



CORPYME: Towards a digital infrastructure to promote the internationalization of SMEs

SEPTEMBER 24 AND 29, 2020

1. BACKGROUND

Small and medium-sized enterprises (SMEs) in Latin America and the Caribbean (LAC) represent just 6% of the region's exports, yet they constitute 99% of the number of formal businesses and two thirds of employment. This partly reflects the low productivity of these companies and their difficulty in overcoming different obstacles to export, beyond the challenge of accessing credit.

Trade Promotion Organizations (TPOs) are the main responsible for supporting SMEs in their internationalization process. To do this, they offer various services and carry out different activities to help exporters access international markets. For the delivery of their services, TPOs increasingly use different digital platforms.

Another key mechanism to facilitate the internationalization of SMEs is the Single Windows for Foreign Trade (SWs), which have been implemented in 22 countries in the region. In some countries, there is a recent trend towards taking advantage of this tool to support and / or complement government initiatives or programs that help the internationalization of SMEs.

The CORPYME project seeks to promote the aforementioned trends through a more intensive use of information and communication technologies (ICT) and paperless trade. This project is an initiative of the government of the Republic of Korea and is being implemented by the Economic Commission for Latin America and the Caribbean (ECLAC) for the member countries of the Community of Latin American and Caribbean States (CELAC).

2. OBJECTIVES

In 2020, the CORPYME project seeks to promote the use of digital platforms to strengthen the work of TPOs and SWs as a mechanism to accelerate the internationalization of SMEs in LAC and Korea. For this purpose, this webinar for the TPOs and SWs technicians is organized with the following objectives

- Identify which instruments and platforms can contribute to solving some of the obstacles to the internationalization of SMEs;
- Review which of them are being used by TPOs and SWs;
- Identify good complementary practices between TPOs and SWs in some Latin American countries and Korea;
- Explore opportunities for collaboration between RedIbero, REDVUCE and other regional networks and organizations to strengthen TPOs programs and initiatives.



3. PRELIMINARY AGENDA

Day 1 - September 24 (Chile time)

10:00 - 10:20

OPENING

- Keiji Inoue, Senior Economic Affairs Officer, International Trade and Integration Division, ECLAC
- Keun-Ho Jang, Ambassador of the Republic of Korea in Chile
- Francisco Javier Olavarría Patiño Ambassador of Mexico in Chile and Representative of the Pro Tempore Presidency of CELAC
- Pedro Beirute Prada, Chair of RedIbero

10:20 - 10:25

CORPYME 2020: GOALS AND ACTIVITIES

Nanno Mulder, Head of the International Trade Unit, ECLAC

10:25 - 10:35

CHALLENGES REGARDING THE DIGITALIZATION OF SMES IN THE REGION

Nicolo Gligo, Economic Affairs Officer, Division for Production, Productivity and Management

SESSION 1

DIGITAL PLATFORMS FOR TRADE PROMOTION

10:35 - 10:50

EXPERIENCE ON DIGITAL PLATFORMS IN KOREAN TPOs

Joonho Lee, Korea Small Business Institute (KOSBI)

10:50 - 11:10

EXPERIENCE ON DIGITAL PLATFORMS IN THE TPOS OF SOME LATIN AMERICAN COUNTRIES

Lorena Veiga, consultant ECLAC

11:10 - 11:30

QUESTIONS AND ANSWERS

11:30 - 11:45

GOOD PRACTICES OF SOME COUNTRIES IN THE REGION

- Costa Rica - Integrated Logistics Platform - Adrián Chavarría Mendoza - PROCOMER
- Perú - E-Learning Platform - Daniel Anteparra - PromPerú
- Chile - Chile B2B Marketplace - Jaime Velarde Gaggero - ProChile

11:45 - 12:15

BREAKOUT GROUP SESSION: WHICH INSTRUMENTS ARE MISSING IN THE TPOS AND SWs?

Each group, which includes representatives from TPOs and SWs, discusses which possible new digital instruments -and their interconnection- could promote the internationalization of SMEs.

12:15 - 12:45

SHORT GROUP PRESENTATIONS



Day 2 - September 29

SESSION 2 SWS AND OTHER DIGITAL INSTRUMENTS FOR THE INTERNATIONALIZATION OF SMES

- 10:00 – 10:10 **RESULTS OF THE FIRST DAY**
Nanno Mulder, Head of the International Trade Unit, ECLAC
- 10:10 – 10:30 **KOREAN EXPERIENCE**
Joonho Lee, Korea Small Business Institute (KOSBI)
- 10:30 – 10:45 **EXPERIENCE WITH SWs : A PRIVATE SECTOR VIEW**
Maria Luisa Boyce, Vice President, Global Public Affairs, UPS.
- 10:45 – 11:30 **GOOD PRACTICES FROM 3 COUNTRIES IN THE REGION**
- Perú – Marketplace and ERP for SMEs – Alvaro Gálvez – SW Peru
 - Costa Rica - ExportaFacil Project - Postal Service Costa Rica
 - Uruguay – TUExporta – Daniela Vignolo – SW Uruguay.
- 11:30 – 12:15 **GROUP WORK: HOW TO ENHANCE COLLABORATION BETWEEN TPOs AND SWs?**
Each group, which includes representatives from TPOs and SWs, discusses how to enhance collaboration between both institutions to promote the internationalization of SMEs.
- 12:15 – 12:45 **GROUP WORK PRESENTATIONS**
- 12:45 – 12:55 **PRESENTATION OF ONLINE COURSE ON “TOWARDS A DIGITAL INFRASTRUCTURE FOR THE INTERNATIONALIZATION OF SMES”**
Lorena Veiga, consultant ECLAC
- 12:55 – 13:00 **CLOSING REMARKS AND NEXT STEPS**
Keiji Inoue, Senior Economic Affairs Officer, International Trade and Integration Division, ECLAC

4. COORDINATION

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