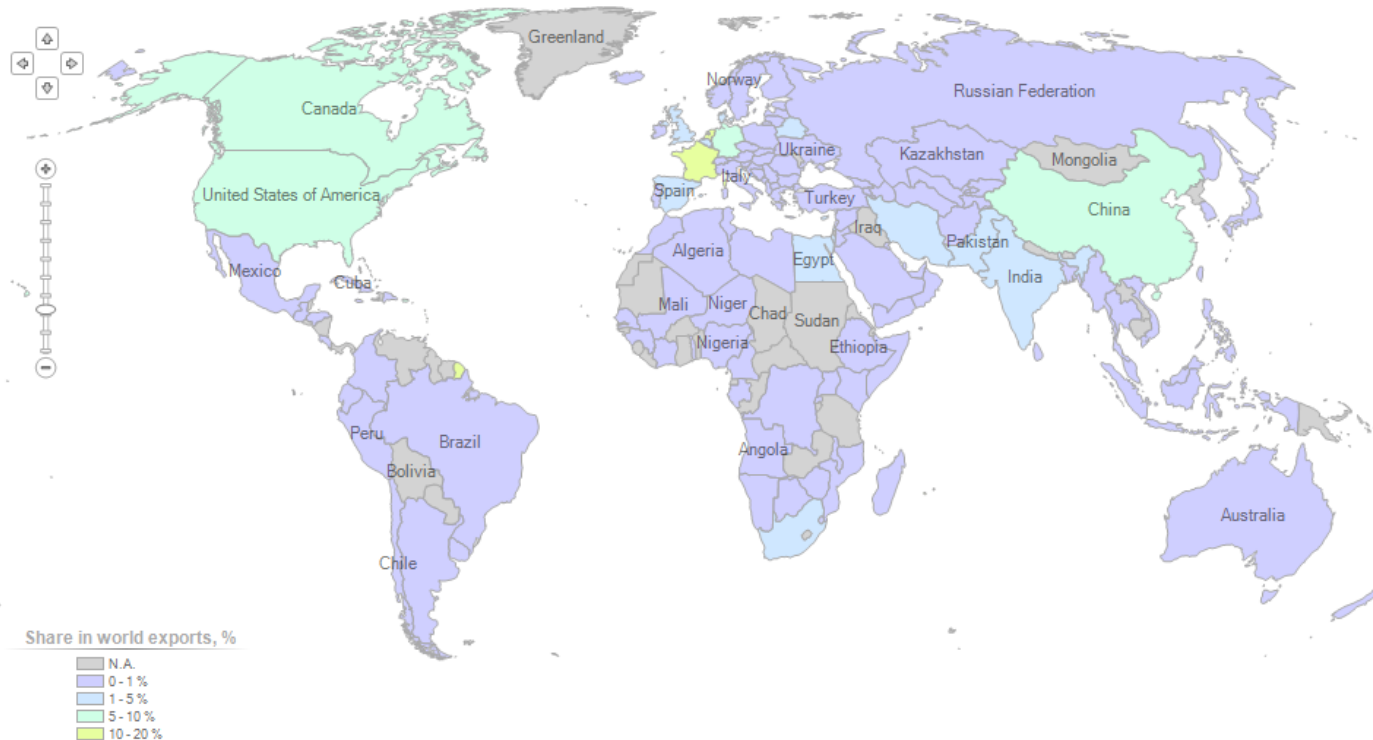
Product : 0701 Potatoes, fresh or chilled



## Know Your Market : Who is selling - Potatoes

List of exporting countries for the selected product in 2018

Product : 0701 Potatoes, fresh or chilled



# SheTrades - Market Access

## Know Your Market : Who is selling - Potatoes

List of exporters for the selected product in 2018

Exporters	Select your indicators										
	Value exported in 2018 (USD thousand)	Trade balance in 2018 (USD thousand)	Quantity exported in 2018	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2014-2018 (%)	Annual growth in quantity between 2014-2018 (%)	Annual growth in value between 2017-2018 (%)	Share in world exports (%)	Average distance of importing countries (km)	Concentration of importing countries
World	4341202	-245583	0	quantity		2	3	1	100	1722	0.03
Netherlands	793942	428644	1791985	Tons	443	-1	-3	0	18.3	1937	0.07
France	645164	534509	2324186	Tons	278	7	4	10	14.9	1083	0.12
Germany	384549	143110	1905212	Tons	202	6	4	-2	8.9	1046	0.18
China	261240	261233	447556	Tons	584	1	-1	-7	6	2467	0.27
Canada	252214	160986	526521	Tons	479	8	2	6	5.8	1665	0.88
United States of America	235790	-7811	481625	Tons	490	6	6	-2	5.4	4400	0.23
Egypt	206858	123480	502720	Tons	411	-7	-7	-24	4.8	2538	0.27
Iran, Islamic Republic of	202954	200631	529889	Tons	383	0	2	41	4.7	731	0.4
Belgium	199266	-346272	965731	Tons	206	3	-1	-5	4.6	478	0.32
Spain	152414	-94892	280876	Tons	543	12	4	44	3.5	1287	0.13
United Kingdom	143993	33068	266814	Tons	540	-1	-2	14	3.3	2021	0.18
Pakistan	120882	116442	688763	Tons	176	14	33	49	2.8	1505	0.3
Denmark	70172	29719	142298	Tons	493	-2	-5	30	1.6	1540	0.11
Israel	63446	45103	156814	Tons	405	-13	-10	-28	1.5	3396	0.19
India	57371	57214	336714	Tons	170	-11	7	-4	1.3	1848	0.29
South Africa	51384	51348	157549	Tons	326	1	0	-6	1.2	1167	0.18
Belarus	50528	46311	0	quantity		33		-23	1.2	1009	0.88
Cyprus	50307	40617	86159	Tons	584	0	0	-7	1.2	2125	0.2
Italy	43569	-143982	76929	Tons	566	-2	-4	-24	1	978	0.16
Azerbaijan	29628	-9014	66563	Tons	445	1	11	15	0.7	1845	0.95
Australia	28685	28685	46160	Tons	621	12	15	33	0.7	7185	0.17
Turkey	26361	11509	260104	Tons	101	93	137	-5	0.6	1159	0.33
Russian Federation	22669	-195257	185461	Tons	122	28	39	-4	0.5	1482	0.39
Kazakhstan	17733	9064	152917	Tons	116	208	194	-50	0.4	758	0.92
New Zealand	17555	17555	27023	Tons	650	5	-1	-3	0.4	2619	0.65
Portugal	16900	-113307	38769	Tons	436	-4	-2	-23	0.4	1214	0.34
Lebanon	15343	-15625	72087	Tons	213	-21	-22	-49	0.4	1759	0.25
106 Peru	38	38	19	Tons	2000	-25	-43	50	0	9915	0.24
107 Morocco	11321	-17224	49965	Tons	227	-4	4	-3	0.3	2355	0.18



## Know Your Customers

Customers - Key points to verify

Where do your customers live, and what is their profile?

What influences your customers' purchasing decisions?

This includes understanding your customers' age, gender and other important factors.

How often will your customers purchase your product/services?

Where, when, and how much will they buy?

What are your customers' preferences and needs?

Where does the customer obtain information about the product?

# Export rules





## Export rules and regulations



Rules and regulations for exports have a variety of different purposes

- *To ensure standards in terms of quality, health and environmental protection.*
- *To manage the flow of goods, services, people and currencies.*
- *To protect cultural artefacts*
- *For national security reasons*

Anyone intending to do business internationally must allocate resources to ensuring knowledge of, and compliance with, national and international rules of trade.

## Export rules and regulations



## Other elements of International Trade

### The Transport Process

- Road,
- Rail,
- Sea,
- Air,
- Multi-Modal,
- Integrators

### Packaging

- Contain the Product
- Protect the Product
- Inform
- Facilitate Handling and Distribution
- Position the Product and Promote Sales

### Payments

- Cash in Advance
- Letters of Credit
- Documentary Collections
- Open Account
- Consignment

# MSMs through the COVID-19 Crisis and towards the future



## Some effects on the international trade & MSMEs

- Merchandise traded drops sharply
- Strong impact on textiles and Travel & Tourism
- Shifting consumer behavior
- Supply chains transmitted effects of shutdowns globally
- Temporary export and import measures
- Different gender, different impact
- Shutdown risk higher for smaller women and youth-led firms

Resilience

Inclusiveness

Sustainability

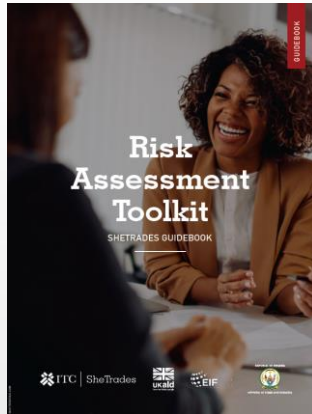
Ride the digital wave.



<https://www.intracen.org/SMEOutlook/>

## Enterprise Resilience

The COVID-19 pandemic has forced businesses to build stronger, more resilient business strategy for the future. Understanding both risk assessment and crisis management is essential to **mitigate potential business threats** and respond to unforeseen events. Prioritizing innovation today is the key to unlocking postcrisis growth.



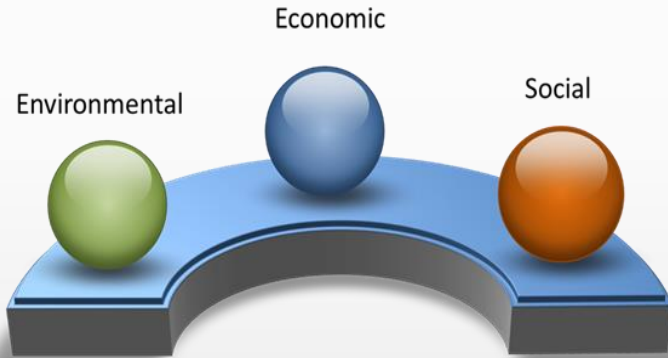
### Innovation



- Research & Development (R&D),
- Patenting, IP protection,
- Niche market segmentation,
- Quality upgrading,
- Differentiation,

# MSMs through the COVID-19 Crisis and towards the future

## Offering Sustainable and Inclusive products and services



# MSMs through the COVID-19 Crisis and towards the future

## Digital Transformation

Social distancing has changed consumer behaviour and digital channels are now essential for customer and supplier engagement going forward.

Product-based businesses began to offer their entire product portfolio online,

E-commerce is accelerating and will remain after the crisis.

Digital facilities will no longer be optional: consumers, clients, business partners and workers will come to expect them as a matter of a course.

E-Payments will be the norm.

Digital has become the engine of the global economy via:

### Social Media Marketing

- *Facebook, Instagram, Twitter, LinkedIn, WhatsApp, Google Ads, YouTube*

### Digital Content Creation

### Corporate Website

### Digital Analytics



# MSMs through the COVID-19 Crisis and towards the future

## Digital Transformation

- ICT Knowledge / Skills / Experience
- Technology “phobia”
- IT Infrastructure
- Owner Innovativeness
- Cybersecurity

Challenges

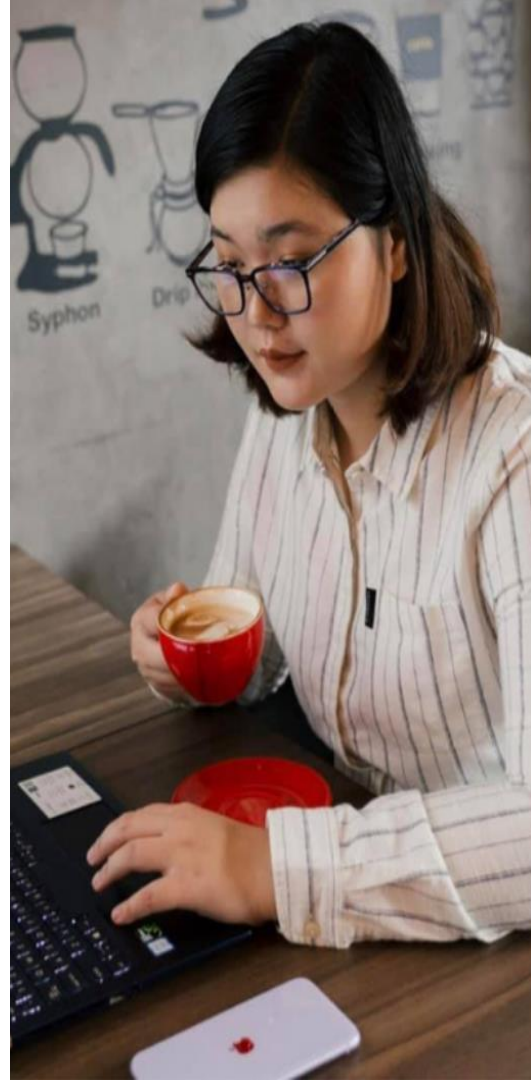
- Access to new markets – Global reach
- Cost and time saving (physical, time & space limitations, Advertising and Promotion).
- Faster communication between consumer and seller.
- Minimizing supply chains, transport obstacles, and delivery costs.
- Information at your fingertips

Opportunities

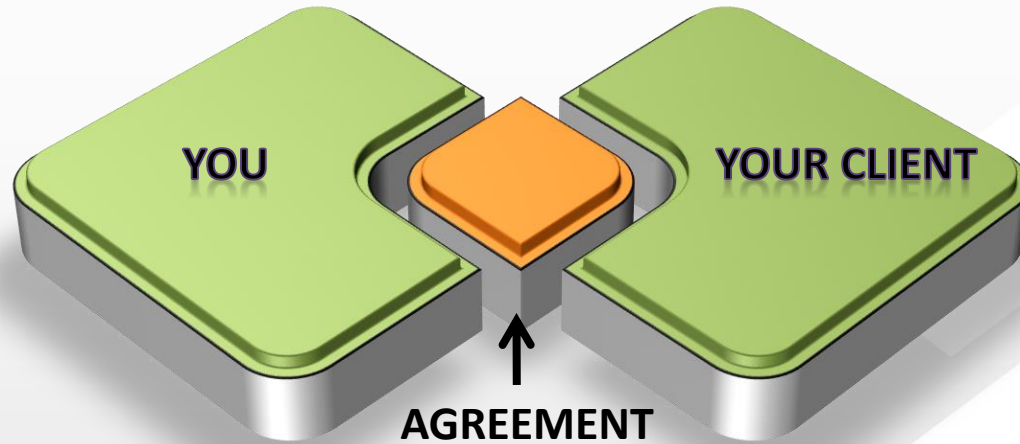
# Export Strategy



Strategy is about understanding a selected group of **target customers** and being able to clearly state what the export business should and will be offering to them, in such a way that it will be competitive and make substantial profits.



Finally, match your client to yourself



# Q & A





# Exercise

- Select a moderator and a participant (can be the same person) that would share the group's findings with the rest of participants in a wrap up session,
- Share with other participants the main challenges you face to internationalize your products
- Elaborate how you would overcome those challenges, and what kind of support you would need from international organizations as WIPO, ITC, and other support stakeholders as the Business Support Organizations in your city/country



**Visit our Websites**

[www.intracen.org/mytip/](http://www.intracen.org/mytip/)

[www.SheTrades.com](http://www.SheTrades.com)