**SIDE EVENT ON**

## E-COMMERCE REGIONAL ADVISORS TRAIN OF TRAINERS (ToT)

**19 and 20 November 2024**

8.30 AM - 11.00 AM | Hall 4

**EVENT DESCRIPTION**

E-commerce has emerged as a powerful growth engine for small businesses, particularly over the past three years, as the global shift toward digital platforms has accelerated. The COVID-19 pandemic significantly increased online retail activity, compelling businesses to rapidly adapt to changing consumer behaviors. This digital transformation has empowered MSMEs by granting them access to broader markets, lowering operational costs, and creating opportunities for innovation. E-commerce has allowed businesses to reach global customers without geographical constraints, driving significant growth in sales and visibility.

Given the transformative potential of e-commerce, it is crucial to develop the capacity of business enablers. By equipping enablers with essential digital and business tools, they can better guide MSMEs through their digital journey. This support enables MSMEs to boost their competitiveness, expand internationally, and ensure long-term sustainability. The E-commerce Regional Advisors Train of Trainers (ToT) initiative plays a critical role in making these skills and tools accessible to business support networks, ultimately driving MSME success across the Arab region.

Organized by the United Nations Economic and Social Commission for Western Asia (ESCWA), the E-commerce Regional Advisors Train of Trainers (ToT) is part of the project titled *Enhancing MSMEs Soft Infrastructure & Internationalization in Countries Facing Security, Financial, or Political Transition Challenges in the Arab Region within the Larger BRI Framework*. The project seeks to unlock the potential of MSMEs to drive economic growth and sustainable human development in the region by improving market access, visibility, capabilities, competitiveness, and

sustainability. By focusing on two key pillars—soft infrastructure and internationalization—the initiative strengthens the entrepreneurial environment, empowering MSMEs to foster economic growth, resilience, diversification, and job creation. Specifically, it aims to enhance the resilience of MSME ecosystems in countries facing transition challenges, fostering entrepreneurship and long-term stability.

## EVENT OBJECTIVES

The primary goals of this event are to:

- Train and certify up to 100 advisors representing business enablers for SMEs from the Arab region on e-commerce know-how and tools. The training will also raise awareness of AI tools that can support small businesses, helping advisors leverage these technologies to enhance SME operations in today's digital landscape.

- Equip business enablers with the knowledge to conduct comprehensive assessments of e-commerce businesses, identify challenges, and provide the knowledge and tools to guide entrepreneurs in addressing these challenges. This includes evaluating business models, creating optimized digital content, producing professional photography for products and services, and more.

- Develop and provide online access to training tools and technical materials as open-source resources, serving the SME community and member countries, and ensuring broad dissemination and adoption by stakeholders for public benefit and widespread use.

## TOPICS TO BE COVERED

The event will provide a platform to explore and discuss:

- **Creating Optimized Digital Content for E-commerce Websites:** This session will cover the development of high-quality digital content that enhances user experience and drives conversions. The session will cover the various sections of an e-commerce website, including the "About Us" page, company information, product descriptions, engaging and educational content, as well

as policies (shipping, returns, etc.). The emphasis will be on crafting content that is SEO-friendly, visually appealing, and informative, to build trust and improve customer engagement.

- **Presentation of the ESCWA E-commerce Acceleration Programme (eCAP)**: this session will provide an overview of the eCAP programme, highlighting its goals and objectives, which focus on supporting MSMEs in the Arab region to enhance their e-commerce capabilities.

- **Presentation of the ESCWA E-commerce Platform**: This session will introduce the ESCWA E-commerce Platform, showcasing its features, tools, and resources designed to support e-commerce entrepreneurs in the Arab region.

## TARGET AUDIENCE

The event is designed to engage the following groups:

- **Primary**: Business advisors, consultants, and professionals from business support organizations and networks across the Arab region, with a particular focus on least developed countries (LDCs), who are dedicated to advancing MSMEs and e-commerce development.

- **Secondary**: N/A

## LANGUAGE

Discussions will be conducted in Arabic.

## CONTACT INFORMATION

- **Contact Person**: Joelle Yazbeck
- **Position**: ESCWA E-commerce Acceleration Programme Consultant
- **Email Address**: joelle.yazbeck@un.org
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## AGENDA

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| **19 November**<br>**8.30-11.00 AM** | **Creating Optimized Digital Content for E-commerce Websites (part 1)**<br><br>*Facilitator*<br>**Maurice Mouawad**, Digital Transformation & Management Consultant |
| **20 November**<br>**8.30-9.30 AM** | **Creating Optimized Digital Content for E-commerce Websites (part 2)**<br><br>*Facilitator*<br>**Maurice Mouawad**, Digital Transformation & Management Consultant |
| **20 November**<br>**9.30-11.00 AM** | • **Overview of the ESCWA E-commerce Acceleration Programme**<br>• **Overview of the ESCWA E-commerce Platform**<br><br>*Co-Facilitators*<br>**Joelle Yazbeck**, E-commerce Acceleration Programme Consultant, ESCWA<br><br>**Hazem Metwally**, E-commerce Platform Design & Development Consultant, ESCWA |