



Concept Note

ICC-ESCWA Centre of Entrepreneurship Webinar Series

February – May 2023 | Zoom

I. Purpose and Background

The eCommerce Acceleration Programme (eCAP) builds the capacity of small and medium enterprises (SMEs) to strengthen their online presence and boost sales via online channels. The results of the pilot programme, running between April and October 2022, included: 46 SMEs developing their eCommerce transactional websites, 26 SMEs creating at least one seller account on local, regional and/or international virtual marketplaces, as well as 24 SMEs optimizing their existing websites to improve performance and drive more traffic.

While the programme provided SMEs a great opportunity to transition into online selling, there is a clear need for additional support on how to expand their reach and grow online sales.

The Webinar Series hosts representatives of major technology companies and digital marketing agencies, as well as experts in the field, to share knowledge and insights, give access to resources and practical tools, and discuss trends that are shaping the world of eCommerce.

II. Theme and Subthemes

The ICC-ESCWA Centre of Entrepreneurship is organizing a series of webinars centered around the theme of cross-border commerce and digital marketing and running 7 and 28 February, 14 March, 3 and 19 April, and 9 May 2023.

- **Webinar 1 (in partnership with Meta): How to find growth in international markets with cross-border business?**

Today, businesses are transforming as they adapt to global economic uncertainty all while navigating the possibilities of today's technology. While challenges are presented, in many ways, there is more opportunity than ever for business growth. International expansion can help businesses drive growth by accessing larger addressable markets, unlocking economies of scale, and diversifying their risks. In this session, small businesses will learn how successful businesses are expanding internationally by using digital solutions to select the right market, set up logistics & localization, build a creative strategy, and ultimately drive online sales.

Speaker: Ralph Aoun, Global Marketing Manager, Meta

- **Webinar 2 (in partnership with Meta): Tips to help prepare your small business for Ramadan**

Ramadan has traditionally been a time for connection with family and loved ones, and today observers are using technology more than ever to facilitate this. In a 2022 Meta-commissioned "Ramadan Moment Study" by YouGov, 36% of people surveyed state they spend more time using technology to connect with others during Ramadan or Eid. While people are connecting with loved ones, they are also connecting with and shopping from businesses that are important to them. And many of these businesses are located abroad. The YouGov study also shows that 44% of people surveyed have made a cross-border purchase during Ramadan and 1 in 3 of those people have spent more on products shipped from abroad than in previous years.

Speaker: Dina Ibrahim Saad, Team Lead, Meta Business Group

- **Webinar 3: Increasing sales through digital marketing**

This webinar offers an understanding of the key elements of building successful Digital Marketing campaigns using the appropriate social media and digital channels, strategies, and tools. It also introduces core techniques in digital marketing, helping SMEs to learn and apply the best digital practices in their own strategies. This webinar will cover what SMEs need to know about building effective digital marketing strategies, and campaigns, and managing social media accounts.

*Speaker: Elie Sarkis, Digital Marketing Trainer & Consultant
Managing Partner, Intoact International*

- **Webinar 4: Is an Affiliate Program suitable for your business?**

Are you selling products or services online, but you're highly dependent on one marketing channel? Have you considered getting an army of Content Creators, who promote you on a commission basis? This webinar will help SMEs understand if an Affiliate Program is suitable for them, and if it is, how to make it a successful and scalable marketing channel.

*Speaker: Rosanna Lopes, Affiliate Marketing Consultant
Course Creator at Affiliate Program Launch*

- **Webinar 5: How to define, reach and convert your ideal customer**

Have you been struggling with growing your audience or getting new clients online? Are you launching advertising campaigns but not getting the expected results? During this webinar, you will learn the framework and tools to help you turn strangers into customers and grow your business online.

*Speaker: Jennifer Kanaan, Digital Marketing Consultant
Founder at Skill Surfing*

- **Webinar 6: Why is internationalization important for SMEs**

Taking a proactive approach to internationalization makes companies more robust and potentially more successful, with a far greater client base and more scope to expand. While internationalization typically denotes big business carried out on a global scale, even the smallest companies can internationalize successfully with limited resources, if they play their cards right. This webinar will help SMEs understand how to incorporate internationalization in their competitive strategy.

Speaker: Aida Beji Kallel, International Senior Advisor on eCommerce

III. Additional Information

- The target audience are the first SME cohort of the eCommerce Acceleration Programme, as well as owners of small businesses from across the Arab region, who have recently transitioned into online selling or have been operating their eCommerce online stores for a while now.
- The duration of the session is one hour including 15 minutes Q&A.
- All webinars will be recorded, and the video recording will be shared on ESCWA, ICC and CoE online platforms.
- Registration is required and a confirmation email will be sent upon registering.
- Language: English and/or Arabic
- No interpretation