



Opportunities and challenges for MSMEs in cross-border e-commerce

November 1st to December 3th
2021



Virtual learning course

Language: English
Modality: Distance
Duration: 5 weeks
(Nov 1 - Dec 5)

Organizers:

- ECLAC, Santiago HQ
- ECLAC, Port of Spain office
- With UNCTAD support



Main goals

- To learn about recent trends in domestic and cross-border e-commerce
- To understand the digital transformation of MSMEs for e-commerce
- To gain greater awareness of the obstacles that MSMEs face and best practices in trade facilitation issues to speed up MSMEs' access to international markets through cross-border e-commerce.
- To understand the role of competition policy and competition laws to facilitate the entry and integration of MSMEs in e-commerce.
- To identify critical regulatory elements for data protection in the use of digital platforms and cyber security.



Learning methods

- ✓ CEPAL's Moodle platform
- ✓ Course Documents
- ✓ Expert Interviews
- ✓ Interactive exercises
- ✓ Live sessions with the tutor



This is a free course

Cost



Module 1: Introduction

- Definitions and characterisation of domestic and cross-border e-commerce
- Main global and regional trends
- Participation of regional MSMEs in e-commerce
- The e-commerce institutional and public policy ecosystem



Module 2: Digital transformation and the role of e-commerce in MSMEs

- Introduction to digital transformation
- Strategies for the implementation of e-commerce in MSMEs
- Roles and processes to implementing cross-border e-commerce in MSMEs
- Digital tools for the implementation of cross-border e-commerce



Module 3: Logistical practices for agile cross-border e-commerce

- Introduction to cross-border e-commerce logistics
- Last-mile delivery: postal mail and courier companies
- Introduction to e-commerce regulation
- Single Windows (SW) in the development of cross-border e-commerce
- E-commerce in preferential trade agreements in LAC



Module 4: The strategic importance of data for cross-border e-commerce

- The importance of data for the development of MSMEs for access to digital platforms
- National regulatory frameworks for the storage, use, and transfer of data
- Data protection, privacy, and cybersecurity
- Integration of data as a strategic asset for businesses (marketing, CRM, ERP, ...)



Module 5: Competition conditions and policy in cross-border e-commerce

- The importance of economic competition in the policy of support for MSMEs, particularly
- in times of pandemic
- Free-competition normative/regulatory framework
- Competition policy in the digital era
- The role of data, a strategic intangible asset for MSME businesses
- Competition policy, cross-border data flow, digital platforms, and data protection



How to register?

How do I sign up?

[Registration form](#)

Deadline: October 21