

Make digital work for trade: ITC publications



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Several International Trade Centre (ITC) publications provide insights that help micro, small and medium-sized firms make the most of e-commerce and digital trade.

The collection is free on ITC's online publications catalogue:

<http://www.intracen.org/publications/collections/>

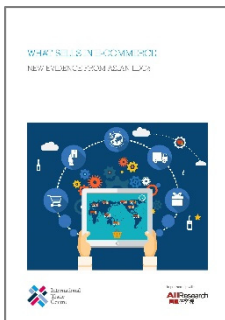


[SME Competitiveness Outlook 2018: Business Ecosystems for the Digital Age](#)

Digitalization and the rise of the platform economy are rapidly changing the way in which firms do business. A strong business ecosystem is necessary to manage this change. This year's SME Competitiveness Outlook tells how to build it.

The report combines data analysis, academic insights, thought leader views and case studies to guide policymakers, businesses, and trade and investment support institutions in designing the business ecosystem that is necessary for small businesses to embrace and benefit from industry 4.0.

Published: 2018
Available in: English

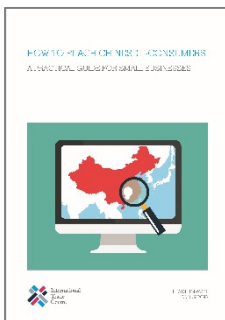


[What sells in e-commerce: New evidence from Asian LDCs](#)

Cross-border e-commerce can help least developed countries (LDCs) become more competitive and diversify their exports – and this is especially true for Asia-Pacific, the most dynamic region in global e-commerce. To capture that potential, small businesses in these countries need more market intelligence.

This paper uses market data from Alibaba.com to identify which products from five Asian LDCs – Bangladesh, Cambodia, Lao People's Democratic Republic, Myanmar and Nepal – can generate the most demand abroad.

Published: 2018
Available in: English

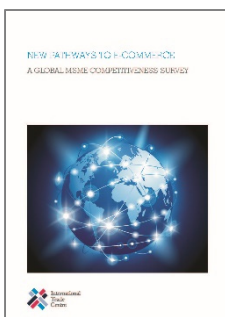


[How to reach Chinese e-consumers: A practical guide for small businesses](#)

This report helps small businesses tap into the Chinese e-commerce market, which is the world's largest.

The publication recommends cross-border e-commerce, which allows opening stores in marketplaces rather than opening Chinese sites. It provides systematic instructions on the process, including logistics and payments.

Published: 2018
Available in: English

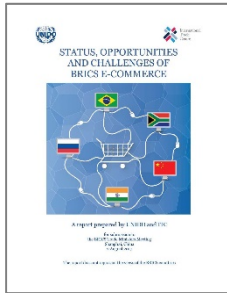


[New Pathways to E-commerce: A Global MSME Competitiveness Survey](#)

This first ITC e-commerce survey provides valuable insights that will allow countries to shape policies and practices that address the real business needs on the ground.

To ensure that micro, small and medium-sized enterprises (MSMEs) can benefit from e-commerce, they need better access to e-platforms, payment and delivery services; streamlined customs procedures; and targeted skill building. These are the key findings from this ITC survey of 2,200 MSMEs in 111 countries.

Published: 2017
Available in: English



Status, Opportunities and Challenges of BRICS e-commerce

BRICS countries – Brazil, the Russian Federation, India, China, and South Africa – are becoming increasingly important players in the global e-commerce market.

This joint report by UNIDO and ITC examines business-to-clients e-commerce markets in each BRICS country in the context of global e-commerce trends, analysing their growth trajectories, business ecosystems and regulatory frameworks. It identifies key bottlenecks for BRICS to further tap into their e-commerce potential and provides policy recommendations.

Published: 2017
Available in: English



E-commerce in China: Opportunities for Asian firms

This joint ITC-Alibaba publication reviews e-commerce development in China and what is needed for foreign firms to enter the market.

Rapid growth in this area offers significant potential for neighbouring countries, especially small businesses in Asia, to increase their trade with China.

Published: 2016
Available in: English



Bringing SMEs onto the e-commerce highway

This report is a starting point for public-private dialogue to address e-commerce bottlenecks, especially for small firms in developing countries.

Policy challenges affect small firms in four processes common to all: establishing online business; international e-payment; international delivery; and aftersales. Policy guidance checklists and case studies from e-commerce entrepreneurs in developing countries are included.

Published: 2016
Available in: English



International e-commerce in Africa: The way forward

African enterprises can be successful in international e-commerce, if they are supported to address financial, infrastructure and socio-political barriers.

This report outlines common concerns of African small and medium-sized business owners, based on surveys, interviews and literature reviews. The report recommends public-private sector initiatives, institutional and corporate capacity building, shared structures and technology, and improved access to transport and logistics.

Published: 2015
Available in: English

Related videos



[ITC YouTube playlist: E-commerce solutions](#)



See the ITC playlist on YouTube for e-commerce solutions, to hear practical e-commerce tips directly from entrepreneurs, for entrepreneurs.



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