

Making 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.

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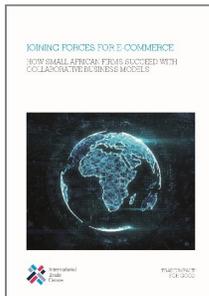


[Creative Industries in Rwanda: Digital Paths to Global Markets](#)

Rwandan creative industries are exploring ways to tackle challenges and develop products and services for domestic and international markets.

This report uses case studies to illustrate how music and film companies in Rwanda tap global platforms to expand outreach, follow the diaspora to enter overseas markets, tailor production and marketing for specific markets, and apply new business models and monetization channels.

Published: 2019



[Joining forces for e-commerce: How small African firms succeed with collaborative business models](#)

Small businesses in Africa can tackle e-commerce barriers such as formalization, e-payments and delivery by joining forces through collaborative business models.

By working together, they can pool their resources, address competition issues and jointly develop new market opportunities online. Governments have a vital role to play by ensuring that business-friendly conditions are in place to enable the private sector to capitalize on these opportunities.

Published: 2019



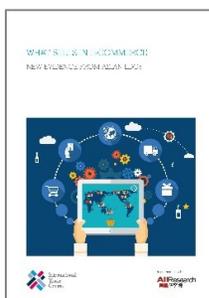
[SME Competitiveness Outlook: Business Ecosystems for the Digital Age](#)

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.

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

Executive Summaries also available in French, Spanish

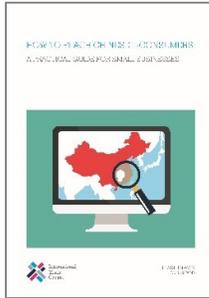


[What sells in e-commerce: New evidence from Asian LDCs](#)

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

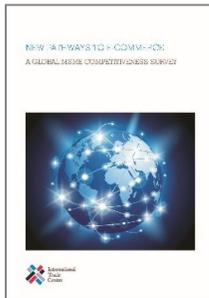


[How to reach Chinese e-consumers: A practical guide for small businesses](#)

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

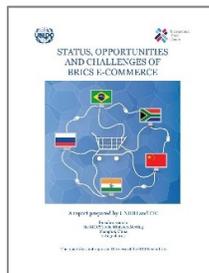


[New Pathways to E-commerce: A Global MSME Competitiveness Survey](#)

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



[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.

Published: 2017



[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



[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



[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 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

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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