

Recent Technical Advances in Facilitating e-Commerce for SMEs

World Trade Organization Workshop

E-commerce, Development, and SMEs

Geneva, April 8, 2013

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OpenEntry

The Impact of the Internet on Economic Growth and Prosperity

McKinsey Report – <http://goo.gl/Cvu6T>
(based on a survey of 4800 SMEs in 12 countries)

SMEs extensively using web technology:

1. Brought in twice as much revenue
2. Grew more quickly
3. Created twice as many jobs
4. Exported more widely

SME e-commerce is growing fast

Of the current 230M SMEs worldwide, an estimated 100M will go online in the next 10 years



- “Alibaba sells more than Amazon and eBay combined”
- “in a few years’ time it could be among the world’s most valuable companies”

The
Economist

When e-Commerce first appeared



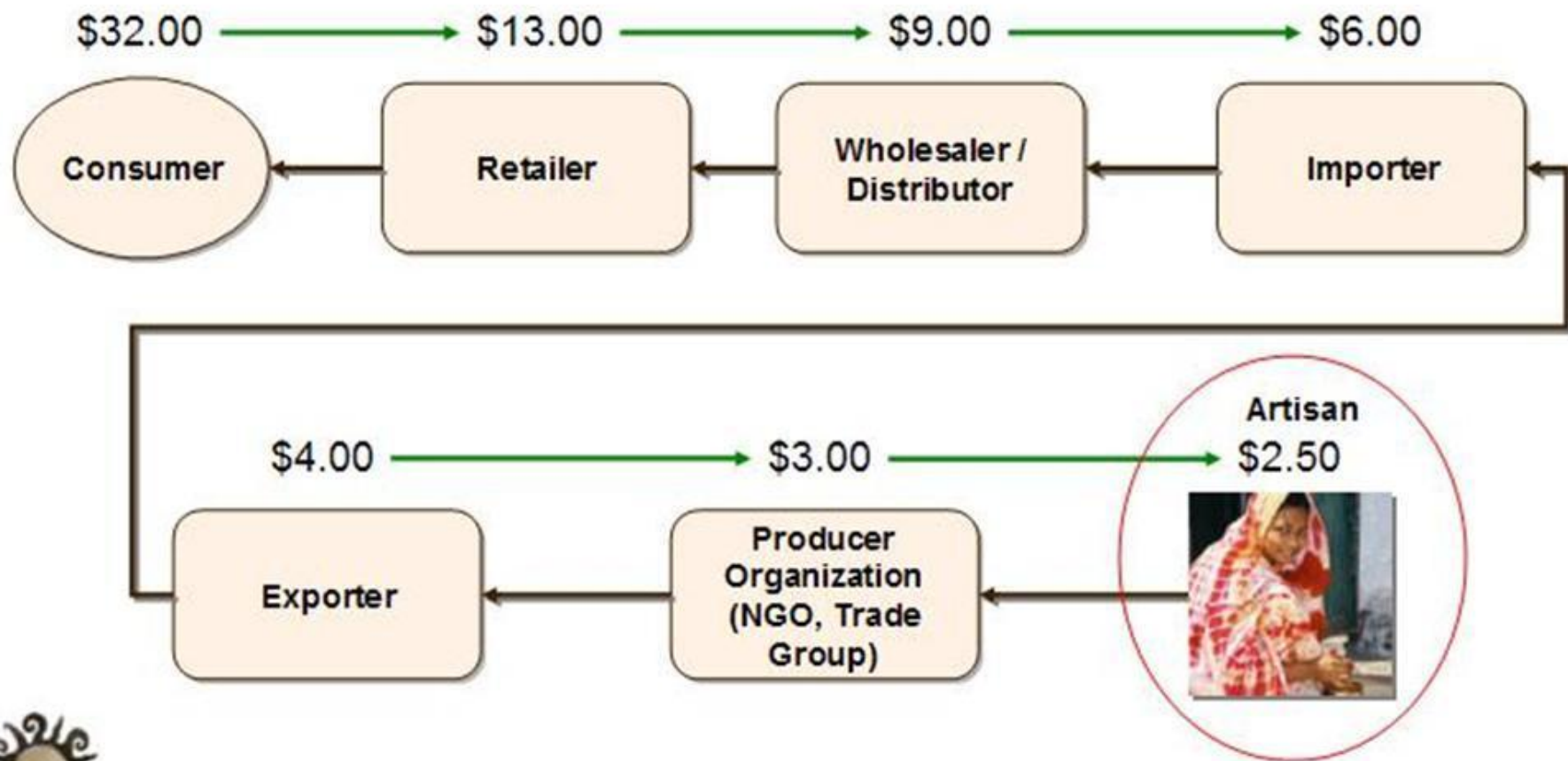
Initial promise to “level the playing field for the little guy”

Bill Gates gushed about “friction-free capitalism”

Great hope in “disintermediating” the long chain of middlemen that pay artisans ~10% of the final retail price

Today, artisans receive 7 – 9% of selling price

TYPICAL TIER 2 PRODUCER SUPPLY CHAIN



Source: Interviews with TransFair, IFAT, PEOPLEink & NGOs



Recent technical advances favor **SMEs taking their businesses online**

1. Proliferation of **low cost Internet devices**
(netbooks, tablets, smartphones)



Recent technical advances favor SMEs taking their businesses online

2. The Internet continues to expand and now robust, cost-effective **cloud computing** technologies are available to anyone






Recent technical advances favor SMEs taking their businesses online


3. Social networking services have confirmed the power and **importance of trust**





OpenEntry combines advances to serve SMEs in 45 countries

**Free Store**
100 items

**Smartphone**
Manage store

**Premium Store**
1000 items, more

**Support Services**
templates, setup, help


**Curated Marketplaces**
drive trusted traffic

Open your store Enter many markets


All the tools and services you need to build your store and succeed online.

Create Your Free Store Now
from any computer or smart phone

Thousands of people just like you all over the world are using and loving **OpenEntry**



Narendra Shahi
runs a craft exporting business and retail shop in Nepal. Eager to expand his business to buyers outside Nepal, he realized he needed an online presence...



Liz Lighton
runs a wholesale business in New York designing a beautiful line of cotton clothes that she has manufactured in India, and then sells in specialty stores...

OpenEntry combines advances to serve SMEs in 45 countries

1. Free online stores built on Google cloud computing environment
2. Instructions in 57 languages
3. B2B for wholesale or B2C for retail
4. Can be built and managed with a smartphone



"Les POTS font la déco !"

COLLECTION POTS ET PLANTES 2012

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Catégories

- Cache pot
- Pot en verre
- Pot simple
- Pot sur pied
- Pot tetris

- Découvrez en avant-première les **nouvelles collections** et les nouvelles marques
- Accédez à toutes nos **ventes privées** et ventes flash
- Bénéficiez toute l'année d'offres exclusives, **réservées à nos abonnés**

Produits en vedette

 <p>Cache pot Prix : \$ Détails</p>	 <p>Cache pot Prix : \$ Détails</p>	 <p>Cache pot Prix : \$ Détails</p>	 <p>Pot en Prix : \$ Détails</p>	 <p>Pot en Prix : \$ Détails</p>
 <p>Pot Prix : \$ Détails</p>	 <p>pot en chat Prix : \$ Détails</p>	 <p>Pot en Prix : \$ Détails</p>	 <p>pot en chat Prix : \$ Détails</p>	 <p>pot Prix : \$ Détails</p>



Development Center

Third World Craft Nepal
The Artisans Marketplace
www.thirdworldcraft.com

A Fair Trade Producer Exporter.

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Artisans Page

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New Products



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- Select Categories
- Antiques Rituals crafts
- Arts Painting Crafts
- Bags Purses crafts
- Clothing and Garments
- Glass Bead Jewelry and Accessories
- Felt Bag Gift Craft
- Incense
- Hand made paper crafts
- Metal Crafts
- Musical Instrument
- Natural Fiber products
- Nepali Herbal Tea
- Pashmina Shawls and Dress
- Statue and Sculpture craft
- Sterling Silver


Jagat Laxmi Sujakhu, a jewelry producer proudly states that she is an independent woman. She works on silver and metal jewelry that supports her family earn extra income .[Read Story of her.....](#)






[Send us your order inquiry with your desire quantity and range of items.](#) We will get back to you with shipping cost and delivery time. The price quoted are FOB kathmandu. By sending order inquiries does not obligate you to purchase. You only pay if you agree on pro-forma invoice we sent with delivery schedule. We accept CREDIT CARD payment.

Our applogy for mistakenly publishing Felt Mat that is of some buyers exclusive design which has been removed !


Featured Products

 <p>Code 03234546 Leather Bag FOB Price : \$</p>	 <p>Code 04123442 Bead Necklace FOB Price : \$</p>	 <p>Code 09164578 Glass Bead FOB Price : \$</p>	 <p>Code 25025538 Buccal Design FOB Price : \$</p>	 <p>Code 29758946 Painting of FOB Price : \$</p>
 <p>Code 34879458 Cotton Bag FOB Price : \$</p>	 <p>Code 38018802 Leather Bag FOB Price : \$</p>	 <p>Code 43846338 Glass Bead FOB Price : \$</p>	 <p>Code 55523890 Pendant with FOB Price : \$</p>	 <p>Code 69337202 Beaded FOB Price : \$</p>

**BOMBOLULU**
WORKSHOPS & CULTURAL CENTRE




enter keywo



Bombolulu Workshops and Cultural Centre is located in Mombasa, Kenya, and works with more than 100 people with different abilities, men and women artisans to help them overcome their physical limitations and empower them economically and socially to become fully integrated members of their communities, also providing social benefits to the workers e.g. Clinic, Nursery School, Social Hall, Sports, HIV Prevention, etc. Bombolulu started in 1969 and the Association for the Physically Disabled of Kenya took over in 1987. This nonprofit organization produces crafts of a very high standard and gives vocational training to people with special abilities. we have 4 sheltered workshops, producing a range of jewelry, textile, wood and leather products. An on-staff designer creates new products, including the trademark Bombolulu recycled materials design pieces. Every year, thousands of different designs are produced for items of jewelry, wood, leather and soft furnishings. The workshops have a production capacity of nearly 250,000 separate items per annum. Many years of successful exporting have established the workshops as a reliable supplier and the project is a member of the WFTO (World Fair Trade Organization) and it is the trading partner of PEOPLink/OpenEntry (USA). Bombolulu includes housing units for artisans, artisan workshops and a Cultural Centre which comprises of different traditional homesteads of the diverse tribes of Kenya. You can visit the workshops in Mombasa and our new Bombolulu Boutique in Diani Beach Shopping Centre to buy beautiful and unique products.


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New Products



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Categories
Jewelry
Textile
Wood Carving
Leather


Featured Products


Red and
Details



Brass &
Details



Brass
Details



Tear drop
Details



Blue batik
Details


Red ceramic,
Details


Ceramic, red
Details


Brass &
Details


Brass wavy
Details


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[Featured Products on Sale](#)



Rome, long sleeved

Price : \$ 69.00

[Details](#)



St. Tropez

Price : \$ 98.00

[Details](#)



St. Tropez, 3/4 sleeved

Price : \$ 69.00

[Details](#)



Charleston Dress

Price : \$ 108.00

[Details](#)

Main e-commerce challenges for SMEs are **visibility**, **credibility**, and **trust**





- A beautiful website alone is not enough
- Buyers may not be able to find it
- And even if they do, they won't trust it

OpenEntry also creates branded marketplaces

- For any business network
 - Chamber of commerce
 - Industry association
 - Trade show
 - Export promotion organization
- Marketplaces aggregate the online stores of their members
- Promotes the entire network
- Generates **visibility, credibility, and trust**

Branded Marketplace for **Cuban Art**





The Cuban Art Space

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Category: All




All Categories


- Abstracts
- Portraits
- Objects
- Scenes

Welcomed to this marketplace where you can purchase paintings online from a range of artists in Cuba being supported by the **Cuban Art Space**.


The pieces currently displayed are in the CAS office in New York. A second exciting phase of this initiative will entail the Cuban artists managing their online catalogs and shipping directly from Cuba!

Featured Products


SHARE   



Order >>




Order >>



\$500

Order >>



Order >>

Branded Marketplace for **Vietnam Style**





LifeStyle
Vietnam 2012
18-21 April

[Home](#) [Vendors](#) [About](#) [Contact](#) [Enquiry](#)

Welcome to this preliminary marketplace where you can scan thousands of products from the online catalogs of exhibitors specially selected to participate in LIFESTYLE VIETNAM 2010. You can continue to place wholesale orders on these catalogs all year long!

Featured Products



<p><u>Hold The Future</u></p>  <p>Goi hinh chu nhut</p>	<p><u>Gia Phu Cuong Corp</u></p>  <p>coasters</p>	<p><u>Mekong Delta Export and Import Co.Ltd</u></p>  <p>green bag</p>	<p><u>saigon jewellery company ltd</u></p>  <p>Jewelry set</p>	<p><u>Vietnam Handicraft Research and Promotion Center</u></p>  <p>World Crafts</p>	<p><u>saigon ceramics</u></p>  <p>Vase</p>
<p><u>Gia Phu Cuong Corp</u></p>  <p>candle holders</p>	<p><u>Doximex</u></p>  <p>women long sleeve</p>	<p><u>saigon ceramics</u></p>  <p>Vase</p>	<p><u>saigon jewellery company ltd</u></p>  <p>Earrings</p>	<p><u>aulac ceramic pottery (vietnam)</u></p>  <p>pots</p>	


Branded Marketplace for **Bhutan Tourism**



Branded Marketplace for **Nepal Handicrafts**

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This B2B virtual market promotes products and services of 1200 members of Federation of Nepal Handicraft Associations under one spot. The only one creditable and recognized association working for the promotion of the Nepalese handicraft producers, artisans, exporters, traders and manufacturers.

				
Bell and Bajra \$ 10	Pashmina and Silk Shawl \$ 17	Lampshade	Necklace Set	Kharchheri Statue
by: Third World Craft Nepal	by: Third World Craft Nepal	by: Woman Power	by: Woman Power	by: Rama Krishna Kathmandu
				

World Chambers Network of the International Chambers of Commerce



WCN Global B2B Online Market

Search products from wholesale online catalogs of businesses worldwide participating in **OpenEntry.com** marketplaces of their local Chambers of Commerce
Priority Listings of Companies with ChamberTrust

[Business Opportunities \(GBX\)](#)[Chamber Trust](#)[Chamber-eVault](#)[WCN Online Market](#)[Chamber Directory](#)[Home](#)[Vendors](#)[About](#)[How to Participate](#)

Featured Products

[Artesol](#)

\$ NA
Bottle

[Sumitel](#)

\$ 695
Digital Camera

[The Cooperative](#)

\$ NA
palm

[INTECSA_Eng](#)

\$ 300
Switches

[Ayni Bolivia](#)

\$ 4.23
**Tiwanku style
ceramic**

[FRUTOS DE LOS](#)

\$ NA
**Dried
Pineapple**

[Fair Trade Peru](#)

\$ NA
shopping bag

[Minka Fair Trade](#)

\$ NA
Ceramics

[Candle Peru](#)

\$ NA
**Aguaymanto
cubierto con**

[Industrias Carsa](#)

\$ NA
**DRYING
EQUIPMENT**

All Categories

- [Agriculture](#)
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- [Environment](#)
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Does it Work? <http://goo.gl/EWd4b>



E-commerce for Development:

The Case of Nepalese Artisan Exporters



Muslim jeweler hopes son will help her sell on-line

Saribun Banu learned traditional Muslim glass jewelry from her mother at age 12. She is now 43 and lives with her husband, a watch repairman, and three grown children. Ms. Banu used to sell her beaded jewelry to merchants in the local market that paid her low prices and often with great delays. For the last two years she is happy to be producing for a firm that pays her on time and sells via the site www.catgen.com/glassbeads. She knows that her products are sold by the computer but does not understand how it works. She hopes that when her son finishes college she will form her own business and get him to help her sell over the Internet.



Painter reaches wider global markets on-line

Kunchan Lama has been a Thangka painter for 30 years struggling for a decent income because his only access to wider markets was through intermediaries. Today, along with 47 other artisans, he is associated with the Lama Painting School, and collectively sells their paintings online retail at www.catgen.com/thangka. During 2004, he sold approximately US\$3000 on-line including one for \$800 that would have only fetched US\$400 maximum on the local market.



Artisan entrepreneur's profits rise with web sales

Laxman Maharjan came from a farming family too poor to send him to school so he started making prayer wheels at his brother-in-law's workshop at the age of 12. Now, with 30 years experience, he has developed considerable skill designing new prayer wheels. He employs seven additional artisans to produce about 1000 pieces per month that they were selling in the local market for a gross profit of US\$3.00 each.

In 2004 he began selling into the international market via www.thirdworldcraft.com and www.es-ewanepal.com and his profit is up to US\$17.00 per piece. He recently sent his son to a CatGen e-commerce workshop and will soon develop his own on-line catalog.

UNDP Conclusion

- The largest impact of implementing this “pro-poor” e-commerce approach was on income and employment.
- Firms using it reported jobs directly attributable to on-line promotion . . . 3918 women
- A relatively inexperienced group of young IT professionals could, with the proper tools, create employment for themselves while providing e-commerce services to local SMEs.

Trade Promotion Organizations

1. Guide their member exporters to build their individual B2B stores
1. Build a marketplace leveraging their high profile to promote the exports of all their members
1. Cover costs by charging members to participate in the marketplace

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