

E-commerce and Intellectual Property for Indigenous Peoples and Local Community Entrepreneurs,

COVID-19: The Great Lockdown and its Impact on Small Business

Some effects on the international trade & MSMEs

- Merchandise trade drops sharply
- Strong impact on textiles and Travel & Tourism
- Shifting consumer behavior
- Supply chains transmit effects of shutdowns globally (25% reduction)
- Temporary export and import measures
- Different gender, different impact
- Shutdown risk higher for smaller and youth-led firms



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



E-commerce and Intellectual Property for Indigenous Peoples and Local Community Entrepreneurs,

Building business models that foster:

1. Resilience,
2. Inclusiveness
3. Sustainability and
4. Ride the digital wave.



International
Trade
Centre

Supporting small businesses
through the COVID-19 crisis
and towards the future:

A 15-Point Action Plan



<https://www.intracen.org/covid19/15-Points-Action-Plan/>



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Digitalization

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



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- IT 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



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