

Business Ecosystems for the Digital Age



5 Thought
leaders

5 Case
studies

50 Country
profiles



International
Trade
Centre

TRADE IMPACT FOR GOOD

© International Trade Centre 2018

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

Street address: ITC
54-56, rue de Montbrillant
1202 Geneva, Switzerland

Postal address: ITC
Palais des Nations
1211 Geneva 10, Switzerland

Telephone: +41-22 730 0111

Fax: +41-22 733 4439

E-mail: itcreg@intracen.org

Internet: <http://www.intracen.org>

<< BACK TO CONTENT PAGE

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.

This year's edition includes 50 country profiles on SME competitiveness, with a focus on strengths and weaknesses in the business ecosystem.

Publisher: International Trade Centre (ITC)

Title: SME Competitiveness Outlook 2018: Business Ecosystems for the Digital Age

Publication date and place: Geneva, September 2018

Page count: 216

Language: English (Executive Summaries are available separately in French and Spanish)

ISBN: 978-92-9137-455-7

eISBN: 978-92-1-047423-8

UN Sales Number: E.18.III.T.1

ITC Document Number: P36.E/DMD/CEES/18-IX

Citation: International Trade Centre (2018). SME Competitiveness Outlook 2018: Business Ecosystems for the Digital Age. ITC, Geneva.

For more information on the SME Competitiveness Outlook, see <http://www.intracen.org/SMEOutlook/>

For more information on the SME Competitiveness Survey, see: <http://www.intracen.org/SMEBenchmarking/>

The designations employed and the presentation of material in this publication do not imply the expression of any opinion whatsoever on the part of the International Trade Centre concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means electronic, electrostatic, magnetic tape, mechanical, photocopying or otherwise, without prior permission in writing from the International Trade Centre.

Digital image on the cover: © Shutterstock

© International Trade Centre (ITC), www.intracen.org

ITC is the joint agency of the World Trade Organization and the United Nations.

Contents

Acronyms.....	XI
Foreword.....	XII
Executive Summary.....	XIV
Acknowledgements.....	XXVI
 CHAPTER 1: The business ecosystem in transition.....	 2
Digital platforms on the rise	3
Impact on small businesses.....	3
Implications for the business ecosystem	4
Ecosystem 4.0 in remote areas: Utopia or reality?.....	5
Questions addressed in this report.....	8
 CHAPTER 2: The digital platform revolution.....	 9
Types of platforms.....	10
Business-to-business or business-to-consumer.....	10
Marketplace or inventory based.....	11
Wide-ranging exchanges.....	11
Free or fee based.....	11
Growing markets, scope and communities.....	11
Markets: Value and connectivity.....	11
Scope: From matchmaking to aggregated services.....	12
Communities: Blurring lines between consumers and producers.....	12
Three critical areas for SME competitiveness.....	12
Information: The currency of the digital world.....	13
Finance: New ICT-enabled tools.....	15
Logistics: En route to digitalization.....	21
What does the platform revolution mean for SMEs?.....	28
 CHAPTER 3: Foundations for SME success in a 4.0 world.....	 31
Promoting trade and investment.....	32
What trade and investment promotion organizations do.....	33
What worked in the past?.....	34
What is changing?.....	37
Skilling to thrive.....	38
Who pays the bill?.....	38
Which skills to transmit?.....	38
What worked in the past?.....	39
Adjusting to the future of work.....	44
Monitoring quality, ensuring trust.....	45
High stakes.....	45
Quality infrastructure that works.....	46
Wanted: Standards for emerging technologies.....	47

CHAPTER 4: Local infrastructure: Shortening the last mile.....	54
Last mile hurdle for developing country SMEs.....	54
Transport infrastructure: Physical connectivity for SMEs.....	56
Gaps and needs across countries.....	56
Gaps within countries: Last mile challenge.....	57
Closing the last mile mobility gap: Technology and funding.....	58
ICT infrastructure: Digital connectivity for SMEs.....	60
Gaps and needs across countries.....	60
Rural-urban digital connectivity gap.....	63
Closing the last mile digital access gap: Technology and funding.....	70
Moving ahead: Creating value in coordination.....	74
CHAPTER 5: Embracing change for business ecosystem 4.0.....	75
Cautious revolutionaries needed.....	75
Trade promotion, skills and quality.....	76
Trade and investment promotion organizations: Make big data work for small firms.....	76
Vocational education and training providers: Anticipate, act, adjust.....	79
Quality assurance bodies: Build trust in the digital era.....	82
Finance and infrastructure for tomorrow.....	83
Improving ICT-based finance.....	83
Infrastructure for business ecosystem 4.0.....	84
Learning from the past.....	85
CHAPTER 6: Country profiles and strategic snapshots.....	86
Edition 2018: What's new?.....	86
Readers' guide to country profiles.....	87
INDEX OF COUNTRY PROFILES.....	89
Argentina.....	90
Armenia.....	92
Belize.....	94
Benin.....	96
Bolivia.....	98
Bosnia and Herzegovina.....	100
Botswana.....	102
Bulgaria.....	104
Burundi.....	106
Cabo Verde.....	108
Cameroon.....	110
Chad.....	112
Croatia.....	114
Dominican Republic.....	116
El Salvador.....	118

Ethiopia.....	120
Gabon.....	122
Gambia.....	124
Georgia.....	126
Ghana.....	128
Guatemala.....	130
Honduras.....	132
Hungary.....	134
Indonesia.....	136
Kenya.....	138
Lao People's Democratic Republic.....	140
Lesotho.....	142
Macedonia, the former Yugoslav Republic of.....	144
Mali.....	146
Mauritania.....	148
Mongolia.....	150
Montenegro.....	152
Morocco.....	154
Mozambique.....	156
Myanmar.....	158
Nicaragua.....	160
Nigeria.....	162
Pakistan.....	164
Panama.....	166
Philippines.....	168
Romania.....	170
Sierra Leone.....	172
Sri Lanka.....	174
Suriname.....	176
Tajikistan.....	178
Timor-Leste.....	180
Uganda.....	182
Venezuela.....	184
Zambia.....	186
Zimbabwe.....	188
 ABRIDGED TECHNICAL ANNEX.....	 191
ENDNOTES AND REFERENCES.....	201

Thought leaders



6

Gabriela Michetti

Growing MSMEs, a path to national development



24

Roya Mahboob

Interview with the first female tech CEO in Afghanistan



42

Awa Sinyan Faal

Despite challenging export environment, SME agribusiness in the Gambia plans growth



50

Guy Ryder

Skills bolster SME competitiveness



66

Christophe Lecourtier

To boost SME competitiveness,

Case studies



18

Promoting SME competitiveness in Saint Lucia: *Wider access to better market information*



26

Promoting SME competitiveness in Rwanda: *Integrating ICT into logistics services*



40

Promoting SME competitiveness in the Gambia: *Developing sectors and skills*



52

Promoting SME competitiveness in Indonesia and Kenya: *Efficient certification key to export success*



68

Promoting SME competitiveness in Morocco: *Infrastructure*

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_22888

