

Workshop track on Internationalization of SMEs

19 November 2024

1.00–4.00 p.m. | The Pearl Room

Introduction

In the Arab region, global trade is increasingly recognized as a crucial driver of economic growth and diversification. Over the past two decades, there have been concerted efforts to integrate SMEs into the global marketplace, leveraging trade as a tool to expand business horizons and enhance competitiveness. Initially, the focus was on overcoming logistical and regulatory barriers to international trade. Today, the emphasis has shifted towards equipping SMEs with the knowledge and resources necessary to navigate complex global markets successfully.

As globalization accelerates, SMEs in the Arab region are presented with unprecedented opportunities to access international markets. However, entering these markets requires more than just traditional trade practices. SMEs need to adopt advanced digital tools for market research, understand the nuances of intellectual property protection, and stay updated on global trade regulations. The rise of digital platforms has transformed international trade by providing SMEs with essential tools for trade intelligence, market research, and data analysis. These platforms facilitate the bridging of information gaps, identification of market opportunities, and understanding of trade regulations.

Topics to be covered

The workshop will provide a platform to explore and discuss the following topics:

- **Session 1: Unlocking global markets: digital tools and platforms for international trade**

This session will kick off the workshop by providing an in-depth overview of the core digital tools and platforms essential for SMEs embarking on international expansion. Representatives from key organizations will discuss their respective scopes, focusing on how their digital solutions can enhance global trade efforts. The session will cover trade intelligence resources, market research tools, effective IP management strategies, and more. Participants will learn how these tools and platforms can support their internationalization efforts and help them overcome the challenges of entering global markets.

- **Session 2: Launching your export journey: mastering the Global Trade Helpdesk**

This interactive session presents the Global Trade Helpdesk (GTH) platform from a user-centric perspective, highlighting its functionality, intuitive design, and recent enhancements, including a new e-commerce section and artificial intelligence (AI)-driven features. It will also demonstrate the GTH's integration with the Tasdeer portal to expand export opportunities and explore collaboration with the Qatar Development Bank (QDB) to provide SMEs with access to essential financial products. The session aims to equip participants with actionable insights and tools to confidently initiate their export journey.

- **Session 3: Tools for continued global success: ICC One-Click and WIPO IP Diagnostics**

This session will focus on two additional key tools for SMEs: the ICC One-Click platform and the WIPO IP Diagnostics Tool. Participants will explore how the ICC One-Click platform can simplify global trade processes and streamline export activities. Additionally, they will learn how the WIPO IP Diagnostics Tool can assist in assessing and managing their intellectual property assets, ensuring they are well-protected as they continue their journey in international markets.



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Rowad Entrepreneurship
Conference
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Agenda

1:00-2:00 p.m.

Unlocking global markets: digital tools and platforms for international trade

Presenters

Anna Jankowska-Eriksson, Programme Officer, Trade and Market Intelligence, International Trade Centre (ITC)

Ullas Marar, Head, International Chamber of Commerce (ICC) Centre of Entrepreneurship

Mathilde Tachon, Programme Officer, IP for Business Division, World Intellectual Property Organization (WIPO)

Rhea Abboud, Founder of Hadiyati E-commerce and Community Leader of eTrade for Women (UNCTAD) for the Arab Region

Moderator

Kathryn Lundquist, Economic Affairs Officer, Economic Research and Statistics Division, World Trade Organization (WTO)

2:00-3:00 p.m.

Launching your export journey: mastering the Global Trade Helpdesk

Presenters

Pavel Hovhannisyan, Export Development Specialist, QDB

Anna Jankowska-Eriksson, Programme Officer, Trade and Market Intelligence, ITC

Moderator

Juha Peralampi, Research Associate and Lecturer, Centre for Entrepreneurship and Organizational Excellence, College of Business and Economics, Qatar University

3:00-4:00 p.m.

Tools for continued global success: ICC One-Click and WIPO IP Diagnostics

Presenters

Ullas Marar, Head, ICC Centre of Entrepreneurship

Mathilde Tachon, Programme Officer, IP for Business Division, WIPO

Moderator

Catherine Foster, Global Lead, ICC Centre of Entrepreneurship